



SPRING 2011

# SOONER DU

OKLAHOMA CHAPTER OF DELTA UPSILON

## House Corporation Develops Strategic Plan to Ensure the Future of Oklahoma Chapter

### Collegians Win President's Trophy, Hope to Build on Success with Alumni Involvement

Since 1927, DU has influenced and shaped the principles and values of nearly 1,800 men by helping them develop lasting friendships, experiences and memories. What was learned outside of the classroom through DU—leadership, organizational and social skills, teamwork and character—has played a key role in preparing our collegians for distinguished careers in business, education, engineering, law, medicine and other endeavors.

To perpetuate our storied success, we have developed a strategic plan for the future. This plan focuses on four major areas: recruitment of men of character, development of those men by fostering an environment of achievement and success, ad-

vancing alumni and parent communication and involvement, and facility upgrade and house maintenance.

The Oklahoma Chapter has been extremely successful in the recruitment and development of quality men. Winner of the 2010 OU President's Trophy signifying best fraternity, DU is the third largest fraternity chapter at OU, with more than 150 members. The Oklahoma Chapter is the largest DU chapter in the nation, and has been a finalist for DU's International Sweepstakes Trophy three of the last four years. Academics are top notch, ranking third academically among fraternities. Our intramurals success is evident in our second place ranking, and campus and com-

munity involvement has never been higher. It is truly a thrilling time to be a DU at the University of Oklahoma.

With this firm foundation established, we now turn our attention to increasing alumni involvement and facility enhancement.

As the focal point of undergraduate life at OU, the Chapter House has served us well for many years. But through an examination of the needs of today's student, alternative student housing, and assessing other fraternities' house upgrades, it has become clear that we must make an investment in our Chapter House to continue attracting and retaining quality men.

The maintenance of our Chapter House is an ever-present reminder of our need for an updated facility. The House Corporation has started the process of assessing the needs of the Chapter House. As plans develop we look forward to sharing these with you.

The undergraduates have upheld their part of the strategic plan through their many achievements and successes. It is now time for us, as alumni, to provide them with the quality living environment they need and deserve. If you are interested in getting involved and offering your time or talent, please contact me. I know the growing relationship between alumni, undergraduates and parents will push us to the next level.

Fraternally,  
**Steve Snyder '79**, House Corporation President  
(404) 834-6288 | [steven.snyder@opprs.ok.gov](mailto:steven.snyder@opprs.ok.gov)



*We initiated our members on January 29. Doug Stussi '77 spoke at the ceremony, delivering a unique and insightful message to our new initiates and the members and alumni who were also in attendance.*



*Brothers Evan Janc '14, Spencer Fred '14, Joe Romanko '14, Ryan Noon '14, Drew Baney '14 and Jonathon Tellezat '14 at the annual Feudal dinner. Doug Jacobson '02, Colin May '10 and Ben Graves '10 attended the dinner held at Riverwind Casino.*



## BRIGHT, BOLD FUTURE FOR OKLAHOMA CHAPTER

### *Delta Upsilon Represented on Campus through Leadership Roles*

**R**eflecting on the past semester, I am proud of our Chapter's accomplishments. Our brothers are excelling in academics, placing third academically for the fall semester of 2010. The new members, one of the largest new member classes on campus, placed fifth academically.

#### **Brothers Hope to Garner Second Consecutive President's Trophy Award**

We are preparing our President's Trophy packet for submission. The award was created by President David L. Boren to encourage and recognize excellence in the following areas: academics, campus activities, community service and volunteerism, multi-cultural interaction and diversity. After placing first overall for the 2010 President's Trophy, we are optimistic in our ability to bring the trophy home again.

#### **Standout Leaders at Oklahoma Chapter**

I am proud of our brothers who demonstrate their leadership ability through involvement with campus and Greek organizations. **Angel Ochoa '13** is the international affairs director for the University of Oklahoma Student Association. **Forrest Bennett '12** is student representative for the College of Arts and Sciences and he is running for student body president. **Mike Zambruski '12** is vice chairman of programming for Homecoming 2011. **Corbin Carter '12** is co-chairman for LEAD Team, the official ambassadors of the leadership and volunteerism department.

#### **Delta Upsilon Earns First Place in Sooner Scandals**

We placed first in Sooner Scandals last year. Much like University Sing, it is a singing and dancing competition with a particular theme. For this upcoming Sooner Scandal, we have partnered with Chi Omega and will strive for first place in 2011.

