

# Alphadeltity

The official newsletter of the Alpha Delta Gamma Educational Foundation

Summer 2012

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## Convention 2012

Here we are in July already and the 2012 Alpha Delta Gamma National Convention is right around the corner. Hosted by Xi Chapter, Convention will be at Louisville in the great state of Kentucky, home of Bourbon, Bluegrass, the best horse racing in the country and, from August 7<sup>th</sup> through 11<sup>th</sup>, the place where we come together to celebrate our Brotherhood and help mold its operations for the future. We have a wide assortment of events and opportunities planned from Wednesday to Saturday to make sure you have the best time possible and the best opportunity to connect with your Brothers, new and old.

Events kickoff Wednesday the 7<sup>th</sup> at 8am with our traditional opening mass, followed by a tour of the beautiful and newly-renovated campus of Bellarmine University, home of the 2011 Division II Basketball National Champion Bellarmine Knights. On Wednesday afternoon, we'll go to the Frazier Historical Arms Museum, an incredible facility in downtown Louisville that showcases the instruments of war used throughout history, from firearms to the tools of hand-to-hand combat, and the armor and uniforms worn during every period shown. That evening, after the official events of the day, come join us in the Anthony P. Smulders Hospitality suite for a \$25 buy-in Texas-Hold'em poker tournament, organized by Andy Schoettker from Rho.

Ever wondered where the baseball bats used in Major League Baseball are made? On Thursday, we'll go to the Louisville Slugger Museum

and Factory to take a guided tour displaying exactly how the world-famous baseball bats are created, and how they've been used in the over 120 years they've been around. After our tour, we'll head over to Louisville Slugger Field, consistently rated the best Minor League Stadium in the country by Major League Baseball, to tailgate with \$1 beers and hotdogs. Then we'll cheer on the Louisville Bats baseball team, AAA Minor League club under the Cincinnati Reds.

Can't come in until the weekend? That's okay, there are many great events going on Friday and Saturday to make up for missed time.

On Friday, for Brothers not obligated to attend the business meetings that morning. Then, Xi Chapter Alumni Jack Horn and Chuck Priddy have planned Xi Chapters annual Beer Can Open golf scramble starting at 11:30 am at the Heritage Hills golf course just outside Louisville in Shepherdsville, Kentucky. The Beer Can Open includes your green fee, cart, 2 drink tickets, a box lunch, prizes throughout the event, and a great time at one of Xi Chapters most fun annual events, all for only \$65. After the day's meetings and the golf scramble, the group will head out to the Alumni Barbecue, hosted by Xi Alumni Jesse and John Flynn within a fifteen minute drive of the golf course. Buses will be available as well to transport Brothers from the Convention hotel to the Barbecue. We'll follow up on Saturday with National Officer elections in the morning and early afternoon and then move over to the Kentucky

Room at the official Convention hotel for cocktails followed by the annual end-of-Convention Awards Banquet

It's easy to sign up for Convention. Just go to [ADGConvention.com](http://ADGConvention.com) and follow the "sign-up" link, or fill out the form in this issue of Alphadeltity and send it.. While you're there if you need a hotel room for your trip, follow the hotel link to reserve a room at the Louisville Marriott Downtown, where we've negotiated the low rate of \$129 per night for Brothers and their guests.

The bottom line is, this Convention is slated to be INCREDIBLE, and it would be great if we had you there. Xi chapter is really looking forward to hosting our Brothers in Louisville this year. If you have any questions or concerns please don't hesitate to call convention steward, Derek Brown via phone or email. His information is below:

[270-929-6479](tel:270-929-6479)  
[adgconvention2012@gmail.com](mailto:adgconvention2012@gmail.com).



