

FRIENDSHIP

# DU

## QUARTERLY

Volume 139, № 1

CULTURE

CHARACTER



# REIMAGINING BROTHERHOOD

JUSTICE

# DELTA UPSILON INTERNATIONAL FRATERNITY

North America's Oldest Non-Secret Fraternity: Founded 1834

## The Principles of Delta Upsilon

The Promotion of Friendship  
The Development of Character  
The Diffusion of Liberal Culture  
The Advancement of Justice

## The Motto of Delta Upsilon

Dikaia Upotheke - Justice, Our Foundation

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# DU QUARTERLY

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### DU QUARTERLY

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### GET PUBLISHED IN THE DU QUARTERLY

Undergraduate members and alumni are encouraged to submit chapter news and feature stories along with high resolution photographs by emailing [amartin@deltatau.org](mailto:amartin@deltatau.org).

### CONTENT DEADLINES

WINTER: January 15; SUMMER: May 15; FALL: August 31





## #DUFLAG CORNER



**Top left:** Loyola Marymount Associate Chapter new members

**Top right:** Missouri Chapter Executive Board officers

**Bottom:** Maryland Chapter brotherhood hike

## EXPANSION NEWS

### CURRENT EXPANSIONS



In fall 2020, Delta Upsilon began its expansion efforts at **Purdue University** by hosting virtual recruitment events.

During the spring, Leadership Consultant Matthew Ferguson, *Nebraska '20*, lived at the chapter facility to assist alumni with updates to the house, as well as continue virtual and limited in-person recruitment efforts. On April 25, 2021, the Associate Chapter Ceremony was held with 30 associate members.



Expansion efforts at the **University of Delaware** also kicked off this spring, with Fraternity staff conducting virtual recruitment efforts and participating in the formal IFC recruitment. As of May 11, 2021, the Delaware Associate Chapter has 16 associate members.

### 2021-2022 EXPANSIONS

For the 2021-2022 academic year, DU looks forward to expansions at **Washington State University** in the fall and **The University of Tennessee, Knoxville**, and the **University of Nevada, Reno** in the spring. The expansions at Washington State and Tennessee mark the return of an Old Gold Chapter within the Fraternity. This will mark DU's first time at Nevada.



If you are interested in learning more about Delta Upsilon's current and future expansions, including how to become a volunteer or recommend a student for membership, contact Director of Chapter Development & Growth Hayden Rahn, *Oregon '16*, at [rahn@deltatau.org](mailto:rahn@deltatau.org).

# REIMAGINING BROTHERHOOD

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On March 9, 2020, the International Fraternity sent its first message to chapters regarding COVID-19. A little more than a year later, it is almost hard to imagine life in “the before times.” The pandemic has changed much of our day-to-day lives, as well as how Delta Upsilon has had to operate. Fortunately, what did not change was DU’s mission of *Building Better Men* and our commitment to creating an enriching membership experience.

For nearly 200 years, DU brotherhood has taken on many forms, with virtual recruitment, Zoom meetings, and physically distanced gatherings being added to the mix this past year. Delta Upsilon looks forward to life returning to “normal.” We miss meeting brothers in person, performing hands-on service, and the bustle of a busy classroom or quad. At the same time, it would be foolhardy not to learn from the lessons of the past year. Hindsight is 20/20, as they say. For all of the challenges 2020 brought, it also brought opportunity.

For several years now, Delta Upsilon has talked about the changing landscape of higher education and how the needs and desires of today’s college student are different than they were even 10 years ago. The Fraternity has made good on our promise to provide a modern fraternity experience in many ways. We have developed new and enhanced educational programming, placed an emphasis on building cultural competencies, and began assessing our members to make tailored, data-driven decisions. But the last year has brought a jolt that cannot be ignored. Virtual classes and remote work will not disappear once the pandemic is under control. Technology will continue to broaden our reach and connect us with others across the globe.

The question is: **How can Delta Upsilon and our peers capitalize on this moment to reimagine fraternity life?**

In this article, we will discuss the steps the International Fraternity and our chapters have taken to continue to operate and build brotherhood throughout the pandemic. Main areas of focus for the past year included recruitment, chapter support, educational programming and finances. Understanding the adjustments to these areas will help guide considerations and plans for the future.

If there is anything the pandemic has taught us, change is what you make of it. Together, we will continue to build a powerful fraternity experience designed to stand the test of time.





## Recruitment and Retention

Member recruitment and retention have been a top priority during this past school year and will continue to be as DU moves into the 2021-2022 academic year. As a Fraternity, we cannot ignore the simple fact that from a business standpoint, strong membership numbers keep chapters financially afloat. More importantly, men are coming into college searching for connection and belonging. Fraternities provide that and so much more. Especially now, when the pandemic has left so many feeling isolated, brotherhood connections are more important than ever. Fraternity membership is an opportunity to give students the support they need to thrive academically, socially and mentally.

Despite these benefits of membership, the pandemic brought concerns across the interfraternal community as we moved into fall 2020 regarding membership retention. With some campuses shifting to fully remote learning, new remote student options at other institutions, event/gathering size restrictions or limitations, and financial insecurity for many, DU was uncertain how many men would return to campus. And if they did, would they want to retain their membership? Would they find the return on investment from their membership experience?

Fortunately, for Delta Upsilon, the answer to those questions was yes. Despite other NIC fraternities experiencing significant drops in returning membership, DU's return rates for fall 2020 were on par with normal year-over-year rates.

On the recruitment front, chapters shifted to either fully virtual or hybrid model recruitment efforts depending on decisions made by their campus administration or IFC. In total, 20 DU chapters participated in fully virtual recruitment. DU's other 47 chapters were allowed in-person events but with gathering size limitations. This shift created space for chapters to get creative with their recruitment efforts. For chapters, virtual events leveraged technology to host Zoom hangouts and video game tournaments via Discord, JackBox games and more. Any in-person activities consisted of small group events to stay in-line with social distancing and gathering size guidelines.

To help chapters make plans for recruitment, the International Fraternity offered individualized recruitment coaching sessions to all chapters. Facilitated by Director of Chapter Development & Growth Hayden Rahn, *Oregon '16*, these sessions were geared toward Vice Presidents of Recruitment, Recruitment Committee members and chapter advisors. Sessions focused on each chapter's unique recruiting situation, campus guidelines and more to create recruitment plans tailored to chapter needs.

"The recruitment coaching sessions focused on ways in which each chapter could adapt and enhance their recruitment process during the pandemic and bring in quality men to the chapter," Rahn explained. "The coaching sessions were beneficial in helping chapters evaluate what they were currently doing in recruitment and figure out what else they needed to be doing to be successful."

In total, 58 chapters (86% of DU chapters) participated in at least one recruitment coaching sessions leading up to fall and spring recruitments, with many chapters having multiple sessions with Rahn and/or their staff liaison.

As was expected, overall recruitment numbers for the 2020-2021 academic year were slightly lower than in years past. As of April 15, 2021, DU had seen a 14% decline from last year. However, these recruitment results were greater than expected and significantly higher than the North American Interfraternity Conference average. In a survey conducted by the NIC, member fraternities self-reported an average 29.4 percent decline in recruitment numbers in fall 2020. As of our publication date, spring and yearly numbers have not been released.

"So many factors were at play when it came to member recruitment and retention this year," said Delta Upsilon Executive Director Justin Kirk, *Boise State '00*. "Financially, would men and their families be able to afford returning to school? Were there extra available funds for fraternity membership? Would incoming students decide membership this year was worth the return on investment? With so many unknowns, Fraternity leadership proactively made conservative membership estimates. Fortunately, our chapters as a whole well out-performed projections and were able to show the value of fraternity membership at this moment in time. The hard work our brothers put in has left the Fraternity in solid footing as we look toward the future and out of this pandemic."

