



# Cal Delta Spotlight

USC House Corporation of Phi Delta Theta | Summer 2017 | University of Southern California

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## USC House Corporation

### A Word From Our President



With every new year comes a renewed sense of purpose and vision. As **Bruce Buettell '82** mentioned in the previous edition, the House Corporation has

added some fantastic talent and is looking forward to a bright future for California Delta.

The House Corporation kicked off the year with a visioning session in February, focused on determining strategic objectives with the next five years in mind. We converged on three priorities: increased chapter transparency and communication, stronger focus on alumni engagement, and a renewed emphasis on proactive maintenance and capital investments for the property.

Over the coming year, the House Corporation will begin executing initiatives aligned to these goals, such as working to standardize spring and fall alumni events with the chapter's alumni chair, refurbishing all 17 rooms in the house over the course of three years, formalizing the resident advisor role and responsibilities, and establishing a cadence for chapter visits from House Corporation to facilitate questions and answers from chapter members.

I am looking forward to meeting with



Congrats seniors! Can't wait to see what these boys will accomplish in the future. Bobby Clark, Curtis Toyota, Andrew Sonnabend, Hudson Leiser, Mark Miller, Jeff Levine, Karl Schmidt, Paul Samaha, Andrew Goldenson, Jack Wangerin, Alex Budde, Alexandre Dubose, and Treven Goldsmith.

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### Alumni Spotlight:

## William Bedford '57

### A Continuing Legacy of Generosity

*Editor's Note: For this edition of the newsletter, we're shining the Spotlight on Brother Bill Bedford '57. From his hometown of Los Angeles, Bill earned his degree in business at USC. He is one of the indispensable alumni of Cal Delta, without whom our beautiful chapter house might not be what it is today. As an active member, he was president of the chapter, and later became our House Corporation president for almost a decade. Since the 1950s, Bill was active in organizing alumni events, including golf weekenders known as Hackers Invitational, where alumni from the 1950s would gather to catch up and trade stories. The Hackers became an annual event for many years. Currently retired as senior vice president with Private Asset Management, Bill is enjoying time with family. He and his wife Patricia have been married for 26 years, and between them they have four daughters, two sons and 11 grandchildren.*



#### What led you to join Cal Delta?

I grew up in Los Angeles and attended the public schools up through Los Angeles High School, class of 1953. Being an avid USC sports fan, and because the university was only four miles from my home, becoming a Trojan was an easy decision! I knew little about fraternities, but when Cal Delta Brother Dick Kirtland, an old friend from Boy Scouts, invited me to a Phi Delta Theta rush party at the beach, I really enjoyed getting to know and converse with an older group of young men. In particular, there were several members who were just returning to USC, and Cal Delta, following their service in the Korean War. Their maturity and their enjoyment of the young Cal Delta Chapter were very impressive to



Bill running the 1984 Olympic Torch Relay with his family.

me. And so, when I happily accepted my Phikeia pledge pin, a significant passage in my life had begun! Hard to believe, but when this formerly shy, quiet 17-year-old freshman was elected president of the Cal Delta Chapter in his senior year, the passage was complete!

#### After graduation, how did your work with Richfield Oil Company lead to an interest in investment management?

My first job after graduation was as a petroleum landman with Richfield Oil Corporation. I got the job the "hard way" — my father called a pal of his at Richfield, and the deal was done! After a few years of corporate life, I decided to become virtually self-employed as a rookie stockbroker at E.F. Hutton & Co. After several years, it was clear to me that what I truly enjoyed most was helping my clients organize and establish their investment goals and objectives, and then being responsible for the management of the assets to achieve those investment goals! Thus, I decided to become an independent investment

counselor to private clients. I started my own firm, Hillside Associates, in 1973. We were successful, and while I sold Hillside some years ago, I'm pleased that some former clients still seek my advice.