## Chapter Eternal by Deceased Date

Robin Christman  
Tau 1990  
National  
Sweetheart  
Feb 14, 2012

Aki Aklilu  
Ghebreyesus  
Lambda 1998  
March 4, 2012

Steve Capeder  
Zeta 1989  
April 1, 2012

Charles  
Chavanne  
Epsilon 1958  
April 6, 2012

Robert Foley  
Kappa 1956  
April 7, 2012

Derek Fikely  
Alpha Delta 2004  
April 19, 2012

George Gigioli  
Kappa 1956  
April 21, 2012

Jim Paratore  
Epsilon 1972  
May 29, 2012

## Beta—85th Anniversary and Events

In 1927, a group of students from Saint Louis University known as Delta Theta sent a petition of affiliation to Alpha Delta Gamma. On October 26, 1927, an agreement was reached forming Beta Chapter at Saint Louis University and making Alpha Delta Gamma a National Catholic Fraternity.

In commemoration of the 85<sup>th</sup> Anniversary of Beta Chapter, the Active Chapter and the Gateway City Alumni Association would like to invite all past and present members of Beta Chapter to celebrate with them during Homecoming weekend this September 28<sup>-30</sup>, 2012.

### ADG scheduled events include:

#### Friday September 28

Alumni Reception

Location: J & A's Bar and Grill 10 N. Newstead Ave. Saint Louis, MO

Time: 8:00 P.M. to 12:00 A.M.

#### Saturday September 29

Golf Outing

Location: Forest Park Golf Course 6141 Lagoon Dr. St. Louis, MO

Time: 9:00 A.M. to 1:00 P.M.

\*We would also like to encourage all our actives, alumni and their families to attend the following University Homecoming Events:

### College Scheduled Events

#### Saturday September 28

Billiken Tailgate

Time: 5:00 P.M.-7:00 P.M.

Homecoming Soccer Game and Fireworks

Location: SLU Soccer Stadium

Time 7:30 P.M.-9:30 P.M.

#### Sunday September 29

Alumni Mass

Location: College Church

Time: 10:30 A.M.

Alumni Brunch

Location: Busch Student Center

Time: 11:30 A.M.

## ADG Alumnus Supports Returning Troops

John Zanmiller, Chi Chapter Alumnus is the Mayor of West St. Paul Minnesota. He supports local troops in his area. When some soldiers were deployed from there, he said that he would buy them a beer when they got home.

Recently, he made good on his promise and handed each soldier a cold beer out of a tub full of ice as they got off the plane.

Way to keep your promise, John.



## Early 80s Epsilon Alumni Meet in Miami

On February 25th, 2012, about thirty alumni brothers of Epsilon from the early 1980s converged on Miami Florida to reunite and talk about their college days and Alpha Delta Gamma.



1st Row Sitting  
Farshid Amirpanahi

2nd Row Sitting L to R  
Chris Glaser, Past National V.P. Randy Zavada, Bill Cortner, Charlie Arazoza, Dean Barcnas, Past National Secretary and V.P. Lewis Waldeisen.

3rd Row Stand L to R  
Rob Zavada, Pat Agnew, Jim Donahue, Alberto Beuses, Rob Ferguson, Devin McCarthy, Robert Davidsen, Danny Zavada, Chris Lesser.

Last Row: John Murray and Steve Inzinna.

## **Recruiting – Sell who you are, not just what ADG is Chris Sapp, National President**

Early in the fraternity movement, the word “rush” described the various activities used by fraternity men to entice freshmen to join their chapters. Today, we use the word “recruitment” because it is more accurate in describing a hopefully better, carefully crafted plan of action that communicate the benefits of fraternity membership. Recruitment is a deliberate process that must involve every single member of the chapter with an emphasis on traditional fraternity values.

You didn’t join ADG because of some poster you walked past, letter you received, event you attended, or advertisement you saw. The truth is, though, many chapters believe that these things are the best tools for recruiting new members. It helps on a subconscious level with Public Relations, but think back to why you, as an individual, were convinced to get active with ADG. Here’s the basic fundamental question: Can you name reason you decided to join? I can: Steve Schinner.

