



# Cal Delta Spotlight

USC House Corporation of Phi Delta Theta | Winter 2019-2020 | University of Southern California

Alumni Office | P.O. Box 80828, Atlanta, Georgia 30366 | <https://www.mygreekgift.org/caldelta>

## President's Corner

### House Corporation Update



Brothers:

I hope that many of you enjoyed the holiday season and were surrounded by friends, family, and loved ones. I do not

know about you, but during this time of year I often find myself doing three things:

1. Reflecting on all the blessings that have found their way into my life;
2. Determining ways in which I can continue to be generous with my time; and
3. Identifying how I can become an even greater version of myself.

One of the amazing blessings in my life has been California Delta. The brothers who I have met supported me throughout college when times or academics were tough. The chapter gave me leadership opportunities I previously could only imagine, and helped to propel my career objectives. My brothers continue to support me in life after college—through my recent wedding and a plethora of other ventures; and what is great is that I can return the favor to them! I view the bond as an incredible gift that has given not only me, but so many other alumni, a lasting support system throughout college and beyond.

I was able to witness this at our Inaugural Alumni Reunion, where over 50 alumni joined us to share their memories of the house and the gifts the brotherhood provided them with after moving their tassels to the right. It was absolutely astounding to see the profound impact that California Delta has had on the lives

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## Alumni Spotlight: Joel Van Boom '83



**Editor's Note:** For this edition of the newsletter, we're shining the spotlight on Brother Joel Van Boom '83. Joel has built a hugely successful international printing company and is an innovator in his industry, holding several patents. Hailing from San Jose, California, Joel graduated from USC with a BS in accounting, before heading to Pepperdine Law School. Joel is both a CPA and an attorney. Today, he is president and owner of Documotion Research, Inc. He and his wife, Kyle Lyons, a USC Tri Delt, share three kids—Perry, Wes, and Jack.

Left: Joel in the factory where the StickyPOS labels are made.

### What did you enjoy most as an active member?

Getting to make lifelong friends and making unforgettable memories. Among some of the most unforgettable were actually as pledges during MI week: We fished with sticks and string at the Bonaventure Hotel fountains; took a pledge class picture (Joel was pledge trainer and hell master!) on the Harbor Freeway – during rush hour; painted the Azure and Argent lines from the house to the 9-0; kidnapped our pledgemaster's pledge brother from CU and brought him back to USC; and secured a semester's supply of Everclear from Las Vegas, among other things...

### How do you stay in touch with brothers today?

I have been able to keep in frequent contact

*Spring 1980 Pledge Class on the Harbor Freeway during rush hour in MI Week. Joel is the one taking the picture. Larry Richardson is in the front center—he was an active that verified that we actually did it.*



with a number of my pledge brothers. I look forward to gatherings of all the brothers at a variety of SoCal events—in particular an annual Angels-Yankees game organized by Andy Fong '82—a day at the races down at Del Mar, or at the SC Football games. I always wish I could connect more often.

### After graduation, how did you apply your degrees?

I earned a BS Degree in accounting in '83 and then went to Pepperdine Law School and graduated in '86. I passed the bar, got married to Kyle Lyons (Tri Delt at USC) that same year, and started work in accounting at Coopers & Lybrand in Newport Beach. I left accounting after I earned my CPA in '89 and went to work with the family printing business.

### What inspired you to start your own business?

I started Documotion Research, Inc., in 1997 as a patent promotion company and have been awarded nine US Patents. I have expanded many of those globally and have licensees on five continents. After working in the generic business forms printing business I could see that I needed to innovate in order to create a fair chance at good profitability. By patenting, manufacturing and licensing products we were able to create value for our customers and grow.

### Which aspect of the industry do you find exciting?

The innovation. Printing was traditionally putting ink on paper.

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## Chapter Spotlight: Dylan Field



**Editor's Note:** Representing the chapter as spotlight is junior class man, **Dylan Field**. From the hometown of Coto de Caza, Dylan is pursuing a degree in public relations with an entertainment industry minor. Having served the chapter as public relations chair, he is currently involved as the senior advisor to the vice president in Undergraduate Student Government, and is a performer and head of marketing with The Suspenders, USC's oldest sketch comedy troupe. His internships include global publicity at Warner Bros. Pictures, Slate PR, and Allied Global Marketing. He is currently in a field marketing internship at Walt Disney Motion Pictures.

*Dylan at Warner Bros. (left), and Disney (right).*



### What have you enjoyed most as a member of the chapter?

What I enjoy most about being a Cal Delt member is always having a reliable group of friends to go on adventures with. Being a member of the Omega pledge class (fall 2017) is something that I take deep pride in. Our pledge class has remained incredibly tight-knit due to our close bonds from countless experiences both on and off-campus.

### Which aspect of the entertainment industry appeals to you?

What attracts me the most about the entertainment industry is the act of bringing storytelling to life on such a large scale for audiences. There is something incredibly special about a group of strangers all sitting in a dark room together to be captivated by a new film.

### How would you like to apply your degree after graduation?

As a PR major, I hope to be able to use my degree to find a creative role within the industry with an intersection of storytelling

and public relations. Ideally, I would love to work on the creative side at a studio such as Marvel Studios or Lucasfilm.