For University Sing 2010 we partnered with Gamma Phi Beta. The overall theme was Prequels with DU's theme being the prequel of Mickey Mouse. Though we didn't place in the final show, we were one of seven acts eligible to participate in this year's U-Sing, an accomplishment in itself.

#### **Philanthropic Events Benefit Boys and Girls Club and Salvation Army**

The annual OU-UT football game, held in Dallas and one of the best football rivalries in the country, was certainly a success with an OU victory. Billy Simms' BBQ catered the event at the Chapter House and a DJ came to play. Oklahoma Chapter paired with Alpha Chi Omega and all proceeds from the event went to the Boys and Girls Club.

#### **Undergraduates Collect Nearly \$1,500 for Salvation Army**

Delta Upsilon fraternity members collected \$1,470 on campus in the annual Salvation Army Christmas Kettle campaign. Their efforts won them the first place trophy for the seventh consecutive year. In total, OU students collected \$3,839 ringing bells at the Salvation Army kettles.

#### **Alumni Encouraged to Visit the Chapter**

I'd like to thank the alumni for your support. As time goes on, we want to make sure the relationship between the Chapter and the alumni is maintained. I encourage all alumni to plan a visit to Norman and visit with the undergraduates. I'm confident you'll see why I'm so proud to be a DU at the University of Oklahoma.

Fraternally,

**John Fraser '13**

Vice President of Alumni Relations  
johnfraser@ou.edu



*Delta Upsilon paired with Gamma Phi Beta to create a 12-minute mini musical for University Sing. They were one of the seven acts, out of 12, to make the show.*



## OKLAHOMA LEADERSHIP LESSONS LAUNCH ALUMNUS' CAREER

### Spotlight on Steve Peters '94

A native of Broken Arrow, Oklahoma, **Steve Peters '94** entered his freshman year at OU looking for a great fraternity. While the social aspect is important to every incoming freshman, Steve knew that he needed to find a chapter that would balance fun with academics, philanthropic activities and intramural sports. He had friends in different chapters across campus but it was Delta Upsilon that stood out to him and ultimately lined up with his core values.

Reflecting on his time at Oklahoma, Steve recalls the countless hours playing cards with **Cory Stephens '94**, **Joe Schmit '94**, **Brad Fritz '92**, **Eric Young '94** and **Russell Friscillo '93** as his favorite fraternity memory. "I forged some great lifelong relationships with so many of the men in the chapter."

As recruitment chairman, Steve led the Chapter to success and worked with his team to develop a strategy to attract a top-notch pledge class. Though he didn't realize it at the time, Steve's DU experiences were shaping his leadership principles and values. Ultimately, it gave him a glimpse into what it takes to run a company, an understanding of team dynamics, and the importance of a common mission, vision, and values. "We were all driven to execute the plan that summer and it paid off. We ended up with a huge pledge class of really sharp guys. Looking back, that was probably my first success as a leader focused on executing against a strategic plan. I still feel a tremendous amount of pride in that experience."

Steve earned a BBA in economics from OU and later an MBA from the Edwin L. Cox School of Business at SMU. Today he is president of 20/20 Companies, a nationwide direct sales company serving Fortune 500 clients. The company provides high-quality professional sales and marketing services to clients looking to grow existing market share and expand their distribution into new channels. More than staffing, 20/20 delivers turnkey sales solutions that include a skilled and knowledgeable sales force that produces superior results within the retail sales, consumer sales, business-to-business, and event marketing channels.

Steve believes in fostering a culture that is based on open and honest communication in combination with constructive dialogue between team members and management to challenge conventional thinking. A hands-on leader, he works side by side with his team and is personally invested in the success of others. "Leaders set the tone for every organization, whether it is a company, fraternity, community or church. As a leader you have to remember that there are people and families who depend on your decisions and values every day."

From his leadership and life experiences, Steve has gained personal wisdom on the importance of a balanced home and professional life. "Remember to measure your life's success not on what you gain but on what you have to give up in order to achieve it. Don't sacri-



fyce your family in your pursuit of professional success. Be a leader at home and get personally involved in every detail. Men spend a lot of time and energy bonding with co-workers and clients, but need to remember to do the same at home. If you focus on remaining connected with your wife and family, great things will happen."

Steve met his wife of 10 years, Ann, through DU brothers. "That introduction turned out to be a life-changing moment for me that came directly from my DU affiliation." Steve and Ann have one son, Spencer (7), one daughter, Kate (4), and reside in Frisco, Texas. Steve is a foodie who enjoys cooking and experiencing new cuisine, as well as reading, traveling, and spending time with family. To contact Steve, e-mail him at [speters@2020companies.com](mailto:speters@2020companies.com).