Moving into the 2021-2022 academic year, recruitment and retention will continue to be a major focus for the International Fraternity. While the country remains hopeful that time and vaccinations will put an end to many of the restrictions brought on by the pandemic, there may be continued health and safety guidelines for the fall semester, and the economic effects of COVID-19 will likely affect student and family finances for years to come.

To plan for the 2021-2022 academic year, Delta Upsilon is launching a brand new program called **Amplify DU: Recruitment Training Program**. This summer virtual program will start in June and end in August. It will feature five recruitment webinars for chapter Vice Presidents of Recruitment, up to two additional Recruitment Chairs/Assistant VPs per chapter, and advisors. VPs Recruitment will also participate in small group meetings and guided GroupMe message discussions facilitated by alumni Recruitment Coaches. Small groups will consist of 6-10 chapters based on similar characteristics (campus type, recruitment timeframe, housed/unhoused chapters, etc.) and provide more focused recruitment coaching. As part of the training program, all participating chapters will be eligible for incentives based on recruitment performance this upcoming year.

## BY THE NUMBERS

# 17

DU chapters were on a campus with fully virtual instruction for the entire 2020-2021 academic year.

# 20

DU chapters participated in fully virtual recruitment.

# 14%

% decline in DU's overall recruitment numbers this year from the 2019-2020 academic year. A variety of factors played a role in this decrease, including potential members not being on campus or deciding to wait to join until the pandemic's end.

# 29.4%

Average % decline in fall 2020 recruitment numbers that were self-reported by NIC member fraternities—a number significantly higher than DU experienced.

DU's recruitment training efforts will compliment a North American Interfraternity Conference marketing campaign aimed to promote fraternity membership to high school students, parents and unaffiliated students.

"Incoming freshmen have had nearly half of their high school experience turned on its head, missing out on many traditional high school experiences," Kirk said. "As they come to college, it is our opportunity to provide them a support system and experience that guides them through the transition to college in a positive, healthy environment. It is highly likely these men will be looking to partake in as much of a traditional college experience as they can. Fraternities can and should be a part of that."



## Chapter Operations

Member recruitment efforts are just a part of chapter operations adjustments that have had to be made during the pandemic. Since March 2020, chapter meetings, brotherhood activities, social events, philanthropy, service and more have also moved to digital or hybrid formats. Like with recruitment, this meant virtual or small group meetings, socially distanced in-person activities, video game tournaments and more.

When planning chapter activities, chapters paid special attention to keeping meetings brief and direct while offering opportunities for brothers to spend time with one another. For many chapters, including the Syracuse Chapter, this shift in operations has been beneficial. Because many of the normal options for social events and campus involvement were limited or canceled, it gave the chapter members more buy-in and opportunity to build a stronger brotherhood.

“In a regular semester, everything’s given to you, everything’s kind of on the platter,” said Syracuse Chapter President Austin Kornbluth, *Syracuse ’22*. “This year has forced guys to really think about something that they enjoy and making the most out of it. People are constantly trying to come up with new ideas. And when you get almost a hundred guys putting their heads together to try and think of something that they could do in smaller groups, it’s unbelievable.”

Events in the Syracuse Chapter have included weekly game nights for those living in the chapter house, virtual poker nights, and small group dinners at local restaurants. The men have also expanded their mentorship program with alumni, with more than 50 alumni paired with undergraduates to offer career and life advice.

Several chapters have also seen great success in online fundraising for philanthropic purposes. This includes traditional online giving forms, as well as popular Bingo cards on social media. With these Bingo fundraisers, chapters or individuals post a graphic with a grid containing different dollar amounts. The goal is to have enough followers donate the various amounts that it fills a row or completes the card. Chapters have used such campaigns to fundraise for the Global Service Initiative; diversity, equity and inclusion organizations; local food banks; mental health organizations; and much more.

“Across the board, we have seen chapters get really creative with their chapter programming this year,” said Senior Director of Chapter Development Michelle Marchand. “This has not only created stronger brotherhood connections, but it has also forced a lot of chapters to re-evaluate the things they will do moving forward. Being forced to do things in a new or different way this year is going to be beneficial for many chapters. It has opened a lot of eyes in terms of how processes could be streamlined, what areas or events need more or less attention, and what brotherhood can look like.”

To further support chapters this year, International Headquarters staff has continued to have more frequent than usual touchpoints with chapter officers and advisors. Each year, staff receive a portfolio of chapters for which to serve as their liaison with the International Fraternity. Traditionally, each chapter receives at least one in-person visit from its liaison per year, as well as regular phone calls, texts and emails. With staff travel halted since March 2020, liaisons have been connecting virtually with their chapters on a weekly basis. Topics of discussion are wide-ranging, from recruitment to chapter morale to whatever the chapter has going on at that particular time.



The San Jose Chapter is one chapter that has seen the benefits of increased touchpoints with staff. Even with strong support from alumni advisors, the chapter has grown tremendously with support from staff. Chapter President Nate Carpenter, *San Jose '22*, has been meeting weekly with his staff liaison.

“Nicole [staff liaison] has been a great resource that has kept me on track and focused on deadlines,” Nate said. “She offers support in any way she can.”

Moving forward, staff liaisons will continue to have increased virtual touchpoints outside of in-person visits. Much of this work will focus on recruitment efforts and strengthening chapter operations, including how to continue doing things that have worked well for them during the pandemic.

## Educational Programs

With a mission of *Building Better Men*, Delta Upsilon was called to continue its efforts to provide relevant programming for its members during the pandemic. At the outset of remote learning for students in spring 2020, the Fraternity began to offer a series of webinars and roundtable discussions with topics ranging from how to build brotherhood virtually to how graduating seniors can stay involved in DU after graduation and more. A Justice in July series also featured three webinars around diversity, equity and inclusion. In total, 15 webinars were held from April through October 2021. Recordings of these webinars can be found at [deltau.org/program-library](https://deltau.org/program-library).

Due to continued health and safety concerns, the Fraternity's annual Presidents Academy and Regional Leadership Academy were moved to virtual formats for the first time ever in 2021. Held Jan. 8-10, the Presidents Academy offered

much of its traditional programming line-up via Zoom. As with the in-person program, multiple general sessions were held in additions to Presidents being split into small groups for further discussion and activities. Each small group was facilitated by a trained Delta Upsilon volunteer. In total, 64 Presidents attended the 2021 virtual Presidents Academy, the highest percentage of Presidents to attend in a number of years.

Two sessions of the virtual Regional Leadership Academy were held the following month, on Feb. 6 and Feb. 13. Traditionally, this officer training program is held in five different geographic locations throughout the month. To alleviate Zoom fatigue and entice more registrants, the online programming featured five and a half hours of programming over an afternoon. Start times for the Feb. 6 and Feb. 13 RLAs varied to accommodate brothers' schedules across different time zones. Attendees were able to choose the weekend that worked best for them and were encouraged to attend the same RLA as their fellow chapter officers. Over the two weekends, 463 brothers attended RLA, the largest RLA attendance in years.

“Training our incoming chapter officers through the Presidents Academy and RLA was perhaps more important this year than ever before,” said Senior Director of Educational Programs Noah Borton. “Unlike the officers before them, this group of leaders took office in the middle of a pandemic when life on campus was not normal. That is a big undertaking, and it is our responsibility as a Fraternity to make sure they are as prepared as possible to lead their chapters and support their brothers. Without the barriers of travel, we were thrilled that so many of our incoming and emerging leaders were able to join us.”