When I showed up for move in day at Thomas More College, I asked some of the orientation team leaders about the couple of fraternities on campus and their reputations. As you can imagine, I got a lot of answers, some positives & some negatives about both individual chapters and Greeks as a whole. I had even gotten a letter over the summer from one of them, but to be honest had forgotten who had sent it by the time I got to campus (turned out to be ADG). That week, I started meeting members from each of the different chapters on campus. Some were impressive; some not so much. Steve Schinner was the loudest guy at freshman orientation but to be honest I didn’t even know he was in the fraternity until the 3<sup>rd</sup> day of orientation. I got to know him first.

The fourth & last day of orientation was a Saturday. There were no scheduled events until classes started on Monday. I had talked to Steve a couple of times in general about the school, but really didn’t talk too much about ADG up until that point. At dinner that night, Steve introduced me to some of the other members from the chapter. He introduced me to Steve Mitchell, a brother who ultimately became my candidate father, and an alumnus that many of you know, Jeff Wyrick. We all talked a little about the fraternity at dinner: what they do in their chapter, what they have planned for the year, what ADG has done form them. Eventually, they invited me to hang out with them that night in the dorms. By the end of the weekend, I was hooked on ADG and knew from whom I was going to try to get a bid.

They didn’t sell me on ADG at first. They found out if I was the kind of person they wanted in ADG. They then found out if they were the kind of people I wanted to be friends and lifelong brothers with as well. They sold me on themselves and then sold me on the idea of ADG. They showed me a way that I could do more with my college experience by being part of a larger group that did much more than just hang out. Within the first month of college & being recruited, I helped rise over \$1,000 for MDA in a booth at a local festival, attend the largest party I had ever attended in my life up to that point, and met a group of men that would become lifelong friends & brothers. I did indeed find a group that would just make me, plainly put, a better man.

**People don’t join organizations. People join people.** You can’t recruit who you don’t know. Recruitment only happens 24/7.

## **Alumni Spotlight— Through the Eyes of a CEO**

### **An interview with Joe Paul Clayton, Xi (read Joe's bio on page 8)**

#### **How did your time as an active in ADG prepare you for the various stages within your career?**

I received very valuable business experience in the fraternity: pledge master - human resources, Treasurer - finances, President - leadership, accountability, communications and motivation.

#### **What leadership skills did the fraternity help you learn and cultivate?**

Intelligence, energy, communication skills - written and oral, work ethic, political skills in dealing with the University, enthusiasm, and a strong faith to help me through the good and bad times.

#### **What do you look for when hiring a new employee, specifically in their character?**

Are they smart, do they work hard, do they have relevant experience, were they involved in their school, community or church? Do they have good communication skills and are they passionate about everything they do?

#### **When running a company, how do you plan a solid domestic growth strategy?**

Assess the current situation in terms of the economy, technology, competition, the consumer, and what are we presently underachieving in. Then establish your key objectives and develop a strategic game plan based on differentiation, product, pricing, promotion, distribution and advertising. Identify the key measurements to track your performance and set an aggressive timeline for execution - no more than 18 months.

#### **What are the best habits to take with you and the best ones to leave at the door when running a successful company?**

Be true to yourself. If you like who you are, do not change! You must check your political beliefs at the door in business unless there are those politicians who challenge your faith, your family or your freedom. Then you must stand up for what you believe in. However, there is no substitute for hard work, energy, intelligence, a willingness to always learn, and confidence in your ability. You must always be driven to succeed. Winning is always a lot more fun than the alternative.

#### **What advice would you give an established alumni who is considering a new career path?**

Live your passion. Do something that you love! If you hate to get out of bed in the morning to go to work, do something else. Life is too short. Try to capitalize on your experience and skill set.

#### **What advice would you give a recent graduate looking for his first job?**

Networking!!! Start by communicating with people that you know and who are successful. Looking for a job is a job so be all in!! Use online services and send out as many resumes as possible. Attend job fairs and schedule as many interviews as possible. It is good experience.

