

DELTA TAU DELTA FRATERNITY | SPRING 2019

RAINBOW

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A MAN IN HIS ARENA

Blind Owl's head brewer Alex Petersen shares his journey to being one of the youngest head brewers in the country. page 6

PHOENIX KAPNIFA

MARRIOTT PHOENIX DESERT RIDGE RESORT | AUG 5-8, 2020

HISTORY OF *THE RAINBOW*: Editor-in-Chief W.C. Buchanan (Bethany College, 1873) launched the first issue of The Delta Tau Delta magazine as *The Crescent* in 1877. As a condition of the Fraternity merger with the Rainbow Fraternity in 1886 the name of the magazine was changed to *The Rainbow*. Today the summer and winter issues of *The Rainbow* are printed and mailed. Those and all other issues are also available online. Visit deltatadeltaarchive.com to view issues from 1877 to present.

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 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 it is a pleasure to read and share with others.

SUBMIT A STORY

All members are encouraged to submit news stories and potential features along with high-resolution photographs by emailing rainbow@delts.org.

ADDRESS CHANGES

Visit www.delts.org/alumni or call 317-284-0203. Mail address changes to 10000 Allisonville Road, Fishers, IN 46038-2008. If you do not want to receive a print copy of *The Rainbow*, and would prefer to receive an email notification when each new magazine is posted online, please contact rainbow@delts.org.

LETTERS TO THE EDITOR

Letters to the editors may be emailed to rainbow@delts.org.



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

Delta Tau Delta is a proud member of the Fraternity Communications Association and the North-American Interfraternity Conference





The first Delt Astronaut was Scott Carpenter (University of Colorado, 1947) who became the fourth American in space when he piloted Aurora 7 for three orbits of the earth in 1959.

Carpenter was the second American (after John Glenn) to orbit the Earth and the fourth American in space, after Alan Shepard, Gus Grissom, and Glenn.

Eight years later he became the only astronaut and aquanaut in the world when he qualified as a crewman in the Navy's Sealab II project of underwater exploration and research, then was put in charge of Sealab III.

1962

SPRING ISSUE

Scott Carpenter prepares for a high acceleration run in the centrifuge at Johnsville, Pa. The centrifuge is used to duplicate stresses of lift-off and re-entry during a space mission.

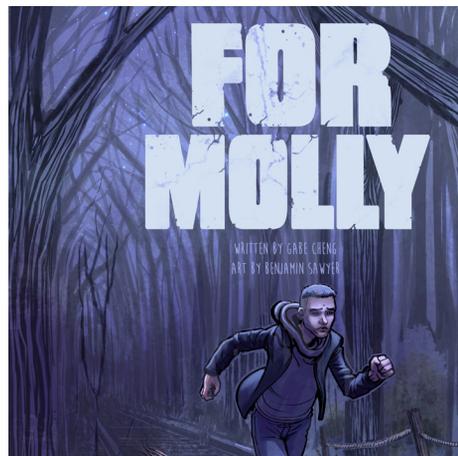
STORIES YOU MIGHT HAVE MISSED



LONE SURVIVOR ACCEPTS AWARD FOR HEROISM

In August 2018, Marcus Luttrell (Sam Houston State University, 1998) accepted Delta Tau Delta's William L. McLaughlin Award for Heroism at the St. Louis Karnea's Alumni Achievement Awards luncheon.

Luttrell is a United States Navy SEAL who received the Navy Cross and Purple Heart for his actions in June 2005 against Taliban fighters during Operation Red Wings.



PURSUING A PASSION FOR STORYTELLING

Gabriele "Gabe" Cheng (University of California-Riverside, 2008) left his career as a high school teacher to pursue his passion for writing. He is self-publishing his first webcomic called, "For Molly" with art by Benjamin Sawyer. "For Molly" is a fantasy comic that takes place in modern New Jersey where an anti-social talking dog named Molly helps a recently divorced New Yorker named Greg rescue his sister from an evil that lurks in the forest.



BROTHERS WHERE IT MATTERED MOST

"The defining moment of my career wasn't something that happened on a football field. It was the day I walked into the Delta Tau Delta fraternity house during my sophomore year at Stanford. Before that point, I was a poor, introverted kid who had started to feel like I didn't belong at that school. After it, I had such a strong support group that I can honestly say the guys in that house helped save my life." - Jim Plunkett (Stanford University, 1970)

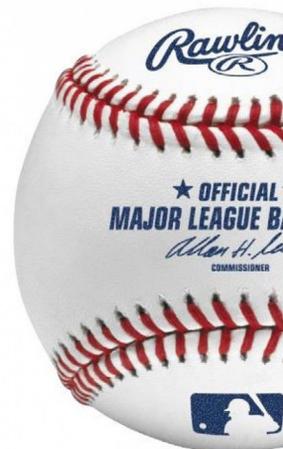


OSU'S FIRST MASCOT: KEN AUSTIN

Ken Austin (Oregon State University, 1953), the namesake of Austin Hall at his alma mater, is an engineer and entrepreneur who has truly left a mark on the history of Oregon State.