Those who attended the virtual Presidents Academy and RLA were impressed with the programming. This year's post-event evaluations specifically asked how brothers felt about the



64

Chapter/Associate Chapter Presidents attended the 2021 virtual Presidents Academy.

463

Chapter officers and future leaders attended the 2021 Virtual Regional Leadership Academy—the largest RLA attendance in years.



online format. Responses will help guide the Fraternity in determining if virtual sessions should be offered in the future to supplement in-person programming.

Parker Vulgamore, *Kansas State '23*, has had the opportunity to attend DU educational programs both online and in person. Having attended the 2020 Regional Leadership Academy in Kansas City, he enjoyed the opportunity to meet with and learn from members of other chapters. During the 2021 virtual Presidents Academy, he was excited by how easy it was to connect with other brothers online.

"I was glad to see the opportunity to meet and connect with other chapter leaders was still an important aspect of the program," Vulgamore said. "In fact, since travel and distance weren't an issue virtually, it made it even easier to connect with chapters all over the country that I may not have otherwise had the chance to meet. The small group sessions and breakout rooms allowed for great peer-led discussions where we could openly discuss the unique challenges and successes of our chapters."

In addition to DU's virtual educational programming, the DU Educational Foundation provided scholarships for 41 undergraduate brothers to attend the Association of Fraternal Leadership and Values' (AFLV) virtual program. AFLV is the premier association for programming in the fraternal industry. 2021's virtual program featured programs spread throughout the month of February and opportunity for DU brothers in attendance to connect with one another.

In summer 2021, DU is excited to welcome back in-person programming with the DU Emerging Leaders Experience and Leadership Institute, both to be held in New Orleans. DUEL will take place July 29-Aug. 1, with LI July 30-Aug. 1. Due to international travel restraints and logistics, both summer 2021 Global Service Initiative trips have been canceled.

**Since travel and distance weren't an issue virtually, it made it even easier to connect with chapters all over the country that I may not have otherwise had the chance to meet.**

Parker Vulgamore  
*Kansas State '23*

With health and safety at top of mind, the 2021 LI will have limited attendance to accommodate for physical distancing during sessions. Attendees will still experience dynamic educational programming, participate in the Undergraduate Convention and Assembly of Trustees, and celebrate one another through awards recognition. For more information about DU's summer educational programs, visit [deltau.org](https://deltau.org).

# DU'S SUMMER PROGRAMS



## JUNE - AUGUST, 2021

This virtual recruitment training program will offer dynamic recruitment training for chapters. It will feature five recruitment webinars for chapter Vice Presidents of Recruitment and up to two additional Recruitment Chairs/Assistant VPs per chapter

and advisors. VPs Recruitment will have additional small group meetings and guided GroupMe message discussions facilitated by alumni Recruitment Coaches. Small groups will consist of 6-10 chapters based on similar characteristics. Learn more at [deltau.org/recruitment-programming](https://deltau.org/recruitment-programming).



## JULY 29-AUG. 1, 2021

The 2021 DU Emerging Leaders Experience (DUEL) will be held in-person in New Orleans. Designed for up to 30 first- and second-year students, DUEL has participants use the StrengthsQuest Inventory to identify, analyze and understand their personal

leadership. They will immerse themselves into conversations regarding diversity and shared values to create a personal vision of the future for themselves and their chapter. Learn more at [deltau.org/emerging-leaders-experience](https://deltau.org/emerging-leaders-experience).



## JULY 30-AUG. 1, 2021

The 2021 DU Leadership Institute will be held in-person in New Orleans. This year's program is limited to a maximum of 200, the bulk of whom will be undergraduates. LI will feature the Undergraduate Convention, Assembly of Trustees, educational

programming, awards presentations and brotherhood. Learn more at [deltau.org/LI](https://deltau.org/LI).

## Fraternity Finances

The COVID-19 pandemic has caused financial hardships for many, including DU undergraduates, their families, our chapters and the International Fraternity. As detailed in the summer 2020 issue of the *DU Quarterly* (see [deltau.org/quarterly](http://deltau.org/quarterly)), the Fraternity took a number of steps in spring and summer to ensure the financial strength of the Fraternity, which included: approving a deficit budget with the plan to use reserve funds if needed, reducing the operating budget by one-third by doing things such as reducing staff size and halting all travel, as well as using reserve funds to reduce chapter's Loss Prevention billing. (The average chapter saw a 9 percent decrease in its Loss Prevention billing than the year prior.)

This planning, along with membership recruitment and retention efforts for the year exceeding the Fraternity's conservative budget projections, allowed DU to provide additional relief to chapters during the 2020-2021 academic year.

1. There were no registration fees for the 2021 Regional Leadership Academy. (Presidents Academy never has a registration fee thanks to funding from the DU Educational Foundation.)
2. The chapter fee of \$1,125 for the spring term was credited to chapters that had its Chapter President fully participate in Presidents Academy and at least five members fully participate in the Regional Leadership Academy programming. In total, 65 chapters had their Spring Chapter Fee credited back, totaling \$73,125 in savings for chapters.
3. Chapters who had a significant variance between their Loss Prevention Assessment and Fall Roster received a credit equal to the difference. This resulted in a cumulative \$51,000 back to those chapters.
4. All associate chapters and all chapters operating in a virtual only class schedule for the fall semester received a 50 percent fall membership fee credit, totaling \$32,500 back to chapters.

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The International Fraternity and Educational Foundation were also able to take advantage of Economic Injury Disaster and Paycheck Protection Program loans. As the 2020-2021 academic year comes to a close, the Fraternity continues to evaluate budget needs and the possibility of additional relief to chapters.

"Thanks to strong financial planning by the Fraternity's Executive Committee, the International Fraternity is poised to come out of the pandemic on stable footing," Kirk said. "We are proud of the relief that we have been able to provide chapters and brothers. As always, fiscal responsibility will be a top priority so that we can fund current programs and operations and plan for the future."

In a time of uncertainty for many, brothers have also been generous with their financial contributions to the DU Educational Foundation this past year. In November, it held its most successful Founders Day of Giving to date, raising more than \$123,000. With the close of the fiscal year ending June 30, 2021, there is still time for brothers to give to the DU Educational Foundation at [deltau.org/give](http://deltau.org/give).



# \$156,625

The total amount of financial relief that was credited back to chapters as of April 2021.

# 65 OF 67

The number of chapters that earned their Spring Chapter Fee back by fully participating in the virtual Presidents Academy and Regional Leadership Academy.



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## App created by DU alumnus to provide at-home beauty and grooming services.