#### **Sometimes employees see the positions of CEO, COO, etc as status' that are out of their reach. How do you bridge that gap of communication between an entry level employee and yourself?**

If an individual from the hills of Kentucky from a little Catholic high school (St. Joe Prep) and small Catholic University (Bellarmino University), can be a CEO of three publicly traded companies, so can you! It is all about hard work, dedication, a small degree of intelligence and a burning desire to succeed.

#### **What advice would you give to someone who wants to reach the next level of a company and beyond?**

Try to ride on the coattails of someone you admire and want to be like. Find someone like this to mentor you. Work hard and try to get jobs that allow you to be measured everyday with high visibility and take risks.

## **Developments in our Colonies**

**By Tyson Sandlin, National Vice President of External Affairs**

There is exciting news on the front of expansion. Both the University of Texas at Austin and McKendree University colonies are doing great things and are on pace to charter at the National Convention in Louisville this summer. At the annual spring leadership conference in St. Louis, the colonies had almost 100% attendance which shows their fortitude and passion for becoming brothers of ADG.

The McKendree colony experienced a successful recruitment and was extremely active at the Spring leadership conference in nearby St. Louis. They helped with transportation by shuttling brothers to and from the hotel. They made their voice heard in meetings and picked the brains of other chapters in attendance. Under the tutelage of Derrick Cabrera and Bryan Lind, the colony has shown immense potential and will be sending in their charter petition before spring finals.

In March, the University of Texas colony and 7 ADG alumni joined forces to have an excellent brother weekend. Organized by ADGEF president, Mike Blackstock, the weekend was a fantastic combination of fun and constructiveness. The candidates hosted an awesome party at a local nightclub and raised almost a thousand dollars for the colony. The following day, alumni and actives met to discuss the future of the chapter and how things were progressing. The entire weekend was a huge success and the colony will be submitting their charter petition by the end of the semester as well.

If all goes according to plan, the national council is hopeful to induct these two chapters in Louisville. The support of alumni and actives across the country would make for a historic moment if we can have a record attendance at convention for their induction into this worthy brotherhood.



**FUTURE ADG BROTHERS...Come see history in the making at the National Convention in Louisville, Kentucky.**

## **A New Perspective Concerning Fraternity Activity**

### **Matt Berkshire, National Vice President of Internal Affairs**

As fraternity men we are taught the importance of prioritizing. By and large this is a skill learned in the fraternity, and we make use of it often in college. We prioritize our efforts in academics, relationships, outside clubs, and in the fraternity. We continue to do this throughout our lives, taking time and skills and sorting them with a hierarchy to know where we should dedicate our time and effort to produce the results that we want. For the most part prioritizing brings order to our lives, but does it make sense with the fraternity?

Our world is changing and our concepts about it are evolving to keep up. Due to the modernization of economic principle and trade policy the majority of jobs no longer produce an actual good. Instead an average employee inputs data, creates spreadsheets, manages others, or attends meetings, but the actual goods are largely lost. This is reinforced by commodities trading, which relies more on abstract than actual goods. With most offices results are quantified through numbers or man hours.

In the fraternity it doesn't make sense to fully track success or failure through numbers alone. We have begun tracking numbers like ingress and egress through new members and inactive members as well as awards, events attended, community service produced, and dues rendered. These numbers help us track aspects of a chapter and may even facilitate predictions about viability, but they cannot be the measure of success.

For example, we put a lot of emphasis on recruitment. There is a presentation on it at every single national event. The questions we get most as a national council involve recruitment. We give out two separate awards involving membership, and it's really something we keep a close eye on. Now recruiting members is great, and I have certainly been an advocate of it's tracking.

However, membership is simply a small cog in a large machine. My membership number analysis over the past two years has lead me to the conclusion that membership alone in no way equates to chapter success or health.

