

E-RAINBOW

DELTA TAU DELTA INTERNATIONAL FRATERNITY

FALL 2012



Delts and
JDRF
Strengthen
Community

LETTER

FROM THE INTERNATIONAL PRESIDENT

“At the end of the day, take a moment to reflect on your personal Delt journey. What is your story? What mark are you leaving on your chapter, your campus and your community. What have you done to build a culture of excellence?”



By Travis Rockey
(University of Florida, 1973)
International President

Brothers,

As your new president, it is my honor and privilege to represent each of you over the next two years. It is my hope to instill in you the pride of what our letters mean and help you to live our values every day. Additionally, I would like to use my platform as president to build a culture of excellence, not only within our chapters and across the country, but within each of you as well.

If you are curious as to what exactly a culture of excellence means, look no further than our Creed. Specifically I would like to focus on the last stanza: I believe in Delta Tau Delta as an abiding influence to help me do my work, fulfill my obligations, maintain my self-respect, and bring about that happy life wherein I may truly love my fellow man, serve my country, and obey my God.

If you're wondering how exactly you can meet the needs of this last stanza, I ask you to look into your community and see how you are influencing those around you to do work, fulfill obligations and be happy. It is up to us, as Delts, to build a culture of excellence within our community. You can do that through recruitment, brotherhood, philanthropy, community service and, most

importantly, living your values every day.

One way to fulfill many of these obligations is through your work with JDRF, Delta Tau Delta's national philanthropic partner. JDRF is working to change the future for all who face the challenges of Type 1 Diabetes (T1D) and through the Delt/JDRF partnership, chapters, colonies and individuals have the opportunity to reach out to their communities to help raise funds and awareness about T1D.

Not only does our work with JDRF help those affected with T1D, it also builds us as men and instills within us a culture of living our values through service and education. I urge you to take advantage of this unique partnership to help you serve your fellow man. This, is truly living the Creed.

At the end of the day, take a moment to reflect on your personal Delt journey. What is your story? What mark are you leaving on your chapter, your campus and your community. What have you done to build a culture of excellence?

Fraternally,
Travis

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On the Cover...

Members of Epsilon Chapter at Albion College raised money for JDRF by sponsoring a car demolition during homecoming.

MAGAZINE MISSION

- ▲ Inform members of the events, activities and concerns of interest to members of the Fraternity.
- ▲ Attract and involve members of the Fraternity via appropriate coverage, information and opinion stories.
- ▲ Educate present and potential members on pertinent issues, persons, events and ideas so that members may be aware of and appreciate their heritage as Delts.
- ▲ Serve as an instrument of public relations for the Fraternity by presenting an image of the Fraternity commensurate with its quality and stature.
- ▲ Entertain readers with its information and quality writing and editing, so that it is a pleasure to read and share with others.

HOW TO CONTACT

Contact *The Rainbow* staff via email at rainbow@delts.org or by calling 317-284-0203.

SUBMISSIONS

Letters to the editor, chapter reports, alumni notes, alumni chapter reports, news stories, photographs, manuscripts, subscriptions and death notices for publication should be sent to Brook Pritchett, Director of Communications, 10000 Allisonville Road, Fishers, IN 46038-2008.

ADDRESS CHANGES

Visit www.delts.org/info or call 317-284-0203. Mail address changes to 10000 Allisonville Road, Fishers, IN 46038-2008.

Epsilon Alpha Dedicates New Shelter

The Epsilon Alpha Chapter of Auburn University recently completed an approximately 6,740-square-foot shelter, featuring towering white columns flanking the entryway and a red brick exterior. The structure was built with contributions of more than \$400,000 raised by the alumni leadership of Epsilon Alpha Chapter.