10

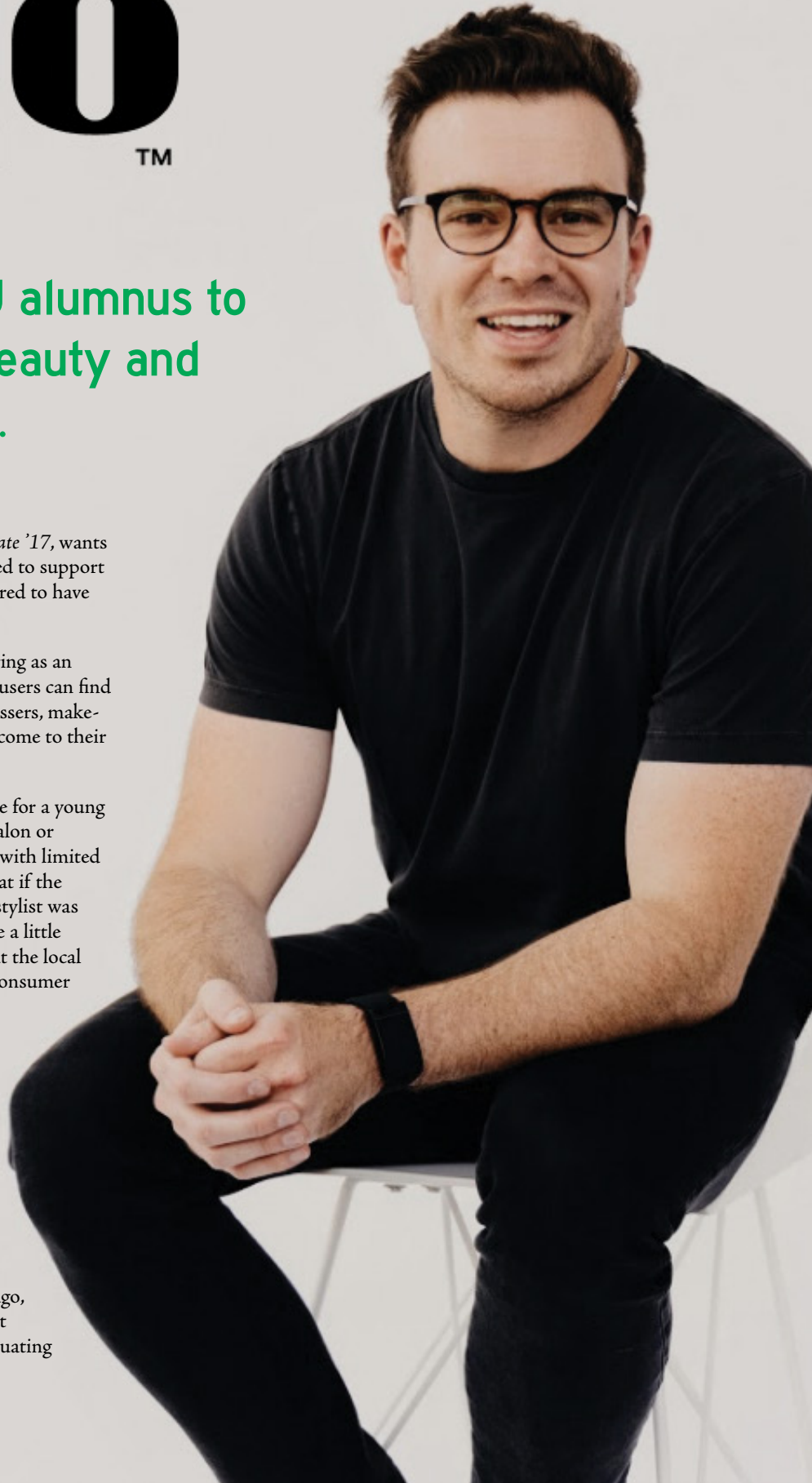
Empowered. That is how Max Mussell, *Iowa State '17*, wants people to feel when they use his app. Empowered to support themselves and their communities and empowered to have more ownership in how they spend their time.

Max's brainchild, Updo, is set to launch this spring as an at-home grooming service. The idea is that app users can find local beauty/grooming providers (think hairdressers, make-up artists, nail technicians, etc.) and have them come to their door.

Take hairstyling for example. It can take a village for a young parent to find the time and childcare to visit a salon or barbershop. It can also be difficult for someone with limited mobility to make it out to an appointment. What if the hairstylist came to them? And what if that hairstylist was someone who had the skill, was looking to make a little extra money but couldn't afford to rent a chair at the local salon? Updo is designed to empower both the consumer and service provider.

"That's really what I find myself centering on the most, is this idea of empowering the individual," Max said. "Empowering folks, of course, to enjoy the services and control their environments, but even more so on the service provider side. ... My hope, my goal, is to empower them to be able to provide additional income for themselves and their families."

The idea for Updo was born about three years ago, with much of the app and business development happening in the last year and a half. After graduating





from Iowa State University in 2017 and working in tech sales, Max began to reflect on recent innovation, particularly in the growth of the rideshare and grocery/meal delivery industries. He kept wondering if a similar opportunity existed in health and beauty. Soon, a late-night brainstorming session with a friend would shine light on Max's concept.

For the next several months, Max spent much of his spare time whiteboarding his idea of democratizing the grooming and beauty industry, thinking through the logistics and working on a business plan. This work was put on hold, however, for about a year as a new role in his full-time job gave Max less time to spend on the project. It wasn't until early 2020, when Max accepted his current role as an Enterprise Account Manager with Google that he was able to once again focus on bringing the project to life. The move was a homecoming on multiple levels. It brought Max back to his hometown of St. Paul, Minnesota, and returned him to the passion project he was so excited about.

"This was something that I thought about every day, every evening," Max said of the project. "It would keep me up at night. I ultimately decided if I don't lean into it now, if I don't build the business now, I'll always regret not doing it."

And while during the middle of a pandemic may not seem like an ideal time to start a business, it actually increased Max's motivation to create Updo. The business idea had always seemed viable to him, and the pandemic only reinforced the need for this type of service.

"If there's anything that the pandemic has put in perspective, it's quality time spent at home, folks really being able to lean in on controlling their environment, but also offering folks additional sources of income and ways to provide for their family," Max said. "It's this idea of empowerment."

So, for the past year, Max has once again reserved most of his free time to Updo, and has made the project a family affair. His father actually came up with the company name, and his Iowa State and Delta Upsilon families have helped bring the app to life. He has worked with friends from the Iowa State honors program to build the app's design interface, and DU brothers have served as photographers, models and business development associates.

Max Dugan, *Iowa State '20*, has served as photographer for the project. Dugan and Mussell met during Dugan's freshman year at Iowa State, and the two have remained close since. Drawn by Mussell's passion, Dugan was happy to jump on board.

"I saw great potential in Max's vision, and I wanted to honor him for taking a risk and believing in these dreams he has had to impact people in a creative way" Dugan said. "Basically, my goal was to help brand

his company in a way that would attract people to something new and different. We wanted to portray Updo as a bright and welcoming company determined to serve everyday people."

Having bright, passionate people on his team is something Mussell loves about Updo. Inspired by the quote, "If you want to go fast, go alone. If you want to go far, go together," this idea of a team effort is essential to the overall idea of Updo, not just on the business development side. By empowering both the consumers and service providers, Updo users will work as a team to build their communities.

In the initial stages of launch this spring, Updo will focus its efforts on one geographic location—Madison, Wisconsin—to grow the business. Max and the Updo team plan to spend about a month in Madison, digging into what makes a quality experience and what service providers and end users are looking for. From there, the team will make any necessary adjustments and begin adding additional cities. With each new city, Max wants to ensure that specific community is featured in all promos and advertising.

"I want folks to know that when they move forward with the transaction on Updo, that they are directly contributing to the local economy where they are, whether it's their own personal local economy—maybe it's their home or hometown, where they're from—or maybe they're traveling and they're out of town and they're looking to get their nails done," Max said.

With this approach, Updo is beauty and grooming on multiple levels. From the actual services rendered to the empowerment that will drive individuals and communities forward.



For more information on Updo and to sign up for updates, [visit updo.co](https://www.updo.co). You can also follow Updo on social media or listen to the Updo podcast on Spotify, Apple Podcasts or YouTube.



