



Cal Delta Spotlight

USC House Corporation of Phi Delta Theta | Spring 2015 | University of Southern California

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USC House Corporation

A Word From Our President



"Did you hear the bad news?" my wife asked.

I feared the worst. USC Football back on probation? I have a month to live? No,

once again my worst-case scenario was too optimistic: the LA Business Journal reported in February that the building housing the 901 Club had changed ownership for the first time in 40 years. The new owner's plans are undisclosed, but the Journal was bearish on the 9-0's survival, noting that "it's in the path of a great deal of redevelopment" and speculating that a likely replacement would be a mixed-use facility with a Quizno's at the bottom.

A Quizno's in place of the 9-0 would be like replacing Mount Rushmore with a first grader's drawing of Millard Fillmore, but there is still hope. A few newsletters ago I wrote sadly of the announced closure of Bergin's Irish Pub just before the eleventh-hour appearance of a new owner who has kept it open.

If the 9-0 does close, there might be a small silver lining. The only bar at either end of the Row would then be the 2-9 Café located across Hoover from the Phi Delt house. It has always rubbed me the wrong way when people say the Phi Delt house is at the end of the Row. The proper description is that the Phi Delt House is at the *beginning* of the Row. With the 2-9 as the lone watering hole, Hoover would look more like the beginning of the Row than Figueroa. Foot traffic on 28th Street would figure to shift westward and further raise the profile of our chapter house.

That scenario would be an embarrassment of riches, given our chapter's current success. It's hard to beat having the largest fall and spring pledge classes in memory during the same school year: 32 in the fall and 24 in the spring, with the quality of the Phikeia matching their high quantity.

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Alumni Spotlight:

Todd M. Nisbet '87

Editor's Note: For this edition of the newsletter we're shining the Spotlight on Brother Todd Nisbet '87. From the hometown of La Cañada, CA, Todd came to USC in pursuit of his degree in Communications. Continuing on at Seton Hall University, Todd earned his master's degree in Strategic Communication and Business Administration. Currently working as Principal of The North Highland Company, Todd is also the Province President over his region of Tennessee for Phi Delta Theta. A legacy, Todd's dedication as a Phi Delt goes back to his father, Michael Nisbet, who is a Cal Delta, and then to his brother, Scott Nisbet, who is a Phi Delt from Colorado College. Outside of work, Todd and his wife Anita enjoy spending time with their three kids: twin 17 year olds, Harry and Virginia, and their 13 year old daughter, Emma.



Describe the role that Phi Delta Theta played in entering your profession.

When I arrived in Nashville, I didn't know anyone except my retired in-laws. So, I picked up the Phi Delta Theta Alumni Directory and started calling local Phis to introduce myself. It was amazing to me that perfect strangers I contacted actually agreed to meet with me simply because we had a common Bond. I would meet Phis for coffee or lunch and eventually one Phi introduced me to another local management consulting firm. I was truly impressed with the people I met at North Highland, and I quickly decided it would be much better to work with the firm rather than compete.

What type of work are you doing today with North Highland?

I now head up North Highland's Sales and Service Effectiveness practice on a worldwide basis. With over 2,500 consultants across 50 countries, I have been fortunate to work with some great people and deliver unique value and big ideas for clients such as Nissan, ABC Television, Home Depot, McKesson, etc.



PDT Cal Delta Spring Initiation 1985.

How are you involved with Phi Delta Theta today?

Shortly after I arrived in Nashville, the General Headquarters staff noticed my change of address and contacted me to see if I would be interested in getting involved in the Chapter Advisory Board for Tennessee Zeta Chapter at Belmont University. By personally benefiting from this international network of Brothers in the Bond when I arrived in Nashville, I jumped at the chance to give back. After a few years as Tennessee Zeta's CAB Chairman, GHQ invited me to ascend to the role of Eta South Province President. For the past few years, I have presided over the Volunteer State representing our Fraternity across six Chapters and Universities, multiple Housing Corporations, Alumni Clubs and thousands of brothers across Tennessee.