KING OF THE BOOTH

Every little kid dreams about the perfect baseball scenario, bottom of the 9th, bases loaded, two outs, down by three, but instead of being at the plate Brendan King (Butler University, 2017) wanted to be in the announcer's box calling the game-winning grand slam.



To read the full articles or to read other stories like these visit deltas.org/delt-stories

A dark beer in a glass with a logo on it, set in a bar. The glass is filled with a dark beer and has a logo that reads "BLIND OWL BREWERY INDIANAPOLIS". The background is a blurred bar scene with warm lighting and a person in the background.

A MAN IN HIS ARENA

WITH ALEX PETERSEN

IT STARTED WITH A BET

Alex Petersen (Butler University, 2014) was having a beer with friends over Thanksgiving Break. They were talking about what they wanted to do with their lives when someone asked him what he was going to do. He paused, looked down at his beer, and said, “You know what, I’ll be a brewer.” His friends didn’t believe him, so they made a bet.

“I got back from break, and I was like, ‘All right. I’m going to do this,’” Petersen said. “I started calling everybody. I talked to Scott Wise (owner of Scotty’s Brewhouse) who was a Ball State Delt. He saw on my resume that I was a Beta Zeta Delt at Butler and he was like, ‘Well, you can’t be too bad of a guy.’”

From there, Petersen met with the head brewer at Scotty’s and started volunteering. He ended up volunteering the whole summer and he realized brewing was something he definitely wanted to do. Petersen quickly began to work his way up from brewing part-time at Thr3e Wise Men Brewing Company, an affiliate of Scotty’s Brewhouse, to working full-time—all while still in school.

Petersen, focusing on biomedical engineering, looked to change his major so he could focus on being a brewer. He started asking friends what kind of degree he should get. It wasn’t until after talking with



Butler professors and Beta Zeta’s Faculty Advisor and Associate Dean of the School of Business Craig Caldwell (Butler University, 2010) that he decided to change his major to business.

BLIND OWL BREWERY

Rick Lux and Steve Berg, two Indianapolis restaurateurs, invited Petersen to serve as head brewer for a brewery they were starting called Blind Owl Brewery located in Indianapolis.

After thinking about it and talking with some other brewers, he decided to go for it. In April 2015, Petersen became one of the youngest head brewers in the country at the age of 22.

“It was a lot of pressure. However, I knew I was capable of doing whatever I wanted to do. I wasn’t intimidated as much as I was concerned about doing the best I could,” Petersen said.

Joining Blind Owl reaffirmed Petersen’s entrepreneurial spirit. Neither of the owners had started a brewery before so he took it upon himself to be more than head brewer.

When the general manager

left after four months, Petersen started working in the operations side of Blind Owl, ensuring food was out on time and shift managers and staff were set up for success. Petersen knew he needed to set the tone to put Blind Owl on the right path.

“I always had this chip on my shoulder about wanting to prove people wrong. Not that I think anyone ever doubted me, but I wanted to show that I could do something, that I could build something. Being able to come to Blind Owl and build a brand that is directly associated with me as a brewer was validation,” Petersen said.



Alex Petersen (Butler University, 2014) working in the brewery at Blind Owl.

BREWING BEER

On the first day as head brewer, Petersen walked into the empty brewery, locked the doors and went into the back with a mix of anxiety and adrenaline—all set to brew his first beer. Twenty hours later, Petersen had his first batch.

“Taking 20 hours... I was obviously pretty nervous. Normally it takes me about six hours. I was so concerned about getting everything right and knowing everything was going to be dead on, correct and ready to rock,” Petersen said. “It was like the culmination of everything I’ve ever done in my life, doing carpentry work with my dad as a kid, physically putting things together. So, I spent some time marinating a little bit, too, just enjoying the moment.”

Petersen started writing and developing his own recipes

before starting at Blind Owl. He pulls inspiration for recipes from people and events in his life. He created Grandma’s Finest Pecan Pie Porter for his grandma and based the Black Forest Märzen after the second beer he ever had while studying abroad in Germany.

His favorite, the Black Forest Märzen, is as traditional as it gets. Petersen imports the yeast, malt and hops from Germany. He even thought about having the water imported, but it was a little too expensive.

“My mom’s maiden name is Truckenbrod, which means ‘dry bread’ in German, so we’re a very German family. My family immigrated and lived near the Black Forest, and where I went on exchange was near the Black Forest in Bavaria. All those things being said, it is the German lager, the Black Forest Märzen, that reflects who I am as a brewer.” Petersen said

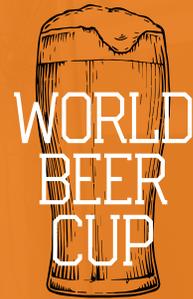
Although the Märzen is his

favorite at Blind Owl, Petersen received international praise for their VII Kings Belgian Dark Strong at The 2018 World Beer Cup. Often referred to as “the Olympics of beer competitions,” The World Beer Cup is the most prestigious brewing competition in the world.

“It’s cool to say I won a world medal for a beer I brewed, something I made. It’s kind of that pinnacle of achievement for me,” Petersen said.