# BUCKNELL CHAPTER REINSTALLED

SEPTEMBER 26, 2020



Seventy years after first joining Delta Upsilon, the Bucknell Chapter rejoined the ranks of active DU chapters on Sept. 26, 2020. In his Charge Address remarks, John Zaharchuk, *Bucknell '81*, described brotherhood as demonstrating “certain shared beliefs, such as a commitment to each other, an unwavering willingness to contribute and to invest in the Fraternity, and the extraordinary pride of membership.” This description—particularly the aspects of commitment and unwavering willingness to invest in the Fraternity—could be used to describe the Reinstallation event itself, which had been scaled back and postponed due to the pandemic.

Expansion efforts to re-establish the Bucknell Chapter started in fall 2018, and the group was scheduled to be reinstalled just a year and a half later in April 2020. The COVID-19 pandemic, however, had other plans. Instead, the associate chapter members left campus early and were forced to postpone the event.

“We were so close to having our Initiation when we were sent home last spring,” said Kevin Doyle, *Bucknell '22*, Chapter President at the time of Reinstallation. “It was tough to see us come so close and have that happen.”

Fortunately, the Bucknell campus reopened in fall 2020, allowing the Reinstallation to move forward. However, due to limitations on gathering sizes stemming from the pandemic, the event had to happen in multiple parts. Instead of celebrating and sharing in the Reinstallation and Initiation Ceremonies as one, the 37 new initiates were split into two groups, each group with its own set of

ceremonies. It also meant that alumni, parents and campus officials could not attend in person as usual, instead relying on a live stream recording of the festivities, which were held in the campus Trout Auditorium.

An additional 14 brothers were virtually initiated into the chapter on Oct. 18, 2020. Thirteen of these men had been associate chapter members but graduated prior to the September Reinstallation Ceremony. The other was a traditional alumni initiate.

“Having the Initiation Ceremony split in half was not ideal for us,” Doyle recalled. “Since we pride ourselves on having such a strong brotherhood between the guys, we really wanted to be together for it. In the end we were just happy to have gotten to that point for the chapter, even if that meant we had to make some adjustments.”

The Reinstallation and Initiation Ceremonies were led by International Fraternity board member Brad John, *Iowa '96*, as Master; Derek Dunham, *North Dakota '89*, as Examiner; Pat Flannery, *Bucknell '80*, as Chief Marshal; and Zaharchuk as Chaplain and Charge speaker.

In the Charge Address, Zaharchuk continued to describe the essence of brotherhood by using a written message from Dick Boddie, *Bucknell '61*. In 1958, Brother Boddie became the first Black member of any fraternity at Bucknell when he joined Delta Upsilon.

“It took something very special and a serious commitment by those brothers from our house way back then, to take



a step towards creating a unique real brotherhood in our Fraternity and on that campus,” Boddie wrote. “That’s the kind of commitment to a cause, a belief, an organization, a fraternity, that actually makes a real difference in this thing called life.”

These sentiments of justice and brotherhood are not lost on the undergraduates who have worked hard to restart the Bucknell Chapter with a foundation rooted in the Fraternity’s Four Founding Principles. Since expansion, the men have focused on creating an atmosphere of care and support, even hosting campus Mental Health Summits on addiction and speakers on sexual assault intervention and prevention.

“My vision for the future of this chapter is to stay true to our values,” Doyle said. “The chapter has already grown, and will continue to grow so much in different ways, I know the guys to follow will remember what is really important to our chapter.”

The Bucknell Chapter was first installed into Delta Upsilon on Nov. 18, 1950, as local Fraternity Delta Sigma (previously known as the Demosthenean Society) affiliated with DU. The chapter existed for 53 years before closing in 2003. The chapter restarted in April 2007 and later closed in May 2015.

The chapter is hoping to host an in-person Reinstallation celebration with alumni and other guests once pandemic-related restrictions are lifted.



The Bucknell Chapter of Delta Upsilon held its Reinstallation and Initiation Ceremonies on Sept. 26, 2020. Due to gathering size limitations as a result of COVID-19, the ceremonies happened twice, with half of the chapter participating in the first round, and the other half in the next.





DePauw Chapter House at sunrise. Taken by Edgar Garcia Cuatlatl, *DePauw* '23.



# CHAPTER NEWS

\*Reflects submissions to *DU Quarterly* by Jan. 15 deadline.  
News from the spring term will be included in the summer issue.



## CAL POLY

With most classes and campus activities held in a virtual format this fall, the Cal Poly Chapter remained connected and involved through virtual meetings and events, as well as some members still able to live in the chapter house. One successful event was the continuation of its annual DU Dogfest to raise money for Canine Companions for Independence. The chapter sold long-sleeve pocket T-shirts and raised \$6,000 in support of the organization. The men are also proud to have welcomed 12 new brothers through virtual recruitment this fall.



## CARTHAGE

In partnership with the chapter alumni, the Carthage Chapter created a new event called Alumni Teaching Moment. Every two weeks, the chapter hosts alumni via Zoom to discuss a topic related to the Fraternity, such as brotherhood, traditions, diversity, networking and more. The fun program helps alumni stay connected and benefits the chapter members by presenting new ideas and personal development.

On Nov. 1, a group of Carthage Chapter brothers worked to clean part of Highway 31 as part of the Adopt A Highway program.



## CENTRAL FLORIDA

The Central Florida Chapter is proud to welcome nine new brothers who joined the Fraternity this fall. While recruitment and associate member education were held mostly virtually, the men were able to learn about DU and create relationships with one another. Weekly virtual chapter meetings have also helped keep the officers and initiated members on track.



## CHRISTOPHER NEWPORT

The pandemic has been hard on all students, especially seniors who have missed out on a number of traditions. To celebrate the seniors who had their spring 2020 semester cut short, the Christopher Newport Chapter hosted a senior sendoff for them this fall. Some of the graduates were able to return to campus to celebrate in a safe, socially distanced way, while others joined via Zoom. (See photo on next page.)

### Carthage Chapter





Christopher  
Newport Chapter

## CLARKSON

The Clarkson Chapter stayed busy during the fall by focusing on things such as service, philanthropy, house projects and welcoming their five new members. By hosting a leaf raking event and an online popcorn fundraiser, the chapter was able to raise \$900 to support the Global Service Initiative and the Potsdam Humane Society. The brothers also participated in a local highway clean-up. At the chapter house, a new gazebo was constructed by the men. Materials were donated by alumni, and the structure features stone flooring with Delta Upsilon letters, along with the letters the chapter used when it was a local fraternity prior to affiliating with DU.



## COLGATE

In fall 2020, the Colgate Chapter had part of its membership return to campus for in-person learning, and part of the membership opt for remote learning. This gave the chapter an opportunity to focus on small improvements to the chapter house that would make life living in the house more enjoyable. The men also held a virtual recruitment and welcomed 15 associate members. Additionally, the chapter has been working in conjunction with others on campus to create a comprehensive sexual violence prevention, support and response plan.



## DEPAUW

The DePauw Chapter focused its fall on ways to connect with one other and the campus community in ways that were mindful of new policies and restrictions due to COVID-19. One such activity, which also supported DU's Principle of The Advancement of Justice, was brothers' participation in Black Lives Matter protests in the Greencastle community. In the chapter's words, "We stand up against inequities that stop us from progressing as a great family."



## ELON

The Elon Chapter successfully held two events to benefit the Global Service Initiative this fall. One event was a profit share at It's All Good Southern Kitchen, a local spot in the Burlington area. The second event was an NBA 2k video game tournament. Everyone who wanted to play made a simple donation of at least \$10 and was randomly placed to play against one another. The chapter also welcomed seven new brothers into the chapter who were recruited and initiated virtually.



## EMBRY-RIDDLE

The chapter participated in a school-wide day of service this fall. This day of service included three different events brothers could attend to serve the community over the weekend. Groups of brothers attended each event based on which one interested them the most. The chapter was also proud to initiate two new brothers and elect its first transgender Chapter President, Max Tran, *Embry-Riddle '21*.