What led you to join Phi Delta Theta?

I rushed several fraternities my first year at USC but accepted a bid from Phi Delta Theta because I felt I connected with these guys. Although my father, Michael Nisbet (USC, California Delta, Initiated 1959), and my older brother, Scott Nisbet (Colorado College, Colorado Beta, Initiated 1982), are both Proud Phi's, this was not the driving factor in my decision to join Phi Delta Theta. My connection with the men of California Delta was the primary reason I took that bid, and brotherhood has become what I value most in our Fraternity.

After graduation why did you move across the country to NYC?

There were two events years apart that ultimately came together and brought me to NYC. The first was in my early teens when I accompanied my father on one of his business trips to Manhattan. I absolutely fell in love with the excitement of the city. The second was at USC when I was inspired by some

Nisbet (Continued on Page 4)

CHAPTER NEWS



President's Message Alex Budde

Hello, I am Alex Budde, the newly elected president for the California Delta chapter of Phi Delta Theta. Although I am just a sophomore, I experienced several issues that occurred in the chapter since my initiation. However, the one thing I am most proud of during my time in Phi Delt is the progress we have made since then. If you don't know much about the recent occurrences in the USC Greek system, I can tell you it does not look too good. Three chapters have lost their charters in the past two years, two of which happened this last semester. The Row has been subject to very limiting social policies, and as the issues

of sexual assault and racism in the Greek community gain national attention, USC still fights to combat them.

Despite these less than ideal circumstances, I cannot emphasize enough how well our chapter has been able to adapt to put our best foot forward and keep our image extremely positive.

From our annual philanthropies that raise upwards of \$5,000 for the ALS Association to our Registered 80s Ski Lodge Party to our members working on a Row-wide sexual assault prevention campaign, Cal Delta continues to demonstrate its ability to thrive academically, philanthropically and socially at USC.

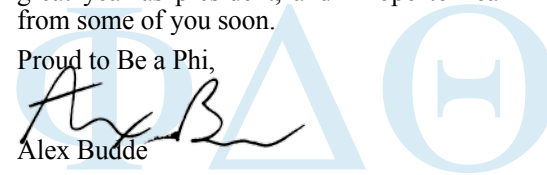
With the initiation of the twenty-eight man Fall 2014 Phikeia Class we have seen a fantastic increase in the enthusiasm and involvement of chapter members. Our Executive Council consists mostly of sophomores and freshmen, and our Executive Board boasts five

sophomores and one newly initiated freshman, exhibiting the passion that younger members have to improve the chapter. With our current twenty-one man Spring Phikeia Class, I am extremely happy to see that Cal Delta is having no problem continuing the tradition of chapter growth by recruiting the best and brightest this campus has to offer.

I encourage all of you to attend our chapter alumni events, such as the Alumni Luncheon on April 11th. Throughout the year to come see for yourself why we are so proud of California Delta. Also, if you would like to come see our beautiful chapter house, or just chat about the chapter, please do not hesitate to contact me with any questions you may have. I am looking forward to continuing this great year as president, and I hope to hear from some of you soon.

Proud to Be a Phi,


Alex Budde



Chapter Spotlight:

Peter Roberson



Editor's Note: Representing the chapter as Spotlight is Peter Roberson. From the hometown of Glenview, IL, Peter is in his Freshman year at USC and is studying Chemical Engineering on a Presidential scholarship. Currently serving the chapter as Secretary, he is also on the Interfraternity Council Board of Directors as the Director of Green Initiatives. Additionally, Peter is working part time as a USC Admissions Center Tour Guide.

to partake in this summer because I wanted to do something more interesting than simply lifeguarding but also still stay close to home. I decided to apply for an internship for PayNet, which is based in my hometown, and am really excited to start working there this summer. I will be working with the Data Analytics Department, which analyzes different forms and trends of lending between banks and small to medium-sized businesses. While this is not directly related to my chemical engineering major, it will be a great opportunity to learn something new and interesting and diversify my skills.