Extreme focuses on recruitment bring members in, but they also produce gaping holes. For instance a chapter may spend so much time on recruitment that they forget about social activities, believing that recruitment can fill this void. The lack of social activity and increased work on recruitment give some members negative feelings and they go inactive. The loss of these members now creates a lack in the recruitment activity which must be replaced, by the still active brothers dedicating more effort towards recruitment and letting other things slide. This ultimately creates more holes and when the chapter bring in all the new brothers many pledges will go inactive soon due to these new holes in the chapter, and thus we chapters can win a membership award one year and be in dire straits the next.

When a chapter starts to struggle, membership usually becomes the obvious culprit and salvation. Members say "Well we're having problems because we recruited the wrong guys." Or "We can fix this by bringing in new blood." Membership in these situations is something that the chapter is doing well, but the chapter puts more focus on it. Rory Sutherland uses a restaurant analogy. "If a place is serving 3 star food, but the dining area is dirty, then people won't want to eat there. More common than not the business will try to improve its food rather than sweep the floors."

I propose that fraternity activity should be measured in man hours rather than numbers. If we are to break things down this way than all activities become equal with one another. This allows members to democratically choose how they spend their fraternity careers, rather than burning out quickly from putting too much effort into things for which they don't care. Diversity in activity also creates a well-rounded chapter less susceptible to short term problems.

Now I am not proposing that every chapter should do whatever they want whenever they want to do it. That's garbage. I am saying that we put too much emphasis on things in our fraternity life. We fail to see the importance of other activities at the same time, and at the end of the day it's all important.

## **Beta Chapter Hosts Successful Conference**

### **Matt Berkshire, National V.P of Internal Affairs**

Congratulations to Beta Chapter for hosting a successful Spring Leadership Conference. This year's meeting took place at St. Louis University in St. Louis, Missouri. Conference is usually comprised of speakers, breakout sessions, chapter meetings, lunch, and an athletic event and this year was no exception.

The speakers were began first with Derek "Fuji" Cabrera, a past national president from Beta Chapter, who welcomed the delegates to St. Louis. Zeta Alumni Jon Bell gave a "Phired Up" presentation on internal and external concepts of Greek Life. Breakout sessions sought to pair chapters in a dialogue facilitated by a council officer. Strangely enough this year's conference also featured mid-presentation story telling and juggling.

Pappy's Barbeque catered lunch, with pork, turkey, and brisket as well as signature sauces. Lunch was a huge success, with some members not only trying sandwiches' of all three meats, but also going into a local student meeting being held in the same building to enjoy some pizza.

The council also met with the colonies at University of Texas at Austin and McKendree University. Both colonies had the majority of their members in attendance, and seem to be making solid progress towards becoming chapters.

The delegates than proceeded outside to battle for athletic supremacy in the sport of kings known as kickball. Alpha Epsilon held the title from last year, but Brock Morris was sufficiently bad enough to ensure that the title found a new home for 2012. Beta chapter dominated the proceedings and left with the title for this year.

All in all the 2012 Leadership Conference was a success. The presentations were interesting and flowed smoothly, while the breakout sessions encouraged active engagement and critical thinking. The actives had a good time and learned important techniques to take to their chapters. The next national event will be Convention, hosted by XI Chapter in Louisville, Kentucky. Convention will take place from August 7<sup>th</sup>-12<sup>th</sup>. Each chapter needs a minimum of three delegates and is encouraged to register and buy air-fare as soon as possible.

### **Joe Paul Clayton's Bio from Alumni Spotlight Interview**

Joe Paul Clayton has been the Chief Executive Officer and President of Dish Network Corp. since June 20, 2011. He served as the Chairman of Sirius XM Radio Inc. from November 2004 to July 31, 2008 and its Chief Executive Officer and President from November 2001 to November 18, 2004. Mr. Clayton served as the President of North American Operations of Global Crossing Ltd. (Global) from September 1999 to November 2001. From August 1997 to September 1999, Mr. Clayton served as the Chief Executive Officer of Frontier Corporation. He is an alumnus of Xi Chapter from Bellarmine College.