## FLORIDA

The Florida Chapter spent the fall term focusing on fun activities the chapter could participate in. This included sorority philanthropy competitions such as Zeta Tau Alpha's line dance event and Delta Phi Epsilon's dance competition. The men also participated in a frisbee league and placed third in the campus volleyball intramurals.



Florida Chapter



## GEORGIA TECH

The chapter has been busy implementing virtual presentations and hosting guest speakers to provide value in a digital format. Guests have included members of the chapter's alumni board to speak about post-college tools such as how to buy a house, get a loan and build credit. The men have also welcomed guests from Georgia Tech's VOICE organization and campus counseling center to host several training sessions for raising awareness for sexual assault prevention and being an active bystander. The chapter has begun a new training program to educate all brothers each semester on a new topic related to sexual assault prevention, healthy masculinity, substance abuse awareness, and other areas of mental and physical wellbeing.



## INDIANA

Eighteen new members were welcomed into the Indiana Chapter during a virtual Initiation on Sunday, Jan. 10, 2021.

Chapter Advisor Dan Ladendorf, *Indiana '83*, delivered the Charge Address, acknowledging the work of past International Fraternity President Terry L. Bullock, *Kansas State '61*, as the inspiration for his remarks. Brother Ladendorf focused on the core beliefs of the Fraternity as the guiding principles that will lead the new members to become the men they will grow to be.



## ILLINOIS

As an alternative to traditional in-person Homecoming activities, the Illinois Chapter hosted a virtual event over Zoom where alumni and undergraduates were able to receive updates about the chapter. This was in addition to regularly scheduled meetings of the Alumni/Undergrad Relations Committee and alumni. Over the holidays, the brothers raised \$1,330 for Toys for Tots so that children in the community could receive holiday gifts.



## IOWA STATE

To allow for social distancing, the Iowa State Chapter held its Initiation Ceremony at the Iowa State Reiman Gardens this fall, providing a picturesque background for welcoming the 20 new brothers. About midway through the semester, the men worked with the university to adopt two campus parking lots to clean each week. Online fundraisers for the Global Service Initiative found the men selling DU attire, stickers and household items. The chapter is also proud of its new virtual house tour, which can be found at [isudu.org](http://isudu.org).

Iowa State Chapter







## Maryland Chapter



### JAMES MADISON

The pandemic has created tough times for many, and the James Madison Chapter wanted to make sure to assist those in need. So, the men partnered with Elkton Area United Services, a social services agency that provides assistance with housing, electricity, heat, food, GED classes, school supplies, senior citizens activities and more. The group is funded by grants and its thrift store. Chapter members helped organize items in the store that were available for sale or giveaway. The chapter also initiated two new brothers this fall.



### KANSAS STATE

Despite the changes the pandemic has brought on, the Kansas State Chapter continued its dedication to raising funds for the Global Service Initiative. In partnership with Chi Omega, the men hosted their annual PancakeFest and worked closely with the local health department to do so in a safe manner. The chapter also hosted a week-long virtual fundraiser that utilized social media to encourage involvement from family, friends, parents, alumni and the Kansas State community. The week included give back nights with local restaurants, newsletters, graphics, cards and an Instagram competition among campus sororities.



### LEHIGH

This fall, the Lehigh Chapter initiated 19 new brothers into the Fraternity via Zoom. Dr. Michael J. Yaszemski, *Lehigh* '77, gave the Charge Address. Brother

Yaszemski currently works at the Mayo Clinic on a team that focuses on cartilage and spinal cord regeneration using synthetic polymeric scaffolds, cells and controlled delivery of bioactive molecules. The chapter also held two successful fundraisers for the Global Service Initiative. One was a fundraising drive through social media while the other was a giveback fundraiser with El Jefes, a local taqueria, that raised close to \$1,800.

The Lehigh Chapter congratulates Luke Lenny, *Lehigh* '22, on his election as president of the Lehigh Consulting Group. Michael Jeney, *Lehigh* '22; Adam Graff, *Lehigh* '22; Patrick McLaughlin, *Lehigh* '22; and Thomas Snyder, *Lehigh* '22; also founded the Lehigh Cribbage Club after learning the game while at home with their families.



### LOUISVILLE

Despite the challenges the pandemic presents, the Louisville Chapter held an in-person but socially distant Initiation Ceremony this fall for 15 new brothers this fall. The chapter would like to thank Brother Mark Kleiner, *Louisville* '90, for delivering the Charge Address.



## MARYLAND

After the pandemic closed down the Department of Fraternity and Sorority Life's community cleaning program, the Maryland Chapter instituted its own "Clean City Project" in which brothers spend Saturday morning cleaning and picking up trash in Old Town, a residential area where many Greek-letter organizations own homes. The chapter also created a new Social Media Committee to help the chapter have a stronger social media presence in a time when communicating on these platforms is so important.



## MIAMI

This fall, the Miami Chapter continued its partnership with Hope's Closet, an organization that gives clothing to families in need. Over three different occasions, the men helped Hope's Closet move to its new location. To stay connected with one another, the chapter focused on outdoor activities that allowed for social distancing such as backyard cookouts, a chili cookoff, and multiple golf outings.

The Miami Chapter is proud of three brothers who were elected to positions within the campus IFC: Kyle King, *Miami '22*, Executive Vice President; Thomas Hemsworth, *Miami '22*, Director of Scholarship; and AJ Peterson, *Miami '22*, Director of Diversity & Inclusion.



## MICHIGAN

The Michigan Chapter hosted a philanthropy event for the Teddy Bear Fund at C.S. Mott Children's Hospital. By raising awareness through social media advertisements, the chapter was able to collect more than \$600 for the fund, which provides teddy bears for children as well as financial support for innovative research.

### Louisville Chapter



### Miami Chapter



## Michigan Tech

## MICHIGAN TECH

The Michigan Tech Chapter has leveraged technology to stay connected to one another and the campus community. In addition to normal chapter meetings, the men hosted a successful virtual chapter retreat to set goals and plan for the future. They have also hosted numerous virtual games nights, a virtual founders day dinner with Alpha Sigma Tau, and Wear It Wednesday get-togethers with other campus sororities when the groups get together via Zoom to hang out and wear their letters.



## MISSOURI

In November, the Missouri Chapter hosted Nick Orzano, *Missouri '04*, to speak with the chapter about investment banking. With many members as business, economics or finance majors, the presentation was a hit. The chapter was also proud to initiate 20 new members into the Fraternity on Dec. 6 via Zoom. It was a great way to get more parents to attend the ceremony.



## NEBRASKA

The Nebraska Chapter had a busy fall term. It placed first in Homecoming competitions that included making floats, banners, a blood drive, canned food collection and participating in the Jester Competition, in which the men placed second. The chapter also partnered with Chi Omega in October to raise money for Camp Kesem, a summer camp for children whose parents have cancer. The cookie and hot cocoa fundraiser raised more than \$5,000. Wednesday night discussions, movie nights and 3-on-3 basketball tournament kept the chapter and its 32 new members connected and engaged.





## NORTH CAROLINA

The North Carolina Chapter's pumpkin patch fundraiser to benefit the Alzheimer's Association of North

Carolina was a success. In addition to the pumpkin patch, the event featured a bake sale, tables for pumpkin carving, music, cornhole and a festive fall photo booth made of hay. The chapter made sure to follow all state, local and campus safety precautions and raised almost \$900.