Bedford (Continued on Page 4)

# CHAPTER NEWS



## President's Message

Peter Roberson

Greetings, Brothers! Summer is now in full swing and the house is quieter throughout the longer nights. With members taking on exciting internships, research opportunities, or simply getting a breath of fresh air before the

fall semester starts, it is a great time to reflect on what we have been up to, our successes, and where we see our chapter growing in the coming months.

I have had the privilege of overseeing the continued rapid growth of our chapter membership. We are extremely proud of the 24 gentlemen of Psi Class who were recently initiated as one of our largest spring classes. With the graduated seniors, **our total chapter membership is at an unprecedented level of just under 160 members.** With the opening of the USC Village in the fall on our side of West 28th Street, we anticipate even further growth with quality men who look to uphold the key characteristics of a Phi.

Our leadership in the house, combined with an active and engaged general membership, has made for an exciting semester in terms of social, philanthropic, and brotherhood events. Under the leadership of our social chairs, **Joseph Hetzer** and **Russ Peterson**, we hosted our signature yacht exchange with the women of Alpha Phi to Catalina Island. Our brothers raised just over \$5,000 for the ALS Foundation through Beach Bash—a volleyball tournament—in the fall and Phi Delt Puppies toward the end of spring. Finally, even with more active members in the house, we have upheld a stronger and more active brotherhood, in part due to the fantastic leadership of

our graduated brotherhood chairs **Treven Goldsmith** and **Hudson Leiser**. A majority of our brothers were able to make it up to one of the house's favorite events: the Big Bear Brotherhood Retreat.

Cal Delt has always been a leader on the row, and continued to do so this year, specifically in the areas of risk management and campus leadership. Out of 55 other fraternities within the entire Greek community, we were awarded both Excellence in Risk Reduction & Strategy Management and Excellence in Leadership Engagement. Our members strive to contribute to the Greek community, with Brothers **Tyler Matheson** and **Atticus Vadera** serving on the executive board of the Interfraternity Council, and within a multitude of campus organizations. Further, we look to create even more comprehensive risk management policies to ensure the safety of our members. Lastly, I want to take the time to thank the graduating seniors of Cal Delt—one of our largest graduating classes yet. It is always hard to say goodbye to the engaged and influential seniors within the house. Between their leadership, mentorship, and hard work throughout their time, we all have witnessed the successes they consistently achieved



Psi class.



Brother Joey Rearic.

## Chapter Spotlight:

## Benjamin Friedman



*Editor's Note: Representing the chapter as Spotlight is rising junior Ben Friedman. From his hometown of Chicago, IL, Benny is pursuing his BS in geodesign. Outside the chapter, he serves as chief operations officer at SLAP'D – an organization dedicated to helping those "Surviving Life After a Parent Dies." Benny's work experience includes an internship in urban design at Studio 111. For fun, he enjoys song writing and playing guitar.*

**What led you to join the chapter?**

I joined the chapter because it felt like the only house that I could completely be myself. I felt like instead of trying to change me in any way they just wanted to know more about what makes me "me."

**What type of work are you doing in Europe this summer?**

I am working with some of my fellow

geodesign students on implementing the city of Amsterdam's plan to increase energy created by renewables. We are using geographic information systems to analyze what homes are primed for what types of interventions.

**How did you become involved with SLAP'D?**

I became involved with SLAP'D because the founder was in an entrepreneurship club I started in high school. From the start, I was an adviser of sorts and then eventually I just joined the official team. The organization is dedicated to providing a social media outlet



Benny with the SLAP'D (Surviving Life After a Parent Dies) team.

for teens who have lost a parent to find hope and connection through shared experiences.

**When did you develop an interest in Geodesign?**



*The 2017 Yacht Exchange.*



Brother **Joel Shine '81** was recently quoted in the Wall Street Journal: "Joel Shine, chief executive of builder Woodside Homes Inc., visited Kyoto, Japan, to see how firms there

use automation in home construction. He thinks it would take at least a decade for the innovations to become mainstream in the U.S., in part because they would require building code changes.