Although winning awards for his beer is great for him professionally, Petersen brews beer for the sense of community.

“Nothing is more rewarding than watching two people drink your beer and just have a really good time. I’ve seen first dates. I’ve seen business meetings. We had an engagement here. It’s all around the culture that I was able to help create; that is what’s really rewarding to me. Brewing beer is a vehicle to do that,” Petersen said. Δ



The Brewers Association developed the bi-annual World Beer Cup Competition in 1996 to celebrate the art and science of brewing. This global competition continues to create greater consumer awareness about different beer styles and flavor profiles while promoting international brewing excellence.

Blind Owl and Petersen received a silver medal for their VII Kings Belgian Dark Strong in 2018.

The VII Kings Belgian Dark Strong emulates bold flavors and a nod to a classic style and contains strong notes of Belgian yeast esters, stone fruit & balanced malt.





KING OF BLING

CAD Designer, Jewelry Creator, Delt

Being a music major wasn't hitting the right notes for Brian Smith (Bradley University, 1990) so he decided to change his major. To keep his scholarship at Bradley, he had to stay in the arts college, so he started taking drawing classes full-time before taking a jewelry metals class.

His jewelry metals professor mentioned to the class that the university used to have a major for jewelry making and that stuck with Smith and a few classmates in the course. The group of students got curriculum together with input from professors so the dean could make a case to the university.

"We got the dean to sign off on it. He presented it to the university and they

reinstated the major, which was kind of cool," Smith said. "Six of us, including myself, graduated with a bachelor of science in jewelry metal arts, which is an unusual degree."

After school, he worked for a retail jeweler before working as a diamond broker where he managed loose diamond sales. "It was very eye-opening, fast-paced and a lot of money. It was exhilarating," Smith said.

When his father retired, he wanted to do something with Brian, so he approached his son with the idea of opening a jewelry store. Brian agreed and left the diamond business to start Smith Jewelers in Cincinnati.

After eight years of running the store, the economy took a turn and they were forced to

close in 2013. "It was small; it was high end; it was all custom-made stuff. We had a lot of fun," Smith said.

While working for himself, Brian decided to transition from hand-drawn designs to CAD work (three-dimensional modeling). "It was new and I just kind of grabbed hold of it and said, 'Okay, I'm gonna learn how to do this.'"

He traveled to the Quad Cities in Iowa to take CAD classes and anytime the company offered them he would sign up. The instructor told the class CAD is not easy, requires a great deal of effort and if they are not sitting down consciously designing every day, he wouldn't be able to master the software. Smith took that to heart.



TO SIT DOWN WITH SOMEONE AND PHYSICALLY CREATE WHAT THEY ARE MENTALLY PICTURING AS A REMEMBRANCE OR AS A SPECIAL TOKEN—JEWELRY IS A VERY, VERY EMOTIONAL THING.

- BRIAN SMITH



Brian Smith (Bradley University, 1990) working in CAD, Computer-Aided Design. CAD is the use of computers to aid in the creation, modification, analysis, or optimization of a design.

“I had the program on my laptop at the time and I would work in the store or take it home and I would be just creating stuff. Working on people’s projects, and admittedly, some of the early stuff is not great. But it was a forced learning curve. I decided I was not going to go back to doing it the way I was doing it before. This is how the industry was going to be moving, and I needed to move along with it or at least be on the forefront of it,” Smith said.

Now, Smith couldn’t imagine going back to hand-drawing everything. The way technology has evolved, he has software and machines for any job he can think of, it just comes down to picking which is best for the job.

After getting in touch with

a former client in 2014, Smith joined Jewel Craft, the largest independent repair facility in North America as a CAD designer. Jewel Craft has more than 3,000 accounts nationwide and the CAD team does work for several chain stores.

“To sit down with someone and physically create what they are mentally picturing as a remembrance or as a special token—jewelry [piece] is a very, very emotional thing,” Smith said.

Creating special tokens and pieces is a point of pride for Smith, but it’s projects where he can combine his passion for jewelry making with the Fraternity that makes his job all the more unique.

Former Chapter Leadership

Consultant Dave Sullivan (University of Cincinnati, 2007) asked Smith to make him a ring to honor his time on the road. Sullivan already had a rough design of what he wanted but needed Smith to bring it to life.

“I thought it was gonna be a cool ring. So I made the first one for Dave, and I made one for me that’s basically the same,” Smith said. “It has the Delt badge on top, the school logo on one side and then for him, it has Chi Chi on the side for the consultant chapter. For myself, I put Zeta Omega on the side of mine.”

Former International President Jim Garboden even asked Smith for a ring to commemorate his time leading the Fraternity. Smith started sketching some ideas for

Garboden’s ring, but as the two friends had spent a lot of time together over the years, Garboden had grown to like Smith’s ring.

“Garbs is lucky that he did his when we did. Our technology is so much better, so the details on his ring are a lot sharper than they are on mine,” Smith said. “We went through six or seven variations of the ring, different colors and different groupings, to get to the ring how we wanted it. But that one...I’m pretty proud of that one.”