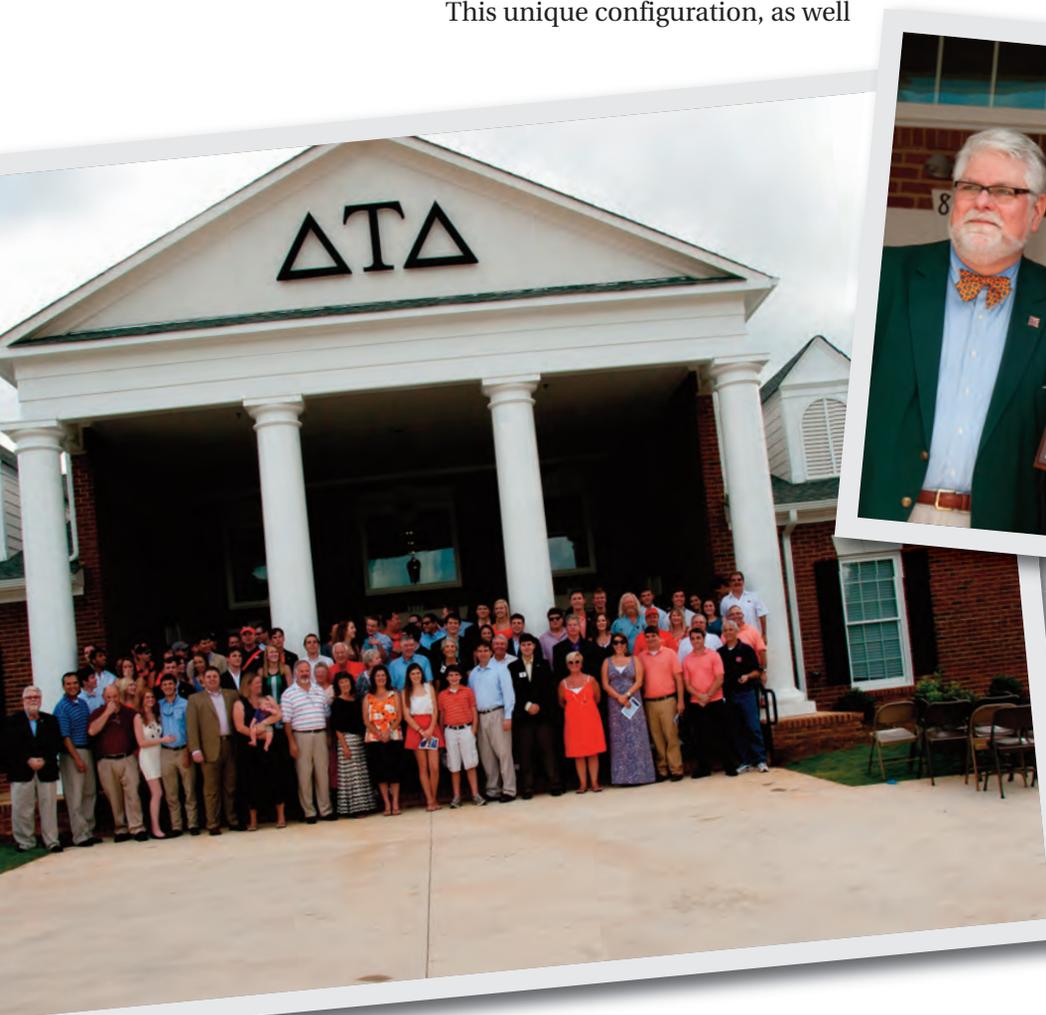
The home, which features four separate pods with three spacious bedrooms each, can hold up to 12 tenants. Utilities are metered separately for each apartment pod and also the common areas of the new home. The use of acid stained concrete floors for the two large common rooms, as well as tile for the bedrooms will prove both beneficial for future maintenance needs as well as a comfortable and stylish home for the members.

Each pod is equipped with private bathrooms, a washer and dryer, a common living space and a kitchen. This unique configuration, as well

as the possibility of expansion, provides a distinct market advantage against other fraternity houses on the Auburn campus. The convenient amenities, as well as the appealing design, will undoubtedly prove advantageous come recruiting season.

Many key figures played instrumental roles in the development of the new Auburn campus home. Mike Russell, house corporation treasurer and project manager, as well as Phil Pauze, fundraising chairman, were pivotal directors throughout the fundraising and construction process.

During the shelter dedication ceremony, Russell was honored by the Fraternity with a John W. Nichols Bridge Builder Award. The Bridge Builder Award is presented to individuals who have rendered at least three years of outstanding service to the establishment, development, or enhancement of a house corporation.



