

T H E

# grip

W I N T E R 2 0 1 2

forty-one words by the editor

**the grip is here.**

gone awhile

back again

as always

**full of gamma stuff.**

from the good brothers of beta alpha, eta and iota chapters

pix by alumni

thanks to all

**the grip.**

get it

read it

share it

**pass it.**

T H E

# GRIP

W I N T E R 2 0 1 2

PUBLISHED QUARTERLY | GDP + GP FRATERNITY INTERNATIONAL  
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[www.gammadeltapsi.com](http://www.gammadeltapsi.com)



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**GAMMA DELTA PSI · GAMMA PSI**  
**FRATERNITY INTERNATIONAL**



**ANNUAL**



**CHRISTMAS**

**BREAKFAST**

**SATURDAY, DECEMBER 8, 2012**

**8 AM · 10 AM**

**GOLDEN CORRAL RESTAURANT**

**· FORT LEER ROOM ·**

**SOUTHPARK MALL · COLONIAL HEIGHTS, VA**

*For more information please contact: Randy Picardat @ (804) 931-8245*

**BETA ALPHA CHAPTER IS HOLDING A "COAT DRIVE"**  
**PLEASE BRING ANY GENTLY USED COATS FOR DONATION**

# ΒΑ

## BETA ALPHA CHAPTER OF GAMMA DELTA PSI

Beta Alpha has had a doughnut sale recently and made a small profit, we have also started to establish a coat drive and educate our 3 pledges on Brotherhood.

We have also elected our youngest member Gage to be President of the Chapter to preside when the seniors graduate.

All of our seniors are working hard with several in the top of the class along with several people playing varsity sports and several out in the workforce.

Gamma has truly changed our lives for the better and we will do all we can to keep it thriving.

Gamma pride do or die we bleed garnet and silver but mostly garnet .



*Alumnus Brother Kirk McClure (Beta Alpha) lecturing on the hazards of "Old School" hazing*



*BEW Basketball Classic*

*Beta Alpha Brothers enjoying the Alumni vs. Actives basketball game as Brother Parker Simmons and Grand Brother Jim Fermoile look on*



# Chairman's Letter

## GAMMA DELTA PSI FRATERNITY



**RANDY PICARDAT**

CHAIRMAN – BOARD OF TRUSTEES

GAMMA DELTA PSI – GAMMA EPSILON · GAMMA PSI – BETA

Greetings Brothers.

As 2012 draws to a close we enter the 134th year of the existence of Gamma Delta Psi. As we move forward in time we must look forward into the future and try to find the proper approach to the young men in high school today to ensure that Gamma will continue to exist.

The past year we were fortunate to have had prospects from New Haven, CT and Murfreesboro, TN regarding the starting of a Crescent Club in their high schools. Unfortunately, even though we had a number of conversations with both, nothing has progressed to the point where anything formal has been established at either school.

The same goes for Thomas Dale High School in Chester, VA. While the young man that expressed a desire and stated he had some other young men that were interested, contact has been next to impossible. Herein, lies the problem that we face, how do we make the Fraternity so interesting to the young men of this generation and then what means do we use to connect with them.

Since we had a period of dormancy from the mid-1990s until the re-birth of Beta Alpha, we have also lost the generation of Brothers that would normally be there to bridge the gap between the young men and those of us that are Alumni.

The assistance of every Brother, young and old, is needed to help build this bridge that will eliminate the separation that has occurred between the generations. While the young Brothers of Beta Alpha have attempted to help by communicating with these groups that have shown interest, they do not know all the answers to the questions that may be raised, due only to their newness to the Fraternity and must defer the questions to the “Old Brothers”.

In addition, Beta Alpha also has the task of running the Chapter on a daily basis and making sure that it is growing and will have Brothers in place to continue the process as the older ones move from high school to college.

Each of you out there knows a young man of high school age that fits the mold of Gamma Delta Psi, he may be a son, grandson, nephew or other relative or he may be a neighbor, a young man you have coached, a member of your church or the son of a friend. We all know someone out there that has never experienced the fraternal life and in our heart know this lad would be an asset to Gamma Delta Psi and he would benefit from the experiences he would receive from the Fraternity.