### What are you doing now to prepare?

This internship experience I have gained at Walt Disney Pictures and WB, on top of my prior work at Slate PR under USC alum Simon Halls and Allied Global Marketing, has allowed me to understand the studio aspects of the industry and develop my professional network and administrative skills.

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

Outside of school, I am a writer and performer for The Suspenders, USC's oldest sketch comedy troupe. I work on their digital marketing. It is an awesome opportunity to work with some of the funniest people on campus, and this allows me to channel my idiocy within Phi Delt into a creative platform. I also love watching movies with my brothers at Phi Delt. Over the past few months, I have organized several trips to the TCL Chinese Theater with 10-12 Phi Delt members and friends to see blockbusters opening weekend.



*Actor Josh Peck (from Nickelodeon's Drake & Josh) poses on the Phi Delta steps after being the surprise celebrity for a GrubHub promotion.*

## Philanthropy

By Matthew Higgins, Philanthropy Chair

The current Phis are proud to announce that Phi Delta Theta California Delta has been able to raise over \$3,000 for the Live Like Lou Foundation this semester! This was primarily through our Beach Bash Volleyball Tournament (*pictured at right*), where a team from each sorority competed and Alpha Chi took the win this year. Additionally, the Alpha Delta pledge class hosted a successful series of bake sales for their new-member philanthropy project, raising an additional \$500+ for the Live Like Lou Foundation. Also over the semester, Phi Delta Theta hosted the USC Red Cross x IFC Blood Drive, and sent 30 runners to participate in the first Row-Run to support USC mental health.



## Cal Delta Social Scene

By John Miggins, Social Chair

The fall 2019 semester was a great social success! The lovely ladies of Delta Delta Delta Sorority most definitely enjoyed our Homecoming week, kicked off by our "Great Yachtsby" Roaring '20s yacht exchange. From the Earth, Wind, and Phi Delt disco-themed invite to the Flannel and Denim line-dance mixer, to our Purge party featuring the double platinum music artist and in-house DJ, JVSE, there was truly never a dull moment. The rest of the semester was a blast, filled with sorority mixers and game day tailgates! Brotherhood has been at an all-time high especially since the boys started grilling burgers in the backyard on Fridays!

## October 2<sup>nd</sup> Alumni Reunion

“It was *fun*. It was just *so much fun*.” Brother Mike Gundell ’84 nailed it when he described the October 2nd Alumni Reunion. Marking a new era for USC Phi Deltas, it was the greatest and best-attended alumni event since our chapter house reopened over a decade ago. Dave Ruck ’81 knew it would be a great time—he flew in from Washington state to be there, and spurred others to show up as well when he said, “If I can get my lazy, baby-bond ass down there from Seattle, everyone else should be able to make it too.”

The evening started with cocktail hour at Free Play, a new high-end venue at the Coliseum. As the open bar pumped out refreshments, 52 Phi Delt alums caught up with brothers from student days and met new Phis from other eras. Shuttle buses next took the group to our chapter house for dinner and a chance to tour what is by far the nicest fraternity house on the Row. Then it was time for a walk down the Row and a visit to the 9-0. No room for improvement.

It was terrific to see Bob Alleborn ’58, initiated in 1956, on hand (not that you would know from looking at him that he’s been a Phi for nearly that long). Thanks, Bob, for the inspiration to stay young. And kudos for extra effort go to Bruce Buettell ’82, Bill Lieberg ’80, and Glenn McIntyre ’80,



## Keep on Rockin’ in the Free World



Group of Phis that got together August 10 at the Orange County Fair: Bruce Buettell, Matt Lincoln and Chris Mennes (standing, L-R) and Lance Jensen, Terry Adams, George Engelage, Dave Detrick and Andy Fong (seated, L-R).

As a USC student, Brother Matt Lincoln ’83 would invite his Phi Delt brothers to watch him and his ’80s era rock band perform at a restaurant near campus.

Fast-forward nearly 40 years, and Matt is still at it. He’s the lead singer for SideTracks, a classic rock band that performed August 10, 2019, at the Orange County Fair. A group of Reagan-era Phis turned out for the show and saw why Matt’s group landed the chance to play at the fair: they’ve mastered the legendary songs that played non-stop in the Phi Delt House during the ’80s.

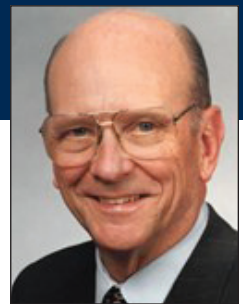
After the concert the Phis moved on to trade stories in the fair’s beer and wine garden (it’s just as well that there was no cocktail garden). Brother Terry Adams ’81 was on hand and remarked that the last time he saw Matt play was at 32nd Street Cafe in 1980. At that pace Terry will see Matt play again in 2058! *Here’s to a quicker encore!*

who stayed late to close the 9-0. Buettell often says that personal growth is overrated, and this trio demonstrated it in spades.