Alpha Delta Gamma National Fraternity  
 National Convention 2012  
 Xi Chapter – Louisville, Kentucky  
 August 7<sup>th</sup>-11<sup>th</sup>, 2012  
*Delegate Registration Form*

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_

\*Note\* Please list a permanent mailing address, no dorms please.

**Contact Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Date of Birth:** \_\_\_\_\_ **Chapter:** \_\_\_\_\_ **Alumnus/Active:** \_\_\_\_\_

**Pledge Class:** \_\_\_\_\_ **Office(If Applicable):** \_\_\_\_\_

**Bringing a guest?:**  Yes  No

**Guest's Name:** \_\_\_\_\_

**Delegate Fee:** \*Note\* There will be a discounted delegate fee of \$125.00 for those paying by May 31<sup>st</sup>, 2012.

*Check all that apply:*  **Regular Delegate Fee (\$150.00)**  **Banquet only (\$80.00)**  **Guest Banquet (\$80.00)**

\*Please Note\* If you need hotel accommodations in Louisville, Xi Chapter has negotiated a nightly rate of \$129.00 per night at the premier Louisville Marriott Downtown. We expect our room block to fill up quickly, so make sure to reserve yours soon while they are still available! You can also sign up at [ADGConvention.com](http://ADGConvention.com) and check out our a-la-carte menu of events if you would like to choose which events to attend.

Please send payment and completed form to:

Derek Brown  
 1516 Cherokee Rd #14  
 Louisville, KY 40205

## Chapter Notes

### Epsilon

**Michael Wallis**, S '93, was recently selected by peers as one of the best Medical Malpractice Defense and Appellate lawyers in San Antonio as published by the *Scene in SA* magazine. This is Michael's 3rd consecutive year of being recognized with this honor.

**Dart Thomas '87** is running for Texas State Rep. The election is November 6, 2012. You can get more details on his website: [www.VoteRobertThomas.com](http://www.VoteRobertThomas.com).

### Zeta

**James Gregg**, S '89, just launched a new business called Red Bow White Box LLC. It is a fund raising website for projects, charity and special events. Check out [www.redbowwhitebox.com](http://www.redbowwhitebox.com)

### Eta

**Billy Peiler**, S '99, married Megan Long McCrory on March 11<sup>th</sup>, 2012 in Sarasota, FL.

### Kappa

**Bill Phelan**, Esq., Kappa '00, recently joined as a partner of The Gowen Group Law Office, PLLC in Washington, DC, a small general practice law firm ([www.gowengroup.com](http://www.gowengroup.com)). Bill is in charge of the firm's disability law practice and handles cases ranging from family law wills/estates to business services.

### Psi

**Bobby Martinez**, S '92, and wife Tricia welcomed their son, Bobby Jr, on May 14th.

**Mark DeMello**, S '02, married Stephanie Garland on May 19th.

**Danny Armstrong**, S '07, is looking forward to starting officer training for the United States Marine Corps.

**Anthony DeSantis**, S '92, received his doctorate from Nova Southeastern University. He is currently the Associate Dean of Students for the University of Florida.

### Rho

**Aaron Judd** graduated from Xavier University in May with his Masters.

**Caleb Finch** will earn his Masters from Xavier University in July.

**Steve Evans** is recently engaged to Katie Raverty, daughter of Rho Alum **Pat Raverty**.

### Chi

**John Zanmiller**, S '89, is running unopposed for his 5th term as mayor of West St. Paul, Minnesota. **(See inside story on page 3)**

**Don't forget to visit the National Store for everything ADG! New items are being added monthly!**

**[alphadeltagamma.org/store](http://alphadeltagamma.org/store)**

### Alpha Delta Gamma Educational Fund

**Mike Blackstock, ADGEF President**

**2063 Dellwood Drive**

**Atlanta, GA 30309**

**Phone: 404-202-4004**

**Email: [mblackstock@adgef.com](mailto:mblackstock@adgef.com)**

### Join us on the Web

**[www.adgef.com](http://www.adgef.com)**