Above: Southern Division President, Lee Grace (Western Kentucky University, 1984) and Fraternity Vice President Jody Danneman (University of Georgia, 1988) present Mike Russell (Auburn University, 1976) with the John W. Nichols Bridge Builder Award.

Left: Members, alumni and guests pose in front of the Epsilon Alpha shelter after the dedication ceremony.

Helmus Joins Foundation Staff



D. Mark Helmus (Ohio University, 1986) has been appointed Executive Vice President of the Delta Tau Delta Educational Foundation. Helmus assumed the senior management role and responsibilities associ-

ated with major and planned gift development on Sept. 17, 2012.

"It's an honor to have the opportunity to give back to Delta Tau Delta for the many ways it's influenced my life," said Helmus. "What Delta Tau Delta provides for its members is a significant value-add to their classroom education. It truly can be an experiential course in leadership, communication and career/life preparation."

Helmus most recently held the position of Vice President, University Advancement, at Butler University in Indianapolis. While at Butler he implemented strategies to increase gift revenue from annual, major and planned gifts and

provided leadership for the final two years of a \$125 million campaign which concluded at \$30 million over goal with expenses 10% under budget.

Prior to his position at Butler, he held advancement positions at Franklin College and several foundations. His first job upon graduation from Ohio University was as a chapter consultant for Delta Tau Delta Fraternity and after that assumed the role of Vice President of Alumni Development at the Delta Tau Delta Educational Foundation.

"The Fraternity has led me to lifelong friendships, started and established my career, and played a key role in meeting my wife, Carol, more than 20 years ago. To say that it has given much to me would be a vast understatement."

"What Delta Tau Delta provides for its members is a significant value-add to their classroom education. It truly can be an experiential course in leadership, communication, and career/life preparation."

Florida Rallies

The date has been set for March 5, 2013 Naples Rally.

Please watch for information about additional 2013 Florida Rally dates in the next Rainbow issue.

Make Your Foundation Gift Today!



The 2012 calendar year end is quickly approaching. If you haven't already made your annual DeltFund gift, please go to www.deltfoundation.org to donate now.

Delta Tau Delta and JDRF Partnership Strengthens Community

service partnership dedicated to changing the future for all those affected by type 1 diabetes. Delta Tau Delta is utilizing the 133 chapters and colonies nationwide in collaboration with nearby JDRF chapters to help spread awareness of the disease and raise funds for diabetes research.

As the number one charitable organization for diabetes research, JDRF has become the worldwide leader in the fight against type 1 diabetes. With 366 million affected worldwide, and no cure yet available, the efforts of JDRF have helped to improve the care and treatment of those suffering from the disease as well as helped garner a better scientific understanding of the disease. Since 1970, JDRF has contributed \$1.6 billion in funds to support diabetes research, and now with the Delta Tau Delta partnership, it can raise even more.

This page: The men of Epsilon Chapter at Albion pose in front of a car before it was destroyed to benefit diabetes research.

Next page: The men of Beta Gamma work the Fan Zone at their local JDRF walk.



Beta Gamma

The Beta Gamma Chapter of the University of Wisconsin was called into action by the local Madison chapter of JDRF for their September 2012 3k walk. A last minute shortage of volunteers for the JDRF Walk in Madison led the local representative to call upon the brothers of Delta Tau Delta, who didn't hesitate to give their time and energy to help with the event. The members of the Beta Gamma Chapter helped serve food to participants as well as helped run the children's events.

Beta Delta

In early October, the men of the Beta Delta Chapter at the University of Georgia raised a staggering \$3,200 in one night for JDRF by throwing a charitable concert. With over 500 music lovers in attendance on the inaugural JDRF concert fundraiser, the members of the Beta Delta Chapter as well as the local JDRF Chapter have high hopes for similar future events and plan on making the concert an annual fundraiser. The Beta Delta Chapter also plans to attend the Nov. 4 JDRF Walk in Athens, Ga.

Zeta Omega

The brothers of Zeta Omega at Bradley University set a record in the number of volunteers working at the

JDRF Walk in Peoria, Ill., on Oct. 14. With 76 volunteers working the event and the rest of the chapter walking the 5k, the men of Zeta Omega raised more than \$2,200 for JDRF and diabetes research. The Zeta Omega Chapter has several future fundraising events planned to help reach its goal of \$7,500 in donations.