What led you to join Phi Delta Theta?

When I first arrived at USC, I went through the weeklong rush process and met a lot of guys from many different houses. My great uncle was a Phi Delt at Dartmouth and there is a long history of Greeks in the family; but, when I went to Phi Delt for the first time, the brothers in the house left an everlasting impression. They convinced me that I wanted to join this house. These men were intelligent, tenacious, ambitious, and successful in whatever they embarked on, which I genuinely respected. They were the guys I knew I would become the greatest friends with, and most importantly, wanted to be brothers with through my time at USC and well after graduation.

Why do you enjoy being a tour guide for the school?

I enjoy being a tour guide for USC because it is so rewarding and fun. I remember when I first came to USC and went on the tour, it was the best college tour in my experience. More importantly, because of the tour, I knew I wanted to come to USC. So, when I go to work each week, it is both worthwhile and exciting for me to give tours because I try to emulate that one tour in order

to attract students to come to USC who are in the same place as I was just one year ago.

What kind of projects are you working on as the IFC Green Initiatives Director?

As the Director of Green Initiatives, I promote environmental sustainability across the Greek Community, specifically the fraternities. This semester I am organizing an energy competition across all of the fraternities over a two-week period. This will promote decreased energy consumption to help sustain our environment. Also, both IFC and PHC will be joining together to host a beach cleanup in celebration of Earth Month. These initiatives are both fun for the fraternities to participate in and are important because our Greek Community is a large and vital part of the USC community, so we need to do our part in being environmentally conscious.

How did you line up an internship with PayNet, Inc.?

I was looking for internships

What did you do for spring break?

Over spring break, three of my pledge brothers – Jacques Esterhuizen, Jack Cartwright, and Camilo Valderruten – and I drove to Sequoia National Park and Yosemite National Park to camp for four nights. We explored the national parks hiking through trails to various peaks, such as Glacier Point and Upper Yosemite Falls. Not only were the parks scenic and incredible to hike through, but the trip was also a great break camping and relaxing with my friends.



Peter and his pledge brothers at Sequoia National Park during Spring Break.

Congratulations



to Our Spring 2015 Graduating Seniors!

Yoni Azarkman
Encino, CA
Policy Planning and Development

Peter Liskanich
San Dimas, CA
Economics and Spanish

Justin Cross
Wilton, CT
Mechanical Engineering

Alex Liu
Canoga Park, CA
International Relations

Nick Dipietrantonio
New York, NY

Cameron Lutz
Claremont, CA
Business Administration

Abdo Faissal
Glendale, CA
Mechanical Engineering

Anthony Neyer
Palm Desert, CA
Communications

Kevin Fohrer
Arcadia, CA
Industrial and Systems Engineering

Nick Orchanian
Waltham, MA
Chemistry

Brendan Hanson
Appleton, WI
Business Administration

Pablo Ortiz
Sunnyvale, CA
Computer Science (Games)

Calum Hayes
West Linn, OR
Philosophy, Politics and Law

Evan Popiel
Lake Forest, IL
Business Administration and Accounting

Jake Hollander
Merrick, NY

Shane Sullivan
Orange, CA
Sociology

Bonamico Jacobs
Lake Forest, IL
Biochemistry

Derek Taylor
Grand Forks, ND
Economics

Alex Jones
San Diego, CA
Computer Engineering/Computer Science (Math minor)

Tay Vaughn
Klamath Falls, OR
Policy, Planning and Development (Urban Planning)

Brandon Kisch
Houston, TX
Business Administration (Enterprise Information Systems minor)

Bryce Welborn
Paradise Valley, AZ
Mechanical Engineering

Dillon Wessing
Folsom, CA
Astronautical Engineering



ALUMNI NEWS

Donald D. Steele '57 – Will be with DataComm Networks, Inc. for 25 years as of March 2015.