The challenge to you, as a Brother of Gamma Delta Psi, is to find these young men and sell them on the idea of the Fraternity, with your help we can make sure the Fraternity will grow and we can look forward to many more years of prosperity.

As reported above, expansion and growth has been stifled, though we continue to work on the contacts already made and seek to make more in the future. In Toronto there is hope of a future Chapter through the son of Brother Mike Kuch. In Virginia we are still working towards re-establishing Chapters back in the high schools where we once had chapters, thus the Board of Trustees continues to work to expand our ranks.

If you have any potential contacts of high school age youth that may have an interest please contact a Board member to obtain any needed materials to help develop his interest. Expansion still is a top priority of the Trustees.

As we bid 2012 farewell in a short while and enter a new year, a question that many of you have ask will soon be answered. There have been many inquiries as to what, when and where is the next event. While not having the exact answer at this writing, please know that there is an event being planned for late spring 2013. Look for further news on the event in the near future, enough time will be given for you to make plans to attend.

As you know, only one Chapter, Beta Alpha, is active at this time. It appears that they are doing well and continue to work on civic projects in and around Hopewell, as well as adding to their membership by continuing to get strong pledges and conducting meaningful education periods. At the current time they are working on a project in conjunction with a local church to collect and distribute gently used coats to the needed of the area for the winter.

The Board of Trustees continues to meet at least monthly via Skype. As in the past, the summer presented a problem with the Board members being able to make the meetings due to work, vacation and various family obligations, but now that we are leaving that period of time the Board will be more productive.

On behalf of the Board of Trustees, I would like to take this opportunity to thank the Historical Society for the endless hours of research and the assimilation of the vast amounts of information, thus bringing together records of our past and giving us a better understanding of the history of Gamma Delta Psi.

Through their tireless efforts they have been able to uncover things previously unknown and shed more light on items know but vague in the minds of many. Should you have any Fraternity items you feel beneficial to the Society, items such as old Garnet & Silvers, copies of past Grips, pledge books, pins, minutes/letters, scrap books, etc. please contact a member of the Board of Trustees or Brother Dorsey, Brother Bartlett or Brother Kuch.

It is through these items that our history can be examined and pulled together to paint a complete picture of Gamma Delta Psi through the years.

Also, don't forget to check in on the website from time to time, it is a good source to keep you up to date on events and Fraternity happenings, as well as the contacts you may need to help you. The web address is [www.gammadeltapsi.com](http://www.gammadeltapsi.com).





ETA CHAPTER OF GAMMA PSI

ZACKERY JACKSON (H 77)

ETA CHAPTER PRESIDENT  
ASSOCIATE EDITOR

Currently the Eta Chapter is doing well and has experienced growth in our Brotherhood.

This fall we have inducted five new Brothers:

*Keith "Elvis" Baldwin*

*Alex "Scotty" Caron*

*Douglass "Heimlich" Dey*

*Charlie "Slimfast" Gregorski*

*Kevin "Wizard" Johnson*

This has brought our active membership to fourteen Brothers.

Longwood University did not send any letters home this semester stating the "dangers" of joining an "off campus organization", which is a relief.

We've had visits from a few of our alumni.

Jacob Biggs (H 75), who graduated May of 2012, visits weekly.

Shane Grissom (H 14) visited this semester, as well as Nathan Mace (H 72).

Kendall "Rufio" Meadows (H 78) will graduate this December with a degree in Graphic Design.

We have been keeping busy this semester with community service and social events.

We have attended *Faces* twice this semester and we had a "Classy" themed party with our sisters of Alpha Beta Psi, Beta Chapter.



*Brothers at FACES, the local food bank (Farmville, VA)*



LONGWOOD UNIVERSITY  
FARMVILLE, VA

# H

## ETA CHAPTER OF GAMMA PSI



*Brother Dinner @ Macados*



*Brother Charlie Gregorski (H 89) posing with the new member project - a portable table*

We also hold an official Brother dinner once a week.

Our recruitment has begun already, with a Rush Party November 8th.

Our Chapter is feeling as strong as ever and we plan on continuing our growth focusing on finding quality men to become our Brothers.