Epsilon

Epsilon Chapter at Albion College recently held a Delt Demolition to smash a car for diabetes research. The college gave the group permission to hold the event during the homecoming football game in order to attract current students, alumni and Albion community members.

"Not only was this a great way to raise money for a truly worthy cause, this event gave the members of Epsilon chapter a day of brotherhood enrichment," said Alex Schumaker, philanthropy chairman for the chapter. "In just three hours we were able to raise over \$450. With the size of our school and the time of the event, Delt Demolition has definitely been one of the most successful philanthropy events at Epsilon Chapter in recent years."

Epsilon Eta

The Epsilon Eta Chapter at Texas A&M in Commerce spent an entire day helping with the 5k JDRF Walk in Dallas, Texas. Twelve Epsilon Eta volunteers helped on Sept. 29 with the various

Walk to Cure Diabetes

Chapters that Walked for JDRF this fall:

- ▲ Chi Chapter at Kenyon College
- ▲ Beta Gamma Chapter at University of Wisconsin
- ▲ Beta Nu Chapter at Massachusetts Institute of Technology
- ▲ Beta Sigma CC at Boston University
- ▲ Gamma Lambda Chapter at Purdue University
- ▲ Gamma Xi Chapter at University of Cincinnati
- ▲ Gamma Omicron Chapter at Syracuse University
- ▲ Delta Beta Chapter at Carnegie Mellon University
- ▲ Epsilon Eta Chapter at Texas A&M-Commerce
- ▲ Zeta Omega Chapter at Bradley University
- ▲ Theta Tau Chapter at Moravian College
- ▲ Iota Mu Chapter at Quinnipiac University
- ▲ Grand Valley State CC at Grand Valley State University



About JDRF

- ▲ JDRF is the world's largest charitable funder of type 1 diabetes research. The mission of JDRF is to fund research preventing, better treating, and ultimately curing T1D.
- ▲ More than 80 percent of JDRF's expenditures directly support research and research-related education.
- ▲ Since its founding in 1970, JDRF has awarded more than \$1.6 billion to diabetes research worldwide.

booths and tables set up at Victory Plaza, which included face painting, hair coloring, arts and crafts and bean bag tossing. The men of the Epsilon Eta Chapter even stayed after to help the JDRF representatives tear down the booths, banners, chairs and tables.

Iota Nu

The Iota Nu Chapter of Florida Atlantic University participated in several fundraising events throughout September 2012, setting the record for most money raised by a single chapter as well as the most original idea for a fundraising event. The men of Iota Nu volunteered for the JDRF TFM Barbeque, the Back to School Diabetes Education and a Movie event and hosted the iPhone sit-in.

The Fresh Market Barbeque took place early in September, where the members of Iota Nu volunteered over 145 community service hours and assisted in the raising of \$2,500 for JDRF. Volunteers helped serve hamburgers, hotdogs, chips, produce and drinks, which were all generously donated by local vendors. JDRF and the Iota Nu Chapter also raffled off five dollar tickets for a nice steak dinner at a local restaurant.

The men of Iota Nu also volunteered for the Back to School Diabetes Education

and Movie event, where volunteers greeted guests, handed out informational flyers, and helped run the educational booths. While serving popcorn and beverages during the free movie, the Iota Nu Chapter also insured each movie goer was having a good time.

The Iota Nu event that raised the most money, a whopping \$4,500 to diabetes research, was the unique iPhone sit-in. For \$50, an Iota Nu member would camp out at a local mall the Thursday prior to the newest iPhone release and save a spot in line to purchase the sought after smart phone. The individual who purchased this spot in line would simply show up the morning of the release and take the place of the Iota Nu volunteer.

Through aggressive marketing via social media outlets, newspaper articles and even televised news spots, the iPhone sit-in became the most successful Delta Tau Delta fundraiser. The event was spearheaded by Eric Marmer, and with the help of Evan Konecky and the rest of the chapter, they turned this clever idea into a profitable reality for the JDRF.