Connections like this keep Smith designing and creating pieces for family and friends. “Everyone has a moment, thought or an event that is celebrated with jewelry. It has a connection, no matter how small.” Δ



BRIAN SMITH’S RING

Former Chapter Leadership Consultant Dave Sullivan asked Smith to make him a ring to honor his time on the road. Smith liked the design so much he made one for himself. His ring was the inspiration for a similar ring for former International President Jim Garboden.





JIMMY & HIS GELATO





“Welcome to An’s Dry Cleaning, can I get you some gelato?” is something practicing lawyer Jimmy Blalock (University of California-Riverside, 2006) says occasionally. An’s Dry Cleaning opened in July 2018, but Blalock and his partners have been dreaming of gelato for a lot longer.



Jimmy Blalock and his three partners cutting the ribbon at the grand opening for An’s Dry Cleaning.

HOW DOES A LAWYER GET STARTED IN GELATO?

Blalock: A couple of years ago, two of my best friends and I were all sitting around. We had talked about opening up a gelato shop, because we had actually traveled abroad to Spain and had become very close friends with the [now] fourth [gelato shop] owner, David Aguilera. David is well-known in Spain for making these fantastic small-batch gelato flavors. And we looked around and thought, “Well, it’d be kinda cool to bring to California.” So we talked to him. He was on board immediately.

HOW DID YOU SETTLE ON SAN DIEGO?

We decided that the community of San Diego was just this hotspot for new and upcoming food. There were all these new gastropubs and restaurants and things that were opening. So we decided that we would try to do the gelato in San Diego. There’s already some cool ice cream and gelato shops that are in San Diego, so we were definitely a bit nervous, but we wanted to bring this idea of not just serving, you know, “Here’s chocolate, here’s vanilla, here’s a pistachio gelato.” But doing

these great small-batch combinations of flavors to help us stand out from the other shops.

WHY AN’S DRY CLEANING?

When we moved in, there was an old light-up dry cleaning sign the previous tenant left. We moved this sign all over the space while we were measuring things and trying to figure out where we were going to place everything. One night we were in the shop late with one of the designers so we were spit-firing different things and what we could do and how we could live it up,

and he was like, “Why don’t we just keep it as An’s Dry Cleaning?” And we all kind of laughed and then it just got very, very quiet. Tony was like, “That might actually work.” We ran with it and it’s been a lot of fun.

In the beginning, we had some people that came in trying to drop off their laundry. But it’s been probably about eight months since we’ve had anybody actually try to bring in their dry cleaning. So now it’s this speakeasy gelato shop, where, if you pass by it, you may not really recognize it as an actual gelato shop, but instead, as you have friends



Jimmy Blalock (Left), Travis Bailey (Middle) and Kris Warren (Right) serving samples of gelato at an event.

and I like it that way because I've surrounded myself with friends who are much smarter than I am, much more creative than I am and ironically enough, it's also the same for the Fraternity. Δ



FAVORITE FABRICS



Cotton: the shop's take on a horchata, rice, milk and cinnamon.



Brocade: milk chocolate, cocoa powder and a chocolate brownie.



Tormeh: pistachio, saffron and honey gelato.

For more mouth-watering pictures of gelato follow An's Dry Cleaning on Instagram @adcgelato

that go in or as you get more adventurous, you stop by and look in and go, "Man, there's a lot of people in that dry cleaner."

CASHMERE, KHAKI PANTS, FELT?

Each flavor is a different fabric. That was fun when we had the first 50 flavors. At 100 flavors we're really getting into some weird fabrics that nobody has ever heard of and I can't even spell. We rotate the flavors once a week. We add in or subtract different flavors every week. Every time you come into the shop, the goal is that you can try something new, or you can find a new favorite every week. It brings people back in to taste different flavors. We know we've got some fan favorites and when we announce them on Instagram, people will come to the shop and be like, "All right, I'm here just for the Cotton." Some of the fan favorites are a lot of fun because if we post those, people come in and the entire batch will be gone in

one day and so sometimes we're left with making new batches late into the night.

ALL IN FOR AN'S DRY CLEANING

There's a vivid time where we were trying out different flavors and David would be giving out samples to people walking down the street going, "Oh, do you want to taste this? What do you think of this?" And just seeing peoples' faces light up was awesome. This is the reason we do it and this still happens today.

We thought that we would service the community and really be a staple, but we never thought that it would pick up and have legs. That's really just been through social media and through all the friends that we've made through opening the shop. We're four guys who have never done food and beverage ever in our lives. We would never have expected us to run this shop that people absolutely love, and we were like, "Oh, this is an excellent product. We

want to share it." And now all of a sudden, people are coming in from different states and being like, "Oh, we got to try your gelato."