William C. Putney '51 – Went with my niece and nephew in January to Vietnam and Cambodia.

Cal Delta's presence in Trojan athletics is expanding along with its clout on the Row. At the San Gabriel Valley Trojan Club dinner on January 28, three of the speakers during the program were Cal Delta Phis.

Left to right in the photo are Cal Delta's own **Dan Hubbs '93**, **Garry Paskwietz '88** and **Anthony Neyer**. Brother Hubbs is Head Coach of the #8 ranked USC Baseball Team. Brother Paskwietz is Publisher of the WeAreSC website that is the go-to site for stories, features and video reports on 'SC Sports. He is also a radio personality on the USC Football pre-game show on ESPN Radio 710 AM. Brother Neyer, a current active from the fall 2014 pledge class, is a quarterback on the USC football team.



RUSHING IN STYLE



Many thanks to the Cal Delta alumni who turned out for the January 29 Blue Chip Dinner, a formal dinner that takes place on the last night of rush. Today's rushees, as they weigh which fraternity to pledge, want to see that a chapter has good alumni support. The alumni in attendance helped the chapter bring in a largest-in-memory spring pledge class of 24 Phikeia. They also enjoyed a great dinner at a magnificent, palatial venue. Left to right in the photo: **Dan Powell '81**, Province President **Stephen Youts**, **Craig Moody '79**, **Bill Bedford '57**, **Bruce Buettell '82**, **David Davidson '78**, **Frank Hough '73** and **Phil Hodgkins '78**.

Have Alumni News?

We want to hear from you! Send your personal updates, accomplishments, adventures, and photos to our Account Manager Kasey Breedlove at kbreedlove@thelaurusgroup.net, or simply fill out the tear-away form at the bottom of your cover letter and return it in the mail. We want to share it in the next issue of The Cal Delta Spotlight!

REMEMBERING

Thomas L. Potter '52



Tom Potter '52 is the only known member of Cal Delta to be killed in action serving in America's Armed Services. He was a pilot shot down during the Korean War. Cal Delta alumnus **Stu Neffler '54** has come forward with the idea for a plaque honoring Brother Potter to be mounted at a suitable location in the chapter house, and Stu has come up with a beautiful tentative design for the plaque. Phi Deltas from the 1950's are currently engaged in a fundraising campaign to honor Brother Potter and help pay down the mortgage debt on the chapter house. Brother Neffler has graciously offered to pay for the plaque. Please contact **Bruce Buettell '82** at brucebuettell@yahoo.com for more information on how you can contribute to the *Tom Potter Memorial Fund*.

of my marketing and advertising classes at the Annenberg School of Communication. It was in my senior year in 1987 that I knew I wanted to start my career in the advertising agency business in NYC.

NYC is a big change from Los Angeles; how did you do it?

I knew I wanted to start my career in NYC but I didn't have a job lined up so I worked out a deal with my parents to subsidize my living expenses for six months. I rented a one bedroom apartment on the Upper East Side and hit the pavement hard with interviews. Fortunately, I found a job with an advertising agency in my fourth month and was able to stay in NYC.

After living and working in NYC for about a year, one of my Phi Delt pledge brothers from Los Angeles moved to NYC to join me. He ended up renting another apartment a few blocks away and we had a great time working and experiencing everything the city has to offer. Two young single guys from out of town running around the big city; it was an incredible experience.

How did you meet your wife?

In 1989, I ended up hiring an Advertising Assistant. After about a year of mutual flirting with Anita, we eventually started dating. Yes, just like an episode of Mad Men. Well, Anita and I ended up getting married, moved to the burbs of Jersey to be closer to my new job at AT&T (my former client), and we started a family. We now have three kids: twin 17 year olds, Harry and Virginia, and a 13 year old girl, Emma.

How did you make the transition from AT&T to Prudential?