The Eta Chapter Active Roll consists of:

*Russell Jones (H 73)*

*Kyle Butto (H 76)*

*Zackery Jackson (H 77)*

*Kendall "Rudy" Meadows (H 78)*

*Brandon Galvin (H 81)*

*Patrick Johnson (H 82)*

*Shane Henderson (H 83)*

*James Tyler Clayton (H 84)*

*Matthew Sakatch (H 85)*

*Keith Baldwin (H 86)*

*Alex Caron (H 87)*

*Keith "Elvis" Baldwin (H 86)*

*Alex "Scotty" Caron (H 87)*

*Douglass "Heimlich" Dey (H 88)*

*Charlie "Slimfast" Gregorski (H 89)*

Our Chapter will be celebrating its 20th Anniversary this coming January, so please look forward to hearing more on this.

Eta Chapter would like to thank John Cobb and District Deputy Jimmie Simmons for keeping us updated on how the rest of our Brotherhood is doing.



LONGWOOD UNIVERSITY  
FARMVILLE, VA

# I

## IOTA CHAPTER OF GAMMA PSI

**CONNOR McCOLLOUGH**

IOTA CHAPTER PRESIDENT  
ASSOCIATE EDITOR

After having two Brothers go inactive this semester, our Brothers active at school are:

*Connor McCullough*  
*Christopher Mungo*  
*Juan Carlos Rodriguez*  
*Tyler Thompson*  
*Milorad Radovic*  
*Ronnie Mongold*  
*Kyle Harris Hunter Hall*  
*Aaron DeLong*  
*Colton Cook*  
*Mike Dandridge*  
*Romie Powell*

Currently, we are working on two projects: The first is to establish some form of recognition by Bridgewater College.

The original plan was to try to be the first community service Fraternity recognized by our school.

However, after discussion with connections in senate, we have found that this process would take about five years, therefore we had to come up with a more immediate solution.

The objective now is to start a community service group/organization on campus, open to men and women, which not only will be community service for anyone, but also a way to move interest into the Chapter, as well as interest into a sister chapter.



*Bridgewater College – Bridgewater, VA*



*Brothers of Iota Chapter hosting Eta & Beta Alpha Chapter*



**BRIDGEWATER COLLEGE**  
BRIDGEWATER, VA

# I

## I O T A C H A P T E R O F G A M M A P S I



*Alumni and Active Brothers scrimmaging @ Bridgewater College*



*Back Row – Newly Inducted Iota Chapter Brothers  
Front Row – Grand Brothers Randy Picardat (GP),  
J.L.S. Fermoile (GDP) and Larry Belcher (GP)*

This should be able to be completed within a year if all goes to plan.

The other goal is to become more active in many different community activities and services so that we have more exposure.

We hosted the first of hopefully many “Cook-Out” and “Corn Hole” events on campus for *Homecoming* in October, and though there were some difficulties we feel it went well.

This past year we had many Brothers graduate: Jimmie Simmons, Korey Ranken, Tucker Kirby, Eric Carley, Jacob Hutchinson, Andrew Moon and Tyler Kelly. A few of which I believe are involved in the next level of Gamma Psi now.

We are currently in the process of pledging with an initiation expected for November 18. We hope to bring in potentially eight, but what looks to be six new Brothers.

Due to the fact that we still are not allowed to advertise on campus for fundraiser events, we did not really have any this semester, though there are plans for more next semester.

All in all it has been a slow process at the moment, with a lot of the older Brothers graduating, as well as continuing struggles with the school.

We feel as though once we get our new group up and running we will have more success at recruiting and fundraising.





# Chairman's Report

## GAMMA PSI FRATERNITY

**JOHN J. COBB**

CHAIRMAN – BOARD OF ADVISORS  
GAMMA PSI – BETA

The year 2012 marks the 43rd Anniversary of Gamma Psi Fraternity. As I continue researching and writing our history, it is the struggles along our journey that often rise to the surface. Starting at the very beginning of our founding, 45 years ago when a group of Gamma Delta Psi Alumni formed the “John Tyler Alumni Association” and had their first recorded meeting on December 6, 1967; much would occur in the next two years before these brothers would create a new fraternity known as “Gamma Psi”. We even crossed through the gates as a New Greek Letter Secret Society on the college level at a time when membership in these types of organizations was soon to decline, due in large part to the “ME” Generation of the 70’s.