STEP OUT OF YOUR COMFORT ZONE

There's never going to be a good time. You just have to do it. I think that would be my first piece of advice for anyone wanting to start their own business. My friends/owners will be the very first people to tell you that I am the worrier of the group. Had it been on me to open the shop, the shop would have never opened. I would have been planning this for years upon years and trying to figure out a good time to open it and it just never would have opened. You really just have to take the plunge and have the courage. The second part of that kind of leads into the first is you've got to find people who are going to support you, but who are also just better than you. I feel like I'm the weakest member of the team





Interior Design with BLAYNE ROSS

Straight out of college Blayne Ross (University of Florida, 1998) didn't want to get coffee at an advertising firm making \$19,000 a year. Ross wanted to hit the ground running but realized making six figures at a job he hated didn't make

him happy either. He made his way back to his first love, interior design. Ross is now the founder and president of Kaid Design, a commercial and residential interior design firm, specializing in multifamily high-rise remodeling.

How did you get started in interior design?

Ross: My mom was an interior designer, I just started doing work alongside her and helping out wherever I could and thought it was exciting. She'd leave the house, and I'd push furniture around and try and figure out spatial things and how to make space better. I've had a couple of other things that I've done on the side along the way, but I just kept coming

back to the design. My first design project was to redo the Delta Zeta Chapter house, renovate and furnish the whole thing, I just fell in love with it. I enjoyed it, and it grew from there.

How did Kaid Design start?

I came back to design during a trip to New York. I had just left the entertainment business and wanted to get into something that was going to be new and different. I reconnected with a friend that had a construction



company in New York, and I pitched him, a combination of interior design paired with a general contractor, a one-stop shop for clients. We would do everything a client needs without them having to deal with a couple of different places.



Where do you find inspiration when designing?

For me, architecturally, the buildings have a personality. I respect that and then develop their initial intent into something contemporary and reflective of today. I get inspired by some little nuance of the original architecture and then go with that. Sometimes it's just sketching; sometimes it's looking at other inspiration photos. Those things kind of let you go off into the world without any constraints. It's the dreaming phase. I think every time you have the opportunity to dream, you connect with the purest sense of your passion or your attraction to whatever that thing is. For me, those are the moments when I'm like this is really why I love doing this.

What is it like working with a blank canvas?

Anytime I start with raw space and imagining something new, I try and find a point of view that will evoke an emotion. The design has the opportunity to influence a lot of different people and if

it is well thought out, you get to influence someone during their day. For example, if you walk into your building or out your front door from that moment forward, you've affected how someone's day starts. I often work on buildings that are 20 years old and tenants walk into a hallway that's dark and dingy. It's not a pleasant experience coming from their own renovated interior of their apartments. If I come in and do a fantastic renovation on the hallway side of things, then they walk out, and they go from their beautiful apartment into a nice hallway, and it feels like a continuation of their home.

What is Kaid design doing now?

I focus mostly on building rehabs for large residential towers in Manhattan. We work with two to 70-story towers, and redo the lobby, hallways, game room and the lounges to keep them updated with the rest of all the new construction in the city. They're fun projects, they are big jobs, and they get to have an impact on a lot of people, so it's really rewarding. Δ





CREATING FOR THE COLONY



Founding Father Dalton Zarko (University of Texas - Arlington, 2020) created a cost-efficient and lightweight alternative to wooden letter for the Epsilon Rho Crescent Colony.

Zarko is currently the colony president but has taken it upon himself to be the artist for the colony, working on flyers, t-shirts and other related projects. Another outlet for Zarko is photography. He fell in love with it while studying aboard in Europe.

HOW DID YOU BUILD THE LETTERS FOR THE COLONY?

First, I built out frame the using cardboard and cups to give them depth. I then paper mache newspaper with wood glue. Next, I created a water-proof layer by mixing paint and exterior wood glue that covered the whole structure. The final step before painting was more paper mache, but this time with mortar mache, a thin paste similar to concrete.

WHY DID YOU WANT TO MAKE THE LETTERS FOR THE CHAPTER?

The letters allowed me to not only be creative but develop a cheaper and longer lasting way to make the letters while still allowing a single person to be able to carry each letter.

WHAT DO YOU ENJOY MOST ABOUT WORKING WITH YOUR HANDS?

I have always been into art and designing since I was a little kid. I enjoy being able to create something to my liking. When I'm building anything, I recognize that I accomplished something, and not very many people can make what I create. It's a major reason of why I chose mechanical engineering as my major.

WHAT IS THE HARDEST PART OF STAYING CREATIVE?

The hardest part, now that I am in college, is time; a lot of

creative projects require time and a commitment that would distract from many of my priorities. The letters alone took a couple of months to create because each layer of paper mache had to dry.

HOW HAS THE COLONY SUPPORTED YOU CREATIVELY?

The Fraternity has given me lots of areas to create such as these letters. I also made our first recruitment video and designed all of the colony's t-shirts, flyers and pretty much anything that requires art.

HOW IS PHOTOGRAPHY ANOTHER OUTLET FOR YOU TO BE CREATIVE?

I fell in love with all the places it takes you and the people you can meet while doing photography. I treat my photography and art as a hobby. I started to hate being creative, but when I do it for fun, inspiration comes naturally and not forced.