"State and local rules often play as big a role for his business as the federal government. Higher permitting fees, for instance, have raised construction costs in California towns. 'There are a lot of places if you gave me a raw lot for free—for free!—I could not even come close to building an entry-level house,' Mr. Shine said."

and cannot wait to see what they accomplish in the coming years as alumni.

Especially as my time grows nearer heading into my final year, I am definitively excited to work with our bright, ambitious, and young leaders within the house to continue our rapid growth as a chapter and maintain our leadership on the row. In the meantime, please feel free to reach out to me at any time, or stop by the chapter house for a visit and chat. Looking forward to a successful football season and rest of 2017!

Yours in the Bond,

**Peter Roberson**

## 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@elevateims.com](mailto:kbreedlove@elevateims.com), 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!*

## Connect with us on Facebook!

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**Save the Date**  
**USC Homecoming 2017**  
**November 4<sup>th</sup>**  
**USC vs Arizona**  
**Game Time TBA**



## CHAPTER GRAND



*We are saddened to learn of the passing of the following Cal Delta brother:*



**Bernard A. Leckie '57**, beloved husband, father, grandfather, great-grandfather, and esteemed counsel to the law firm of Meserve, Mumper & Hughes LLP passed away on December 16, 2016, with his family at his side. In 1955, Bernie was honorably discharged from the United States Army. Bernie received his Bachelor of Science degree in 1957 and his Juris Doctor degree in 1959 from USC. He was admitted to the California State Bar in 1960. He actively practiced law for 56 years, focusing on general civil litigation

and trial practice in both federal and state courts. He was also an arbitrator for the American Arbitration Association and the Orange County Superior Court. He volunteered as a judge pro tem in Orange County and served on many state and local bar committees. He was also a board director for the U.S.C. Legion Lex (Orange County) Chapter and was a founding member and Master Bencher of the William P. Gray Legion Lex Inn of Court. He loved practicing law. His colleagues, clients and friends absolutely loved him. Bernie possessed a keen mind, a gentle charm and had a genuine deep concern for the wellbeing of his fellow man. He was always a quiet force for justice and calm. Our lives are better and more peaceful because Bernie was on this earth. Bernie is survived by his loving wife, Maryanne; his son, Scott, daughter-in-law, Kirsten, and granddaughter, Pali, of Melbourne, Australia; his daughter, Karin Lynn Leckie Mann, son-in-law, David Mann, and grandchildren Abraham Mann, Eli Mann, and his wife, Lindsey Mann, and their son, Trevor Mann; and Sarah Grace Smith, and her husband, Alex Smith.

I think I have always had a passion for geodesign, I just didn't know it existed. The program combines planning, architecture and geography, all of which have in different ways been passions throughout my life. It also allows me to work on the greater problem of climate change, which is exciting.

### Outside of school, what do you do for fun?

I play guitar, sing, and write music. I also love to travel and find adventures wherever I can.



*Benny working on concepts for the SLAP'D social media site.*

## How did you get involved with the Olympic Games?

Sports have always been an important part of my life. I feel that life is often about people and relationships, and that's how I came to experience another wonderful passage in my life: being the commissioner of athletics for the 1984 Olympic Games in Los Angeles. By 1980, Hillside Associates was doing well, and I had added a partner in the business. Peter Ueberroth had become a good friend over the years through business, golf, and as a valued client of my firm. When Peter was named president of the Los Angeles Olympic Organizing Committee, I recognized that he was the perfect person for such a broadly demanding responsibility. I called to congratulate him, adding, "I'm standing by, ready and willing to join your volunteer army!" A couple of months later I got the call, and became responsible for staging the world's biggest track meet in 1984! After four years of preparation, and 16 days of competition in track and field under perfect conditions in the sparkling (only 60 years old) Los Angeles Memorial Coliseum, followed by a wonderful closing ceremony, it was "back to real work for the volunteer army."