Nevertheless, we found our niche and slowly grew all the way from Virginia to Canada. More recently, we endured a difficult time period around the turn of the century when we were all the way down to one active chapter for over ten years to the point of having just two active Brothers. This chapter, Eta at Longwood University, will in fact celebrate their 20th Anniversary next year and I encourage all Brothers to take part in any and all of their planned festivities in order to show your appreciation to them for keeping the fraternity active and alive.

But today, I want to focus on our recent triumphs of this year and the “State of the Fraternity” as it exists now. We began this year with a mutual partnership with Gamma Delta Psi and held a joint Brotherhood Enlightenment Weekend for our active membership with the teaching services of many outstanding alumni brothers. This was the first time that both Fraternities held this event together, which occurred on the campus of Bridgewater College in the mountains of Western Virginia.

The weekend started on Friday Night with a basketball game and was followed by various educational lessons being taught all day Saturday and concluded that night with our first ever joint chapter, Eta and Iota, Brother Induction Ritual that was conducted entirely by Grand Brothers of our Fraternities, including James Fermoile, Randy Picardat, and Larry Belcher.



*BEW Basketball Classic*

*Alumni & Active Brothers of  
Gamma Delta Psi and  
Gamma Psi at the  
Bridgewater College Gym*

On the final day, Sunday, the Actives ran a fraternity business meeting; it should be noted that a meeting of this type, where decisions and the direction of multiple chapters, has not been led by the active brotherhood in over 15 years. As such, many topics were openly discussed, to include:

- *Adoption of a Risk Management Plan*
- *Steps to Achieving Campus Recognition*
- *Ways to Improve Chapter Interaction*
- *Methods to Reach Out to Potentials at Other Schools*
- *Updating Expansion Publications and our Internet Sites*
- *Gaining Younger Alumni Involvement in Governing Boards*
- *Concept of a Joint Gamma Governing Board*
- *Setting Future Goals*



As always, growth and expansion were the main goals of Gamma Psi and Gamma Delta Psi. Furthermore, the active Brothers of Gamma Psi prioritized their efforts in “revitalizing Beta Chapter at Richard Bland College, being that it’s the cornerstone of the Fraternity”.

Another goal was to heighten efforts in community service and strengthen commitment to Gamma Psi philanthropies (local and national). Along those lines, the active brothers of Gamma Psi voted unanimously to declare “*The Spirit of Baseball*” camp the Fraternity’s national philanthropy. “It’s an all-day event that brings the joy of baseball to inner city children in the Richmond area, providing them with free baseball equipment and teaching them about the game. More so, these children learn that they’re loved, accepted, and valued by both individuals and their community.”

Please mark your 2013 calendar for *“The Spirit of Baseball”* camp, which is scheduled to be held on Saturday, April 27, 2013 in Richmond, Virginia. More details will follow at a later date, but the support of our Brotherhood is vital in this worthy community service cause.

I am pleased to formally announce that Jimmie Simmons, a recent graduate, has now joined the Board of Advisors and is serving as a “District Deputy” responsible for maintaining close relations between the alumni leadership and active chapters. We on the Board of Advisors continue to look for younger brothers to join our board and eventually take over the “day-to-day” operations of Gamma Psi Fraternity as members of our currently inactive Board of Directors. I envision the day that we once again hold Annual Conventions in the not so distant future.



Our two active chapters, Eta and Iota, have been very busy this year with their pre-membership periods and community service projects (see the details in their Chapter Reports). If my math is accurate, these two chapters have inducted 18 new Brothers this year.

Under the direction of our active Brothers making the rebirth of Beta Chapter at Richard Bland College the number one expansion priority, many members of the Board of Advisors recently met for lunch with the New President of Richard Bland College and we have since been given her blessing in bringing back fraternities and sororities to that campus. We had been officially recognized and a vital part of student life at this college, always in good standing, for 28 continuous years.



I want to close by pointing out a fact in our history: Every founding of a Gamma Psi Chapter, including “rebirths”, has been by either a Brother of Gamma Delta Psi or transferring Gamma Psi Member until two years ago when Jimmie Simmons (son of Parker Simmons who is an alumnus of both Gamma Delta Psi and Gamma Psi) founded Iota Chapter at Bridgewater College as a “Legacy” of our fraternity.