SIX TIPS FOR GETTING IN SHAPE WHEN YOU'RE DEPRESSED

By Jamie Wiebe, courtesy of TalkSpace

Experts often say exercise helps cure depression—but for many of us, regular exercise is already one of the world's most difficult challenges. Getting to the gym while depressed? That's asking a lot.

But the experts aren't wrong: a regular exercise

routine does help with depression. Exercise helps you sleep better, improves your overall health and gives you confidence. Plus, exercise gives you endorphins, and endorphins are part of what make you happy.

Not sure how to stick to

an exercise routine when you're already feeling down? These tips may help.

START SMALL

Diving into a full-scale exercise habit is asking a lot, especially if simply getting out of bed

is a struggle. Stay in the sheets? Why not, if the alternative is "running 10 miles."

Don't demand so much. Start your exercise routine with tiny steps—literally. Instead of a marathon, try a 20-minute jog. Instead of jumping into

an intensive spin class, try yoga.

Of course, tailor this advice to your experience level. If you ran marathons before depression reared its head, a 20-minute jog might be too easy. Maybe start with a 5K. And if you've never set foot on a treadmill, consider walking before you run.

The main point: Starting with a simpler routine gets you back in the game, and celebrating these small accomplishments builds excitement and momentum—necessary for getting back in shape.

STAY REALISTIC

You're not a Tesla Roadster—you can't go from zero to 60 in two seconds flat. Or even two months. Starting small means nothing if you're working toward unrealistic goals. Not to mention unrealistic goals make failure more likely. And let's be real: Right now, you need a win.

To set your goals, think about where you'd like to be, physically, a few months from now. Pumping iron like Schwarzenegger? Rocking the Chicago Marathon?

Free-soloing El Capitan?

Now scale back. Think about where, realistically, you will be. Maybe that's a 5K, not a marathon. Maybe you're hitting the climbing gym daily. Remember: You're not simply improving your body, you're also working to improve your mind. And that's hard! Realistic goals make achievable goals.



PICK AN ACTIVITY YOU REALLY, REALLY LIKE

Don't make this harder on yourself by forcing yourself to do an exercise you hate. Despise running? No big deal! Running can suck. Try swimming instead.

Here's the theory: Motivating yourself to exercise when you're depressed is hard. Sometimes it feels rocket-science hard. Make it easier by picking something that doesn't feel like exercise. After all, "exercise" isn't limited to Olympic track and field events. Consider playing tennis, joining a softball league or even going to yoga at your favorite breweries.

The most important thing is finding something you'll be hard-pressed to skip.

DON'T BEAT YOURSELF UP FOR MISTAKES

Let's be real: You're going to mess up. Don't feel ashamed! It's 100 percent fine to miss a spin

class, skip the gym or run out of breath on mile three. Failure may feel crushing, but the feeling can be overcome—if you're compassionate with yourself.

Instead of lingering on your screwed-up exercise session, practice empathy for yourself. You're working hard to overcome your depression and that's something worth celebrating. Don't give up your efforts. Instead, resolve to try again.

Next time, you'll succeed. And if you don't? Keep going back to the gym, or putting on your tennis shoes, or meeting your buddies for pick-up basketball. Eventually, exercise will get easier.

REWARD YOURSELF

And we don't just mean at the end of your journey. Don't plan one reward—plan many! Perhaps you're doing a program like Couch to 5k. Give yourself a treat every time you advance a week in the program. Or, if you're

working on your climbing skills, reward yourself for each increase in difficulty level.

What exactly constitutes a "reward" is entirely up to you. Maybe you watch a new episode of your favorite TV show—or maybe you treat yourself to ice cream. (Counterintuitive? Maybe. But if it gets you moving...why not?) Choose something that's a true incentive. Otherwise, you may not find yourself working toward the goal.

BUILD A SUPPORT SYSTEM

You're not in this alone. Your friends and family are rooting for you, too—so get them involved in your process. Maybe your mom is looking to start running, too. Go running together! Need a climbing buddy? Ask a few of your pals.

Or maybe just ask your friends to check in on your progress once

in a while. But make sure they understand the journey you're on and how it involves more than simply your physical well-being. You want friends that will celebrate the accomplishments you have made, not friends who will put you down for not crushing all your goals in half the time expected.

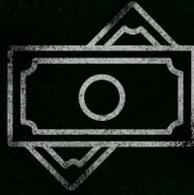
Follow these strategies, and you're 25 percent more likely to keep exercising

Setting realistic goals, rewarding yourself, practicing kindness and establishing a support system will all help you on the road to recovery. In fact, studies have found that depressed patients who practice these self-help tenets are 25 percent more likely to stick to their chosen exercise program.

Exercise is essential to overcoming depression and these practices help integrate exercise into your daily routine so you can feel better faster. Δ

Delt's Talkspace Partnership

In 2018, Delta Tau Delta announced a partnership with Talkspace, the global leader in online therapy. The partnership allows Delta Tau Delta to provide online counseling to the Fraternity's more than 9,000 undergraduate members, enabling students to connect with Talkspace's licensed counselors from the convenience of their smartphones. Talkspace is completely safe, secure and anonymous resource to help our members live their happiest, healthiest lives.