## What brought you back to be involved with Cal Delta?

The "re-founding" of Cal Delta at USC, completed in 2006, is truly an "up from the grave" story! By year 2000, following a series of behavioral incidents, the university had withdrawn the chapter's recognition, ordered the closing of the chapter house, and Phi Delta national headquarters had withdrawn their charter. We were not the first of several major fraternities thrown off campus during this period, but after much travail we later became the first ones to successfully return. At about this time, I was asked to meet with a small group of neighbors and **Bob Haggstrom '73**, a Cal Delta alum. They were interested in "cleaning up/fixing up" the boarded-up old frat house. From my earlier experience as chapter president, I quickly let them know that before any such work could begin, an alumni group needed to successfully petition both the university and the national fraternity for permission to restart the chapter.

Reflecting on how important my fraternity life had been to me, and that I wanted other young men to have the same opportunity, I quickly became the House Corporation president. With added alumni help, we laid out our plans to regain chapter status, do a cosmetic cleanup/fix-up/repaint job on the house, and participate in fall rush. And then, unbelievably, a major

overnight fire, caused by vagrants who had broken into the unoccupied chapter house, destroyed 30 percent of the structure. While our plans changed drastically, we had good fire insurance, and mortgage loans from USC and City National Bank allowed us to move ahead.

USC and national were very tough on us, but also helpful. We began to involve more of our alumni well before we had final approvals from USC and national. But the new chapter had to leave behind the mistakes of the prior years, and alumni involvement was critical to long-term success. Phi Delta Theta by then had a "no alcohol" policy in all their chapter houses, and our alumni strongly supported this policy. When we finally received our USC approval, it was quickly followed by news from national HQ that we would soon regain our charter, and two projects remained: begin the complete renovation of the old house, and participate in fall rush.

Phi Delta Theta HQ sent out two staff members to help us with rush, and they were phenomenal. The amazing Cal Delta of today is primarily due to the amazing success of that first rush. Without a useable chapter house, without undergrad members to help, this "new/startup" fraternity pledged 42 new Phikeias! The rallying cry/slogan for that first rush, brought to us by national, was "Are you a leader?" Today, with a beautiful chapter house, being one of the largest fraternities at USC, having one of the highest GPAs on the Row, and a leader in both USC and community service, the answer to the now 10-year-old question is a resounding, "Yes, we are leaders!" Cal Delta stands right alongside of USC in my estate planning.

*"My father has always been a great person in my eyes. His phrase is, 'How can I help?' He is ready to jump in and get things done."*

*~ Jennifer Bedford, daughter*



*Bill with his two daughters as "Friendly Rivals"—FIGHT ON!*

This total success was created by a group of alumni too long to mention here, but a visit/tour of the chapter house will show their names on plaques in the large entry hall.

## What inspired you to create the Hackers Invitational?

Golf has always been important to me, so around 1960 I put together a weekend tournament in the desert exclusively for Cal Delta alums, appropriately called the Hackers Invitational. It was a great success, and the next year it expanded to include other friends and went on to have about a 20-year life, playing many different courses. The last event just might have been at Pebble Beach, considering that a major food fight broke out among our group during dinner in the iconic dining room of the Del Monte Lodge!

## Now that you have some free time, what do you do for fun?

In retirement, my life is relaxed, but busy and fun with golf, children, grandchildren, and traveling the world with my beautiful wife, Patricia.

## USC House

*(Continued from Page 1)*

more alumni over the coming years and hearing your ideas about ways in which we can give our undergraduates the best experience possible at USC. Please do not hesitate to let me know if you would like to get involved, have questions, or would just like to chat. I can be reached at phidelthousecorp@gmail.com.

Another major update that I would like to give is that we have elected our new chapter president! I would like to congratulate **Peter Roberson** for carrying on the torch and leading our chapter. Peter, a current junior in the chemical

engineering program, has been a member of the chapter since the fall of 2014. There is no one who I trust more to lead our chapter to greatness.

If you aren't feeling the cardinal and gold fever yet, I'm here to let you know that our first football game is only a few months away! We kick off the season against Western Michigan on September 2, so grab your tickets and get ready to tailgate.

Fight On!

*Brenton J Caldwell*

Brenton Caldwell '14

President

USC Phi Delt House Corporation