As we quickly approach our 50<sup>th</sup> Anniversary, a chapter has not been founded or re-birthed by a student not already associated with us. I know there are outstanding young men out there who currently have no ties to our organization that can be inspired and mentored to start and build a crescent club of their fellow school companions.



As the Chairman of the Board of Advisors, I challenge the brotherhood to assist in making this a reality soon, so that I can record in our history this important period in our growth and expansion as a fraternity.



# My Gamma History

**DANNY WYATT**

**GAMMA DELTA PSI – BETA PI · GAMMA PSI – BETA**

The fall of 1966 was the beginning of my freshman year at Colonial Heights High.

One of the first things I noticed, besides the girls, were these guys with the little beanies on their heads running around reporting to “Mister” this guy and “Mister” that guy – kind of funny to someone as sophisticated as myself, after all I had just graduated from junior high.

Still, I couldn’t help but to notice that these upper classmen with the gold half moon jewelry pinned on their left upper chest also seemed to always have the prettiest girls also hanging around.

It soon became evident to me that these guys were also BMOC’s. Most were athletes, student government leaders, popular and important guys. Also, one of them was the brother of my good friend Kenny (aka “Weatis”).

It didn’t take long to learn that my closest friends, fellow athletes, seemed to be well known to these guys. In fact, Weatis’ brother “Whitey” was one of them. Whitey (Bobby Whitehurst) was an outstanding baseball player and he also played sax in a local band that was very popular. Their name was “MG and the Showmen”, and several of the bands members were brothers in this fraternity that wore garnet and silver colors, including “MG” (real name Mike Lanning).

Not too many weeks into the school year a buzz took over the school about people getting “bids” or “letters” from the local fraternities. I also got caught up in the excitement when I heard that Kenny and our friend Greg had gotten bids to the VERY BEST Fraternity, Gamma Delta Psi.

I was hopeful that I would also, since I was so tight with Weatis, Greg and Whitey, plus I was playing football and thought myself connected well enough.

But, it was not to be for me. I did not receive a bid that freshman year. Which in looking back I believe helped me to be resolved to get in Gamma Delta Psi and no other, and if I did get in to be the best Brother I could be.

In the fall of ‘67, I did in fact receive a bid and after 8 weeks of pledging I was inducted with my pledge class the last week of October. I remember it was a Friday, and when I woke up the next morning I promptly got dressed and headed to the mall with my Big Brother’s pin so I could shake the hands of all my brothers from the area.

As luck would have it the only person I saw with a pin on was the girlfriend of a Brother from Beta Alpha (she was wearing a sister pin). I would like to take a moment here to remember my Big Brother, Phil Mann, who also played in a band and in fact taught me the basics on drums. Phil was lost to us just a couple years out of school in a motorcycle accident. RIP Brother Phil.

My first experience at a Southern Rally was overwhelming! Rallies consisted of all the local Chapters and I’m guessing there were easily about 60 Brothers from these chapters in attendance along with these “old” guys from the north – far north – Canada, and they sure were sticklers for all things proper! It was also my first experience with Bob Guthrie – very imposing figure to this young sophomore Brother.

Much was learned in those high school years, and I owe a great deal of it to both the Fraternity as well as those Brothers individually, as I was blessed with the kind of Brotherhood that has lasted all these years, and even now.

My senior year I served as President of Beta Pi Chapter, and the most important thing I learned about Brotherhood is that it is formed by working at and for something and NOT by partying all the time. Those who were in the Fraternity for the parties would not get much out of the experience specifically because they did not put much - if anything – into it.

The summer of '70 I jump started my college career by enrolling for two summer session classes at Richard Bland College. I guess I wanted to get started and ease into this transition of becoming a college man. This did enable me to get acclimated to the school and get to know new faces before the all important fall semester began.

The fall semester did begin with much fanfare. It seemed to me at the time that RBC was the biggest college in the world. Things were so ... busy... and everyone was so ... mature... and again... the girls were gorgeous (and did I mention mature?).

On registration day I found, or I should say, Brother Jim Cummins from Gamma Epsilon in Matoaca found me. Lucky for me because Jim was a student aid person and he guided me through the rigors of registration. Thanks again, Brother Jim.