## House Corporation

President

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Secretary

**Darrell Beavers '76**

Oklahoma City, Okla.

Treasurer

**Christian Brim '92**

Oklahoma City, Okla.

Chapter Advisor

**Doug Jacobson '03**

Oklahoma City, Okla.

Directors

**Beau Deen '01**

Norman, Okla.

**Charlie Floyd '02**

Dallas, Texas

**Ty Madden '02**

Edmond, Okla.

**Evan Vincent '05**

Norman, Okla.

**Wesley Cusher '02**

Oklahoma City, Okla.

**Ward Hobson '03**

Oklahoma City, Okla.

# SAVE THE DATE

Join your Oklahoma pledge brothers for the 1971 and 1991 class reunions to be held on the days of the Missouri and Texas A&M games. More details will follow as those dates are set.

Please contact **Christian Brim '92** at cbrim@coregroupus.com with any questions.

**We look forward to seeing you there!**



# SOONER DU

OKLAHOMA CHAPTER OF DELTA UPSILON

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Secretary

**Jason Fry '12**

*Plano, Texas*

Social Chairman

**Michael Khaleghipour '12**

*Allen, Texas*

Associate Member Education

**Creighton Wayne '13**

*Katy, Texas*

**Attention:** This newsletter is intended for alumni and parents. If your son is still attending the University of Oklahoma, he will receive a copy at the Chapter House. If he has graduated, please send us his permanent address. Thank you.

## Congratulations New Initiates

**Drew Baney '14**  
*Lucas, Texas*

**Justin Cox '14**  
*Houston, Texas*

**Matt Jennings '14**  
*Bixby, Okla.*

**Will Pham '14**  
*Tulsa, Okla.*

**Matt Bebb '14**  
*Plano, Texas*

**McClane Daniels '13**  
*Edmond, Okla.*

**Greg Johnson '14**  
*Tulsa, Okla.*

**Kenrick Piercy '14**  
*Houston, Texas*

**Nicholas Berry '14**  
*Shawnee, Okla.*

**Zach Deaton '14**  
*Houston, Texas*

**Wilson Kerr '14**  
*Edmond, Okla.*

**Joe Romanko '14**  
*Medford, N.J.*

**Scott Bomhoff '14**  
*Edmond, Okla.*

**Nick Dombalis '14**  
*Houston, Texas*

**Justin Mai '14**  
*Edmond, Okla.*

**Bryce Rowland '14**  
*Duncan, Okla.*

**Chris Bourgeois '14**  
*Katy, Texas*

**Spencer Fred '14**  
*Plano, Texas*

**Alex Mathieson '14**  
*Edmond, Okla.*

**Jeremy Rozell '14**  
*Lawton, Okla.*

**Chris Burrus '13**  
*Woodinville, Wash.*

**Michael Gephart '13**  
*Hixson, Tenn.*

**Andrew Matt '14**  
*Colleyville, Texas*

**Jeffrey Scammahorn '13**  
*Oklahoma City, Okla.*

**Taylor Campbell '14**  
*Aledo, Texas*

**Joseph Hague '14**  
*Perry, Okla.*

**Tam Mayes '14**  
*Norman, Okla.*

**Cody Self '14**  
*Tuttle, Okla.*

**Alex Carballo '14**  
*Katy, Texas*

**Mason Haunschild '14**  
*Allen, Texas*

**Colin McGoodwin '13**  
*Edmond, Okla.*

**Jonathan Tellez '14**  
*Mesquite, Texas*

**Cole Carter '14**  
*Edmond, Okla.*

**Chris Hodgson '13**  
*North Richland Hills, Texas*

**Jeff Moseley '13**  
*Tulsa, Okla.*

**Blake Thomas '14**  
*Edmond, Okla.*

**Jordan Chitwood '14**  
*Broken Arrow, Okla.*

**Evan Janc '14**  
*McKinney, Texas*

**Andrew Navarro '14**  
*Dallas, Texas*

**Andrew Thompson '14**  
*Tulsa, Okla.*

**Ryan Copeland '14**  
*Allen, Texas*

**Daniel Jeffreys '14**  
*Oklahoma City, Okla.*

**Ryan Noon '14**  
*Lindenhurst, Ill.*

**Matthew Wainwright '14**  
*Garland, Texas*