## NORTH DAKOTA

To raise money for the Global Service Initiative, the North Dakota Chapter

hosted a giveback night with Applebee's where the restaurant donated 20 percent of revenue to the chapter from patrons who mentioned Delta Upsilon during their dine-in and to-go orders. In November, the chapter initiated seven new members via Zoom, and the chapter is proud to have achieved a 3.55 chapter GPA for the fall.



## NORTH DAKOTA STATE

To help brothers stay on track academically, the North Dakota State Chapter recognizes a Scholar of the Week

and has a study buddy program for those needing extra assistance. The chapter has also been increasing its social media presence this year since it has been the primary way to reach potential new members and fundraise with in-person events paused. In total, the chapter plans to give out more than \$200 worth of prizes on social media.



## PENNSYLVANIA STATE

Despite the challenges surrounding the pandemic, the Pennsylvania State Chapter

has been able to continue fundraising for Thon, raising more than \$30,000 this fall, bringing its three-year total to more than \$430,000. The chapter was also excited to welcome 10 new brothers into the Fraternity and see the chapter house receive upgrades such as new hardwood flooring on the first floor, new doors for the dining room and the creation of a small weight room.



## RUTGERS

This fall, the Rutgers Chapter focused on things that it could do within campus and local COVID-19 restrictions.

This included participating in Dance Marathon fundraising, working with the Embrace Kids Foundation and assisting a local food bank. The men also welcomed seven new members into the Fraternity, including one new brother from California who has been attending Rutgers virtually from the other side of the country.



## SAN DIEGO STATE

Brotherhood has been more important than ever due to the pandemic. As such, the San Diego State Chapter transitioned

its Brotherhood Chair into an entire Brotherhood Committee. With more brothers involved in the planning process, the chapter can dedicate more time and resources into planning virtual events to keep members connected, as well as provide a solid base for brotherhood activities once in-person events are allowed again.



San Jose Chapter



Seton Hall Associate Chapter



Syracuse Chapter



## SAN JOSE

This winter, the San Jose Chapter held a clothing drive that brought in more than 350 articles of clothing to keep the unhoused population in San Jose warm during the winter months. Brother Alec Sarraill, *San Jose* '23, also organized a fundraiser to provide toys to foster children. On the member development front, the chapter had a successful etiquette seminar in which chapter advisor Kevin Jameson, *San Jose* '87, spoke about the importance of maintaining a positive social media presence.



## SETON HALL

The Seton Hall Associate Chapter has continued its partnership with Jepsy House, a local nonprofit committed to serving those with developmental disabilities. The men have hosted several food drives to benefit the organization. The campus newspaper even highlighted the partnership in November.



## SYRACUSE

The Syracuse Chapter created a new philanthropy event called Delta DYe, drawing off the chapter's Reggae Bash from the 1980s. The chapter sold custom tie-dye T-shirts in the colors buyers requested. The event raised more than \$1,000 for the Syracuse Chapter of Pencils of Promise, an organization that builds schools and promotes literacy across the globe. This fall, the chapter also created a Diversity Committee to uphold and celebrate diversity within the chapter and campus community. The committee will work closely with various campus multicultural organizations.



## VERMONT

The Vermont Chapter took a fall camping trip to take a break from the stress of school and enjoy the great outdoors. The brothers camped on land owned by the family of one of the members and were able to hike, camp and cook a delicious meal together. On the recruitment front, the chapter has split the role of planning recruitment between two people instead of one. The hope is this added focus on recruitment will help the brothers attract more men into the Fraternity.



## VIRGINIA

Virginia Chapter brothers Ryan Conway, *Virginia* '21, and Michael Hails, *Virginia* '21, co-founded the UVa Personal Finance Club. This club is a non-exclusionary club that seeks to help educate and learn from fellow students to develop financial literacy that is often neglected in the educational system. A brother was also recently commissioned with the U.S. Navy as an Ensign.





## Western Illinois Chapter



### WESTERN ILLINOIS

In October, the Western Illinois Chapter recorded a new milestone raising more than \$1,400 for the Global Service

Initiative by hosting its annual Haunted Trail. Due to COVID-19 restrictions, group sizes were limited, but that didn't stop the local community from showing up and supporting the cause. The chapter also live streamed its Initiation to Instagram for the first time this fall when it welcomed two new brothers into the Fraternity.

The chapter would also like to congratulate Uche Ukaobasi, *Western Illinois '22*, and Trevor Swope, *Western Illinois '22*, on being elected to serve on the IFC Executive Board as VP of Membership and VP of Finance. Brother Travis Swope, *Western Illinois '22*, was elected to the position of Captain for the Western Illinois University EMS.



### WESTERN ONTARIO

The pandemic has given the Western Ontario Chapter the opportunity to focus on its relationships with alumni and make improvements to its chapter facility, including a new roof. The chapter alumni board has been more involved this year with a number of alumni expressing interest in being involved. The chapter hopes to continue to build these relationships and plan a large Homecoming celebration for next year, should the event be able to happen in-person.



### WESTERN RESERVE

The Western Reserve Chapter hosted its first virtual philanthropy event this fall: Poker Chips for Change, named for the chapter's former cookie delivering philanthropy, Chocolate Chips for Change. At the end of the event, players could cash in their chips for raffle tickets to win prizes. The men also held weekly brotherhood events this fall with activities ranging from Top Golf to trivia and video game nights. A number of roundtable discussions during the term focused on topics such as identity and DU, the future of the chapter, recruitment, the U.S. presidential election and sexual violence prevention.

Don't see your chapter included in Chapter News? Make sure to submit news for our next issue! **The Chapter News submission deadline for the summer issue is May 15.**

[www.deltatau.org/du-quarterly-chapter-news-submission-form](http://www.deltatau.org/du-quarterly-chapter-news-submission-form)

# ALUMNI NEWS



## ALBERTA

The Alberta Alumni Chapter has been working closely with the undergraduate chapter, albeit remotely. To help members get more from their DU experience, the alumni are offering resumé reviews and career advice to newly initiated members. The men are also excited to offer three new scholarships to the undergraduates this year, including awards for brothers in STEM, soon-to-be graduate students, and the brother with the most improved GPA. The alumni celebrated all this and more at their virtual Gary Killips Christmas Lunch.



## HAMILTON

Brother Tom Vilsack, *Hamilton* '72, has been named the U.S. Secretary of Agriculture, reprising the role he held from 2009-2017. In this role, Brother Vilsack will lead the USDA for the development of implementing policy on farming, agriculture and food. His nomination was confirmed by the Senate on Feb. 23, 2021. Brother Vilsack's political career began as mayor of Mount Pleasant Iowa. He then went on to serve in the Iowa Senate from 1993-1999, and governor of Iowa from 1999-2007.

Tom Vilsack, *Hamilton* '72



Photo from USDA



## KENT STATE

On Dec. 3, 2020, Brother Lou Holtz, *Kent State* '58, was awarded the Presidential Medal of Freedom during a ceremony at the White House. This award is the United States' highest civilian honor and recognizes those who have made "an especially meritorious contribution to the security or national interests of the United States, world peace, cultural or other significant public or private endeavors." Brother Holtz is a member of the College Football Hall of Fame with a 34-year coaching career, most notably at the University of Notre Dame. He is the only college football coach to lead six different programs to bowl games, as well as four different programs to final top 20 rankings. He led the Fighting Irish to win the 1988 national championship.

Lou Holtz, *Kent State* '58







# DELTA UPSILON OFFERS FREEWILL SERVICE TO ALL MEMBERS

Delta Upsilon International Fraternity and the DU Educational Foundation are pleased to introduce a new and complimentary resource for DU alumni that can help you tackle an important resolution of your own: protecting the people you love by creating a legal will.