That first fall semester, after the noise of the first couple of weeks subsided, found me approaching Jim about starting a college level Chapter of Gamma at RBC. Much to my dismay Jim said he was transferring the next semester to Alabama (I think) and so he would be gone and no help.

This set me back quite a bit because Jim was “Da Man”; I knew could help me to pull this off, but..... no. The rest of this semester was lost to the cause of starting Gamma because of this set back, but as time would tell, not the end of the dream.

However, the next semester with Jim gone found me wanting to be part of the Greek community so I decided to rush the best Fraternity on campus (at the time) with one of my best friends. That too proved short lived because that first night as I prepared my pledge book I felt a deep pain of treason towards my beloved Gamma Delta Psi.

So, the next day I returned my pledge material to that Fraternity’s president, who just so happened to be a Gamma Brother from my high school Chapter, Beta Pi, with my regrets. To which he just said I was scared to pledge and I responded, “No, I just have to do all I can to start Gamma.”

I finished that second semester with the dream still there, but no real plan and nobody really to plan with. But, fall semester of '71 proved to be magical!

Fall registration of '71 exploded with renewed possibilities for Gamma. I had not been there long when I heard my name being called. It was Brother Jim Cummins, he was back, the move to Alabama did not go well and he was enrolling at RBC. His first words to me were, “Let’s start Gamma”.

Now – as the saying goes – things just got interesting!

To start a new club, and in our case, a new Greek organization there are many hurdles to jump at any college/university. The biggest hurdle may well be overcoming the resistance of those who view anyone new as competition, namely other Greeks, especially at a small college where those same Greeks control so many other clubs as well as the student government. Although the red tape was significant, approval from other organizations proved the hardest to overcome for reasons mentioned above, but we would not be deterred.

I will add here that we received valuable aid from other Greeks, many who were Gamma's from high school that were in other Fraternities at RBC and other Greeks, who just realized that all Greeks are brothers, in a way, if we "get it".

We did take the campus by storm. Out of nowhere we emerged as real players on the RBC scene.

We became campus leaders, placing members on the honor court, in the student government and numerous clubs.

I must mention also, that our candidate for RBC Snow Queen that fall semester was the lovely Susan Dance of Chester. With her win, Gamma Psi had its first campus recognition. (Ms. Dance would later become Mrs. Wyatt, my wonderful bride).

With the holidays approaching we held a Christmas party at the Holiday Inn in Petersburg, site of many Southern Rallies. We invited RBC President Col. James M. Carson as well as several other faculty members.

Our intention was to demonstrate not only our Brotherhood, but also our value to the college. Things could not have gone better as well into the evening following our program, Colonel Carson spoke to the group.

I'm not sure what factors contributed to what he would say. All I know is he, as of that moment, said that we were formally accepted on campus!

A momentous announcement, especially since we were still a couple of steps short of formal recognition (rules-wise). But, "The Man" said it, and we were legitimate!

The winter semester of '72, the school's second half of the year semester, saw us have our first Rush.

This semester is not known for large rushes since the school year actually began in the fall and that semester was known for large rushes.

However, we did end up with one pledge brother to make it through and become inducted. His name is Gary Bowen, and as I recall he was from the Emporia area.

I want to mention here that Brother Gary would end up graduating just a month or so after his ritual, but he saw it as a worthy thing to do even for that short time.

*Thank you Gary for your Brotherhood!*

There are many stories about the brothers during this formative period. I will state again that we took the campus by storm.

The next fall would see us with the Student Government President (Ken Jefferson) and the Vice-President (Tom Blackburn) as well as various other positions and honors.

Our dances at "The Barn" were famous for their good times, music and decorations.

I can honestly say that being a Gamma has been one of the best things to happen to me in my life.

The relationships formed then and even later have proven to be treasures beyond words.

My hope for anyone reading this is that they may have the opportunity to have as rewarding a fraternal life as I have had.

As for me these words are emblazoned on my heart ...