WAYS FINANCES IMPACT YOUR MENTAL HEALTH

By Samantha Rodman, courtesy of TalkSpace

It is fashionable to believe that finances shouldn't have much of an impact on your mental health. According to the media, mental health should be equivalent across various socioeconomic classes. However, when you are struggling financially, it can have a very real effect on your mental and emotional functioning. Here are some key ways that mental health can be dramatically impacted by your financial situation.

NO SAFETY NET

Knowing that there is no financial "safety net" in place in case of an emergency is extremely stressful.

While others may have an emergency fund in case they get laid off from work or need emergency car repairs, for example, you may not have this luxury. This means that while others can treat most situations as "not a matter of life or death," you may not feel the same.

MORE DAILY STRESSORS

Other people may be able to pay for extra things to help make their lives easier, but if you can't afford to do so, then these daily stressors mount endlessly.

For instance, while someone with more

disposable income could pay for a bottle of water or get lunch out, you have to plan ahead to have your lunch packed. This, of course, means you need to remember to pack the lunch and to get groceries in the first place. Over time, all of these stressors build up and life feels more burdensome.

INABILITY TO FIX PROBLEMS THAT ARISE

Money greases the wheels of life and allows problems to be more easily resolved.

While someone else may be able to pay to get their broken washer and dryer repaired, for instance, you may have to wait for months. During this wait, doing the laundry turns into a stressor that takes up an inordinate amount of time and energy.

FEELING OF INFERIORITY

In today's materialistic culture, it is hard to avoid being bombarded by images of clothes, accessories, vacations and other expensive trappings of wealth.

When you are unable to afford these sorts of luxuries, you can feel inadequate or that you don't fit into our materialist society. This can contribute to feelings of depression and low self-esteem.

ANXIETY ABOUT THE FUTURE

While everyone struggles with some version

of anxiety about the future, this can be much worse when you are struggling with financial insecurity and uncertainty.

Your life choices are likely limited by your financial situation, in terms of job options, school options and potential travel or leisure activities. Instead of looking forward to the future, people who face financial instability may feel an overwhelming sense of stress and fear.

THERE ARE LOW-COST OPTIONS TO HELP YOU THROUGH FINANCIAL ANXIETIES

If you are struggling with your financial situation and it is significantly impacting your mental health, don't lose hope. There are many options for low-cost, high quality health care.

Another is university mental health clinics, where many psychologists do their training. Since you're seeing a PhD student (under close supervision), fees can be nominal. There are also many low cost clinics, and even pro-bono (free) options, as well as utilizing your insurance and seeing which providers are paneled in your area.

Working with a therapist can help you deal with the issues noted above and a therapist can also help you figure out ways to work on growing more financially stable in the future. Everyone deserves to feel secure and happy, no matter their financial situation. Δ



Capital Campaigns

WHAT TO CONSIDER

By Jerry Copper (Illinois State University, 1998)

It wasn't too long ago that Greek housing was at least comparable to university and off-campus housing. Enter the student housing boom. Today's students demand a quality living environment and universities are spending tremendous amounts of money to provide it. That trend isn't slowing. Gone are the days of the utilitarian, sterile dormitories; instead, colleges are building stylish facilities and providing programming designed to bolster the feeling of a close-knit learning community, to say nothing of private developers.

In order to attract and retain the best and brightest students, many chapters—Delts and our

neighbors—are responding by raising substantial funds, oftentimes well in excess of \$1 million, for shelter improvement projects. Here's where they started...

#1 COMMUNICATE, CONNECT, CULTIVATE...

"I never hear from the chapter, except when they need money." —countless Delt alumni

A survey of more than 67,000 Greek alumni found consistent disappointment with the quality and frequency of communication from their chapters. Also consider that 1.5 million charitable organizations exist in our country now—and they communicate frequently with our alumni. In short,

Greeks haven't done enough to communicate with our alumni and now expectations are being raised by a proliferation of non-profits.

A program that communicates (with), connects (to), and cultivates (within) a chapters alumni base won't guarantee a gift, but it will better position you to ask for one. Content should be alumni-focused: event invitations and recaps, alumni spotlights and class notes at a minimum. It should also reinforce the chapter as a worthwhile investment, the house corporation as a fiscally responsible steward of funds and the Greek experience and ideals as relevant to the modern student. Finally, utilize a multi-channel communications

strategy to deliver your message. Direct mail is still an effective method, but electronic communication and social media can enhance your program.

#2 DEVELOP YOUR PLAN

"Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die...Think big." —Daniel Burnham

Donors give to causes that tangibly change an organization or person. Be mindful of this when designing your project. Donors often hesitate to support causes which do not have a

reasonable chance for success. A well-conceived plan will instill confidence. If you do not have the experience or time, engage the services of an architect, designer or engineer to prepare conceptual drawings or renderings, as well as a preliminary budget. Firms that specialize in Greek housing understand the challenges that are unique to our shelters.

Develop talking points that answer the following questions: what challenges do we face (you should prioritize and associate a cost with each, if possible), how will our plan address these challenges and what will our organization look like when we accomplish our goals?