Working for AT&T was amazing. The magnitude of what we were doing on the residential communications front was mindboggling and it provided a ton of opportunity. One of those opportunities was to launch AT&T's Internet access business at a time when there were only about 5 million Internet users. Hard to believe but our team was pioneering a whole new digital world back in 1994. Well, after a few more years successfully building out AT&T's business, another local New Jersey company, Prudential, was looking to build an effective Internet strategy and I was lured over to "The Rock."

Why did you move back to CA for work?

I was happy in the New York Metro area having a growing family and a great job at Prudential. I really wasn't looking to make a change or move back to California. But, one day a headhunter called and informed me The Walt Disney Company was looking to build out their online business of digital entertainment. Disney was interested in my experience and track record so I flew out a few times to meet with them. One thing led to another and they wanted



Todd enduring the Tough Mudder Challenge.

me to come out and run their online business for video games worldwide. Mickey can be very persuasive; so, we moved to California in early 2000 and I joined the Mouse House.

When did you decide to go into business for yourself?

Working at The Walt Disney Company was truly an incredible experience. I traveled the world working with bright and talented people building and publishing online game experiences. I made a lot of lifelong friends while I was there and I ended up going into business with a few who left the company to start their own digital entertainment venture inside movie theaters.

While I was working with my former Disney colleagues on this new venture, I also started getting calls from folks throughout my professional network who were looking for help with their companies. One of the nice things about being from places like AT&T, Prudential, Disney, etc. is that you get to meet a lot of great people and build a strong network. So, I established a management consulting company, Unite Productions, to enable their capabilities.

Why did you retire the business and move to Nashville?

Unite Productions projects ended up taking place all over the country and I was spending a ton of time on airplanes, especially on the east coast. Travel became grueling, so I was interested in getting to a more central location. Fortunately, my wife's parents lived in Nashville and Anita and I concluded this would be an ideal place to continue to raise our kids and they can get to know their grandparents. So, in 2008, we packed up our belongings and moved to Music City.

Outside of work what do you for fun?

Aside from spending as much time as I can with my immediate family, I enjoy meeting new and keeping up with old Phis and my network. As for activities, I still enjoy snow skiing, golf, traveling and running. A remarkable experience for me last year is when I completed my first Tough Mudder. It was a physical challenge but a ton of fun. I now plan to participate in my second Tough Mudder in Colorado with my two siblings later this year. Also, since my kids are high school juniors, we are spending a good deal of time visiting colleges in preparation for the application process. The real adventure is about to begin for my kids, and I look forward to watching them enjoy their experiences. I guess this is one of those circle-of-life things.

Proud to be a Phi!

Save-the-Date!
2015 Blue Chip Dinner
Friday - August 28th



Details TBA Soon!

USC House

(Continued from Page 1)

The chapter has done a consistently good job with rush. But since last summer, Phi Delta Theta's General Headquarters in Oxford, Ohio has made available a recruitment expert, who has spent considerable time with Cal Delta's rush chairmen to take recruitment to the next level. Rather than focusing just on the official one-week rush period at the start of each semester, effective recruitment involves using the pledge class and actives to cultivate prospects throughout the semester, so the chapter goes into rush with a list of prospects ready to come on board.

The missteps of other fraternities at USC have also left the Phi Delt house recruiting against less competition. The SAE house recently closed after a disastrous accident during a party featuring huge amounts of

alcohol, and three other houses were barred from participating in fall rush after drinking-fueled incidents. My dedicated skepticism of Phi Delta Theta's alcohol-free chapter house policy when it was announced 15 years ago has run up against the facts that show the policy is helping our chapter to avoid sanctions and closure. Meanwhile the actives are enjoying a full social calendar, including terrific events at venues other than the house.

Please contact me with any questions or comments at brucebuettell@yahoo.com or 714-686-7186.

Bruce Buettell '82

President
USC Phi Delt House Corporation