Through the hard work and philanthropic spirit of the entire Delta Tau Delta Fraternity, more than \$21,000 went towards the JDRF and diabetes research.

The men of Iota Nu pose after a barbeque they hosted to help raise money for JDRF.



November is Diabetes Awareness Month

National Diabetes Awareness Month (NDAM) is celebrated each November to bring awareness to all forms of diabetes.

Around 26 million people in the United States suffer from diabetes—both type 1 diabetes (T1D) and type 2 diabetes. Along with the “All for 1” theme of 2012, NDAM is helping educate on the signs and symptoms of diabetes and helps gain support for critical research toward preventing, treating and curing all forms of diabetes.

On Nov. 1, 2012, JDRF will commemorate its second annual T1Day. The day was developed by JDRF last November to celebrate the lives of those who live with T1D and will be continually recognized on Nov. 1 each year.

What can Delts do to help? By starting at a grassroots level, Delts across the country can get involved with JDRF projects by checking with local chapters for events and activities to celebrate T1Day as well as the entire month of November.

Join the Go Blue campaign and display blue lights in your shelter to show your support for NDAM. Iconic landmarks and buildings across the country and around the globe will be turned blue to serve as beacons of hope to the millions of people worldwide living with diabetes. Landmarks include the Empire State Building and the Sydney Opera House. Be sure to send pic-

tures of your shelters to rainbow@delts.org.

During NDAM 2012, JDRF will work to showcase the importance of the Special Diabetes Program (SDP), which is up for renewal in Congress this year. The National Institutes of Health (NIH) requires a multi-year renewal to continue their large-scale clinical trials, enhance research opportunities and effectively allocate research funds. Without the renewal of SDP by Congress, federal funding for T1D will be cut by 35 percent.

Many U.S. senators, including Susan Collins of Maine and Jeane Shaheen of New Hampshire, have joined in recognizing the important contributions of SDP. From the House of Representatives, Delt Ed Whitfield (University of Kentucky, 1965) and Diana DeGette of Colorado led a sign-on letter resulting in 272 signatures by Representatives. JDRF staff and volunteers are working to build broad, bipartisan support in Congress to help attain the renewal of the SDP.

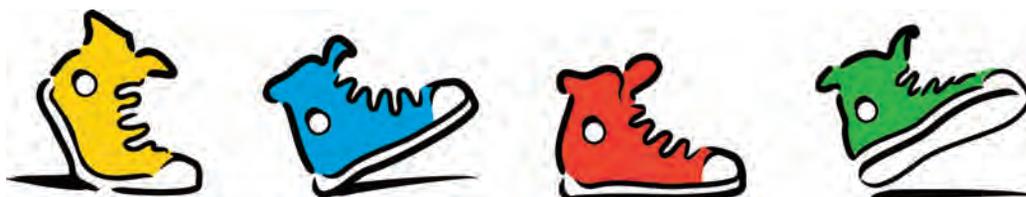
Upcoming JDRF Walks

- ▲ Beta Delta Chapter at University of Georgia-JDRF Walk on Nov. 9
- ▲ Beta Xi Chapter at Tulane University- JDRF Walk on Nov. 10
- ▲ Theta Zeta Chapter at University of San Diego-JDRF Walk on Nov. 12
- ▲ Theta Lambda Chapter at UC-Riverside-JDRF Walk on Nov. 12

The logo for T1Day, featuring the letters "T1" in a large, bold, blue font, followed by "Day" in a smaller, blue, cursive font.

See a Sneaker, Make a Difference!

Major retail chains nationwide partner with JDRF throughout the year to raise funds for T1D research. Through Sneaker Sales Campaigns, retailers are able to support the JDRF cause. Delta Tau Delta encourages all members and friends to buy a sneaker to help JDRF find a cure.



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MOVING? | emailaddresschange@delts.org

Tell us what you think!

We hope you enjoyed the *eRainbow* . . . If you enjoyed the *eRainbow* or the *Rainbow* or want to share questions and comments, please e-mail rainbow@delts.org.

Make sure you stay connected with Delta Tau Delta by updating your information! If you have had a change in address or email, please return this form to Delta Tau Delta, 10000 Allisonville Rd., Fishers, IN 46038



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