***"Once a Brother, Always a Brother"!***

# PIX from the CRESCENT



**Gamma Psi Fraternity - Gamma Chapter Alumni**  
Lloyd Dunnavant, Brian Taylor, Rick Tutwiler and  
Larry Belcher at one of their Quarterly Reunions



**Beta Sigma Chapter – Hell Night 1966**

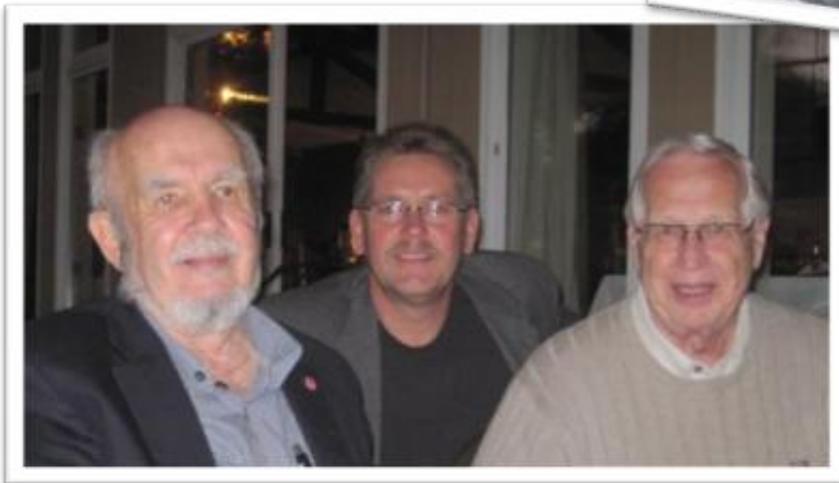
*Bell Family Cottage on Snake Island, Lake Simcoe, Ontario*

*Brothers of Beta Sigma Chapter (Alderwood Collegiate)*

*Back Row: Wayne McMahon, Les Jones, Paul Suggate, Fred Ianuzzi*

*Middle Row: Bill Coghill (Nirvana), Doug Lewis, John Bell*

*Front Row: Frank Nocera*



**Grand Brother J.L.S. Fermoile visits Canada**

*Jim Fermoile (Alpha Eta), Bill Schmitt (Gamma Xi)  
& Frank Wilson (Alpha Phi)*

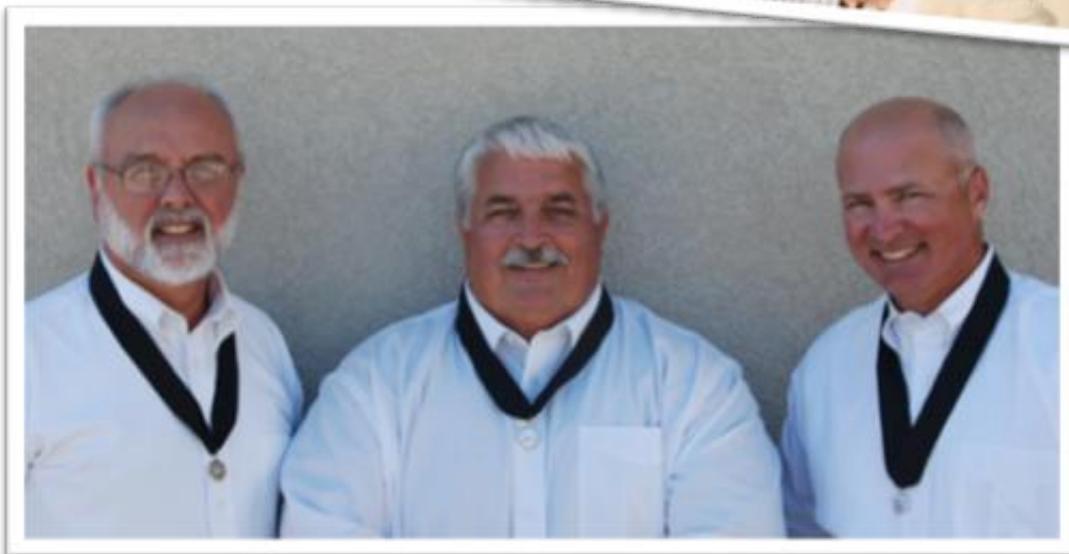
# PIX *from the* CRESCENT



*Richard Bland College President Dr. Debbie Sydow in front of her campus home with (L-R) Larry Belcher, Randy Picardat, John Cobb, Lloyd Dunnavant & Danny Wyatt*