Finally, be certain to research and understand other potential sources of funding (loans, lines of credit, rent increase, etc.) and the cash necessary to secure financing and, ultimately, service any debt. Our alumni are sophisticated and will ask tough questions before choosing to support a building project.

#3 CONDUCT A PRE-CAMPAIGN FEASIBILITY STUDY

“People support a world they help create.” —Dale Carnegie

A feasibility study has two very specific goals: (1) providing decision makers with the information necessary to make good decisions, and (2) identifying alumni who can help make a project successful and getting their input.

The complex and potentially risky decisions your board faces become much clearer when you know:

- What, if any, organizational issues you must address (database inadequacies, chapter concerns, connectivity gaps).
- How your communications program compares to chapters that successfully raise money.
- What kind of message will inspire alumni to give.
- What could be an obstacle.
- Which alumni have the widest and deepest circles of influence.
 - Are they willing to help?
 - Do they possess the skills and experiences necessary to be a good volunteers?
 - What concerns or motivates them?
- A realistic range of fundraising outcomes.



THE DO'S AND DON'TS OF A CAPITAL CAMPAIGN

DO involve professional assistance from architects, engineers, accountants and attorneys early.

DO conduct a feasibility study to determine the likelihood for success and establish a realistic fundraising goal.

DO work quietly to raise most of the goal before broadly announcing or even mentioning a campaign.

DON'T rely on the fallacy of averages: “We need \$500,000 from 1,000 alumni; everyone will give \$500.”

DON'T start construction before the money is raised.

DON'T expect to move into your new shelter less than four years from day one of planning.

The **Delt Foundation** often partners with Pennington & Company to support chapter initiatives. For more information on what a collaboration might achieve for you chapter please contact the Delt Foundation at 317-284-0210 or at foundation@delts.org

Pennington & Company is the recognized leader in fraternity and sorority fundraising, having helped raise nearly \$700 million in support of Greek life on 151 campuses.



FOR THE GRAM



*Division
Conference
Photos*

*Click anywhere on the page to view the 2019 Division Conference awards
and view conference photos.*

STRAIGHT CHEESING



Follow @straightcheeseing on Instagram to stay update to date with Jacobson's cheesy adventures.

Jared Jacobson (Northeastern University, 2020) is studying to become a pediatric gastroenterologist, he is chair of Delt's Undergraduate Council (UGC) and really loves cheese. So much so that he created a "Chinsta," his second Instagram account dedicated to posting about and rating cheeses.

HOW DID YOU THINK OF THIS CHEESE INSTAGRAM, YOUR "CHINSTAGRAM"?

It was around the time I was a freshman. Everybody was making these "Finstas," where you post a funny picture of yourself that you only want close friends to see. Everyone was like, "You should make a Finsta, you're funny," and I was like, "No, but what if I made a "Chinsta" where I take pictures of cheese?" And then I did that. The first

post was very sad. But I worked some kinks out and I progressed from the one strand of shredded cheese—it shows.

WHY CHEESE?

I love cheese. It is so versatile. You can eat it any time of the day because you can make it a dessert, you can have it at breakfast as they do in France, you can eat it plain. It's just the most versatile food there is.

WE GET IT—YOU LOVE CHEESE, BUT WHAT MAKES YOU QUALIFIED TO TALK ABOUT AND RATE CHEESES?

I mean, I'm from Long Island, the pizza capital of the world. So naturally, we eat a lot of fresh mozzarella especially on pizza. So, there's definitely a heavy cheese influence in my life. Also, I like to think I have pretty sophisticated taste

buds. What I've been saying for years is if you like salt and vinegar chips, you have a sophisticated palate—to put it in more Food Network terms. So, I think just, I've been around the block, ate a lot of cheese and salt and vinegar chips.

OF ALL THE THINGS YOU'VE RATED ON INSTAGRAM, WHAT HAS BEEN YOUR FAVORITE CHEESE?

Yeah, totally. So, my favorite cheese that I've had, just cheese standalone... Which is funny actually, it was at Karnea. We went

to this place called The Bridge. They had a bunch of cheese plates. It's this cheese called Midnight Moon. It was so good, I almost ate the whole block. It was a little nutty and came with this apple chutney, and it paired so well. It was a hard cheese, which I didn't think I would like, but it was delicious.

HOW HAS BEING A UGC MEMBER ALLOWED YOU TO TRY OTHER CHEESES?

We get to travel a bit, like to the Central Office and

future Karnea sites. So whenever I'm traveling, I know there's stuff that could have a dairy influence. For example, in St. Louis, I knew toasted ravioli was a big thing. So right off the bat, I knew I wanted to eat some stuff in St. Louis. But I do my research before I go places. Also, all the guys that I've served with follow the account, which I think is funny. They all comment and ask me about it. So, they really hype it up and keep on me to keep posting.



Day of Giving

The Delt Day of Giving is a day for brothers and friends to connect with the Delt Foundation's mission to support leadership programs of Delta Tau Delta, its chapters and members.

MAY 15, 2019



DELTA TAU DELTA
EDUCATIONAL FOUNDATION