No matter your age or income, establishing a will is an important step in protecting your legacy for the people and causes you love. And Delta Upsilon has recently partnered with FreeWill—an award-winning resource supported by experts in law, design, and philanthropy—enabling you to create your own will on-line in less than 20 minutes. Since we have launched in January, over 100 DU alumni have taken advantage of this great service.



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**"Figuring out how to start creating an estate plan can be stressful. With a growing family, I knew I could no longer put it off. My wife and I found FreeWill to be an easy and helpful tool to start this process. Having our will completed has brought us peace of mind. Megan and I are also excited to now have legacy gifts in place at Delta Upsilon and other organizations that have made significant impact on our lives."**

**Andrew Martin, Washington State '05**



Delta Upsilon hopes you will consider joining alumni like Brother Martin as a member of the Foundation's Heritage Circle by documenting your own estate gift to Delta Upsilon. Regardless of the beneficiaries you choose through your process, FreeWill is a complementary and simple way to create a legal will to ensure your legacy.

## MOST COMMON WAYS TO JOIN THE HERITAGE CIRCLE



### *Charitable Bequest*

Include language in your will or living trust that leaves cash, securities, property or a percentage of your estate to the Delta Upsilon Educational Foundation.



### *Retirement Plan Beneficiary*

Name the Delta Upsilon Educational Foundation as a beneficiary of your 401(k), IRA or other retirement plans.



### *Life Insurance Policy*

Name the Delta Upsilon Educational Foundation as the owner and/or beneficiary of a life insurance policy.

# FAREWELL TO A PROUD DU

As Delta Upsilon brothers, we know the profound impact our Fraternity membership has on our lives. It is not that we *were* a DU in college, but that we *are* DUs. The experiences we have and the lessons learned from our Four Founding Principles carry us throughout life. It is always special to hear from family and friends of DUs about how DU impacted the lives of their loved ones.

John Philip "Phil" Harney, *Illinois '46*, was a proud DU. The *DU Quarterly* team is happy to share this message written by Phil's son Brian regarding Phil's life and love for DU.

It is hard to believe it has been almost 80 years since my father pledged the Delta Upsilon fraternity at the University of Illinois in the fall of 1942. As a young man of 17 from the small farming town of Bradford, Illinois, he would leave home for a journey that became both a wonderful memory and lasting imprint on his life. And it all began as a future member of Delta Upsilon.

Hearing of the experiences of his college days as a DU was reminiscent of a scene from the touching movie, "Dead Poets Society." Professor John Keating played by Robin Williams whispers to his students as they gaze at the fading pictures of the boys, students from generations past, "Carpe Diem, Carpe Diem. Seize the day. Seize the day boys." Looking at a picture of my father and his "brothers" in front of the DU house, you could see the joy, excitement and camaraderie of their first experiences away from home and off to college. A time to enjoy the last days and months of their youth before heading off to war as part of the "Greatest Generation."

My father John Philip "Phil" Harney was a proud member of a wonderful fraternity and excellent university. It was a cherished memory to hear the stories and experiences he had as a member of Delta Upsilon at the University of Illinois. Watching him describe the excitement of that first week away at college and going through rush was like it happened just yesterday. He narrowed it down to three very fine fraternities during rush week, but he always made sure to let me know Delta Upsilon was first on his list. He loved sports, and from the members of Delta Upsilon he met, he knew this was the group he wanted to join.

What an exciting time to be in a fraternal organization during those years, especially at the University of Illinois. His freshman year, the Illini basketball team had the famous "Whiz Kids," the No. 1 ranked team in the country. During his college years in the DU house, he loved participating in and watching all the collegiate sports. While there, he attended many track meets watching the future Olympian and gold medal winning sprinter Herb McKenley, as well as watching Dike Eddleman, considered the greatest all-around athlete in the history of the University of Illinois. He most



fondly remembered the 1947 Illini Rose Bowl Champions that defeated UCLA 45-14. This was special because several members of that champion Rose Bowl football team were his fellow brothers of Delta Upsilon. As he would proudly say, "The DUs during those years were a force to be reckoned with and a wonderful group of lads."

And he was right! Many young men of Delta Upsilon chapters across the country, along with the young men and women of that era, had their lives interrupted to serve our country and provide freedom, liberty and justice to nations across the world. My dad and many DU brothers volunteered for service, not to return the next year to the DU chapter house and the collegiate life. I can only imagine what that must have felt like seeing your fellow brothers go off to war. How difficult it must have been also for their parents. Unimaginable sacrifices by those in service and their loving parents seeing them off.

Dad said the lessons he learned and brotherhood of the DU house that first year helped him face the next chapter in his life. He volunteered and joined the Army Air Corps (Air Force) in the summer of 1943 at the age of 18. He was a gunner on a B-24 Liberator in the 466th Bomb Group 785th Bomb Squadron stationed in England as part of the "Mighty Eighth" Air Force. He flew many bombing missions in support of our troops during the Battle of the Bulge, as well



as many dangerous missions deep into Germany. Stationed in England until V-E Day, he then was sent to California preparing for the final battle on Japan training now in the new B-29 Superfortress. Fortunately, the war ended and he was honorably discharged in the late fall of 1945 looking forward to rejoining the DU house for spring semester 1946. He would not talk much about the war, but I know he lost close friends in his squadron, as well as several of his college classmates. He never forgot the boys that did not make it back and said they were the true heroes.

Preparing to go back to classes and studying after those World War II experiences must have been difficult, but the excitement of returning to school and seeing his fellow DU brothers was quite a joy. There were many memorable stories—too many to write about. He said the chapter house was a sight to see. In his time there, they had beautiful leather furniture and wood floors. The brothers kept the home in tiptop shape. They were all required to wear suit coat and tie each night for dinner. The pledges all had study hall in the dining room after dinner. Dad said all 60 plus members slept in one large room on the top floor. The rule was you could never shut the windows all the way for health reasons. In the winter months, you might find snow accumulating on the floor next to all the windows, but he never slept better. Dad loved to tell me about their massive Great Dane mascot

named DUD for DU Dog. They would take turns marching DUD across campus and even to class. It was a great way for the brothers to meet a nice girl for the next social event.

But the social event he had the most joy retelling many times was his last Homecoming event senior year. He had invited a young girl from out of town he had met the summer before to the festive Homecoming activities. They had a wonderful time, and before she left, the members of the Illinois DU chapter house all lined up on the stairway from the dance floor to the second floor and serenaded his lovely date. This story had a special meaning because his date, Kathleen Waugh, became his future wife and mother to their eight children.

Dad lived a wonderful life that ended at the age of 95 on April 15, 2020. He told me many times he would not change any of it for all the money in the world. The bonds of brotherhood forged at Delta Upsilon lasted his entire life. A close and dear DU brother Winslow Uebel, nicknamed "Shoulders," possibly the last remaining member from that class, was still in touch to the very end. If Dad was still here and could say a few words to the members of Delta Upsilon, I believe he would say, "Carpe Diem, Carpe Diem. Seize the day. Seize the day boys! Live for today. Embrace your brotherhood along with your faith, family and country. Make your lives count!"

# SHOP DELTA UPSILON

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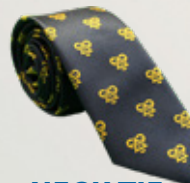
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## ALPHA AND OMEGA

## ALBERTA

Brian D. Blackburne,  
MD, '62  
Curtis R. Devereux, '03  
James S. Douglas, '74  
Peter Epp, '53  
Gerald W. Watkins, '50

## AMHERST

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