*Hayfield High School 40<sup>th</sup> Anniversary  
Gamma Nu Alumni  
Ralph Little,  
Kevin Stockdale  
& Robert H. Ingle III*



*Gamma Psi Fraternity  
– Grand Brothers  
Danny Wyatt (№ 1),  
Randy Picardat (№ 2) &  
Larry Belcher (№ 3)*

# Creating a Fraternity Business: A Fraternity Fundraising Alternative

This article is contributed by Reggie Paquette, creator of a new fraternity site – **FRATERNITY HQ** – [www.fraternityhq.com](http://www.fraternityhq.com)

Reggie Paquette is a brother of Delta Sigma Pi and a senior at Cal State University, Fullerton studying Entrepreneurship.

Follow him on Twitter: [@reggiepaq](https://twitter.com/reggiepaq)

## STARTING YOUR OWN BUSINESS AS A FRATERNITY FUNDRAISER

It sounds like a daunting task, and it can be, but the benefits will be huge – for yourself and for your fraternity. Starting a fraternity business will yield great results for a fundraising activity that involves many people to run properly.

It doesn't have to be very complex or officially registered with your state government; in fact, I'm going to detail the one I started in my chapter that is very simple and something your chapter might do already, but scaled and taken more seriously.

## THE BENEFITS

- *It will raise money for your chapter.*
- *It may be a fundraiser that your brothers WANT to do.*
- *Offers more value than traditional fundraisers, like car washes.*
- *You will learn how to work with people and collaborate.*
- *You will learn how to start a simple business that makes money.*
- *It will also allow you and your brothers to learn and practice business operations, marketing, design, and setting up a store online.*
- *Through hard work and a common goal, it will bring your fraternity together.*
- *It brings prestige to your fraternity.*

## MY CHAPTER'S BUSINESS

Basically, we sell T-shirts, but **Good Ones**.

Nearly every Fraternity I have encountered makes T-shirts for whatever reason and so did we. While we were discussing some financial problems in my chapter, I proposed to make 100 of our shirts and sell them for a profit to other chapters in the area.

I called a few printers and calculated our profit margin and discovered we could make a killing if we sold them all at full price – \$14.95.

After I presented my findings and calculations, my chapter voted in favor of it and now we have a business as a fraternity fundraiser.

## HERE'S HOW IT WORKS

You need a target market, a good product, a way for people to buy your product, and a plan to market it to them.

Our target market for our shirts was all our national fraternity brothers in other chapters across the country. We made shirts that catered to everyone, not just my chapter. We haven't sold all of them yet, but we sold enough to have a healthy profit and assurance to do it again.

What made our shirts unique from what other chapters were making, was our design and shirt quality. We used a design that was not blasted with Greek letters coupled with a really nice quality shirt blank. This is because we found people are more likely to buy fraternity shirts that they WANT to wear, even outside of fraternity events.

We used **Facebook** mainly to advertise our product. We took really nice photos and made magazine quality advertisements for them, which we shared with brothers from other chapters. Here is an example:



We brought all our stock to a regional conference and we made an absolute killing there. **We sold over 50 shirts, blasting through our break-even point to \$350 in profit in one weekend.**

## YOU CAN DO IT, TOO!

Write up a short business plan (you can even make it a contest), talk to some of your brothers about it for ideas, and ask what they think about undertaking such a project for a fraternity fundraiser.

Most importantly, calculate the total cost of each shirt, find a good price (I recommend \$14.95 for T-shirts), calculate the break-even point, and finally the total profit potential. I found when showing my chapter these numbers, they were all on board.

Delegating and using a team effectively is a key to not overloading or burdening yourself with all the work. If done right, it can be a breeze and will just get easier as time goes on.

***Also be sure to take advantage of your alumni or faculty members who have experience in starting a business.***

## WHAT'S IN IT FOR ME?

You get to learn how to start a real business!

You get to learn how to keep one running, how to market products to people, how to set up an online store, and more! The best part is you don't even have to use your own money for anything so although there is some risk to your fraternity's funds, there is no personal risk.

You are going to make those shirts anyway, right? Might as well make more of them and sell more of them.