An outing this good doesn’t happen without a lot of work from some great Phis. We owe so much to Brenton Caldwell, Bill Mitchell ’76, Austin Vogel ’14, Kevin Fohrer ’15, Pablo Ortiz ’14, and actives David Cooper, Kareem Danan, and Derek Jones. They are the founding fathers of a reunion that is sure to become an annual event. It’s already time to get fired up for the next edition!



## Chapter Grand



*We are saddened to have learned of the passing of our brother. We extend our sympathies to their friends, families, and loved ones.*

Gordon Mackenzie Anderson ’54 was a natural leader, successful executive, loving husband and father, tremendously fun grandfather, and loyal friend. Unfailingly kind and a truly gifted listener, he traveled the world equally at ease with global leaders, people on the streets, and everyone in between. He was known for “never having met a stranger.” After graduation

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## 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 back of the enclosed gift form and return it in the mail. We want to share it in the next issue of the *Cal Delta Spotlight!*



# Spotlight (continued from page 1)



*The Van Boom family: (L-R) Wes, Perry, Joel, Kyle and Jack.*

With computers and inkjet printing technology taking over, that meant basic print manufacturers would have a hard time. Making products you can't reproduce with an inkjet printer is fun and gives us a chance to separate from the competition. Our newest product is a sticky tag that gets used by McDonald's, Chick-fil-A and Starbucks, along with many others. Building a business to supply this growth has been very challenging and exciting.

### **What achievements are you most proud of?**

The education of our children. As of this year we have all three of our children through college. Our eldest daughter Perry graduated from Purdue and has since earned a masters from Penn State. Our middle son Wes graduated from Brown University and is currently working on his masters from USC. Our youngest, Jack, graduated from the School of the Art Institute and just started with his first job out in Chicago at a publishing company. We expect he will at some point earn a masters as well. My father told me, "educate the kids

as much as you can." He passed away back in '86, but I know he would have been proud of his grandchildren.

### **Who inspires you and how?**

Honorable, hard-working, and kind people. It should not be that hard for a person to qualify for those things, but I find it rarer than expected. I don't tolerate mean or lazy people.

### **Outside of work, what do you do for fun?**

Golf, hiking, fishing, just about any sport. I had my two oldest married this year and I expect grandchildren are not

far off. Once they hit the ground, I expect they will be at the top of my list!

### **What advice can you give the young actives and alumni about the power of collaboration?**

Building a team is the best way to succeed. Doing things on your own is naturally limiting. Finding the power to collaborate with a team will open opportunities and doors you would not otherwise find. The key is surrounding yourself with honorable, hard-working and kind people!



*PB's Andy Fong, Ed McClements and Joel Van Boom at an Angels Game.*

# Chapter Grand

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and his service with the Navy, he re-joined the Santa Fe Drilling Company in 1958 – initially as a roughneck in Southern California, then through increasingly senior leadership roles in Chile, Libya, Nigeria, and back to California where he was promoted to be the company's President in 1971. He subsequently became the CEO and eventually Chairman of what by then had become Santa Fe International Corporation before retiring in 1997. Gordon loved spending

time with his family, especially while boating and fishing off the coast of Southern California and in Mexico's Sea of Cortez – as well as skiing all over the West. He and his wife Liz were also avid scuba divers, traveling the globe with family and friends to dive in the world's most awe-inspiring locations, especially with the Sea Space Symposium, a scientific and environmental organization he led for many years. Thank you for your service, Gordon. Always remembered, never forgotten.

# President

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of so many, and it is truly a blessing that I get to be leading the House Corporation every day, amongst so many talented and dedicated Phi Deltas.

Speaking of being generous with one's time, I wanted to take a moment in this *President's Corner* to say a big "thank you" to House Corporation Members **Bill Mitchell '76**, **Austin Vogel '14**, and **Kevin Fohrer '15**; Chapter Advisor Board Member **Pablo Ortiz '14**; and Active Chapter Members **David Cooper** (President), **Kareem Danan** (Alumni Chair), and **Derek Jones** (Alumni Chair) for their tremendous effort in helping to coordinate the Inaugural Alumni Reunion. Without their time, energy, and effort the event would not have been as great of a success as it was. One of the best memories was seeing everyone at the 901 Bar & Grill with blue drinks in their hand reminiscing about how the establishment has remained steadfast (with little upgrades) throughout all of our tenures as USC.

Lastly, regarding becoming the greatest version of oneself—let's look at this in the context of the California Delta house and making it the best it can be. As of this past summer, we completed the renovation of all bedrooms in the chapter house. It has been an immense undertaking but after investing approximately \$60K over three years, the rooms are back to some of the best conditions they have been in since the house was rebuilt. Additionally, we are working to resurface the hardwood floors throughout the first floor, as they have taken a beating over the past 10 years.

During this season of giving, if you want to get involved with the House Corporation, would like to fund a house improvement initiative, or would simply like to get in touch, please do not hesitate to reach out to us at [phidelthousecorp@gmail.com](mailto:phidelthousecorp@gmail.com). We always appreciate hearing from our alumni!

Fight On!

*Brenton J Caldwell*

Brenton Caldwell '14

President

USC Phi Delt House Corporation

