



The DUCK CALL

A Publication of Delta Upsilon at the University of Missouri • Winter 2014



MISSOURI CHAPTER ANNOUNCES \$3 MILLION CAMPAIGN TO BUILD NEW CHAPTER HOUSE

More Than \$2.2 Million Raised in Early Commitments from Dedicated Brothers

Since Missouri Chapter's founding in 1924, our house has played an integral part of chapter life, a shared symbol of our tradition at the University of Missouri, and a welcoming home for our undergraduate men. We all gained from our Delta Upsilon membership. Many of us can say it helped form who we are today.

UNIVERSITY HOUSING INCREASINGLY COMPETITIVE

There is no doubt that our house has served us well for over 53 years. Hundreds of young men have had the fortune of calling 711 Tiger Avenue home. However, time has definitely taken its toll. Our house is no longer one of the most attractive places to live. In fact, it is a hindrance to recruitment. Not only has the city of Columbia mandated that all Greek chapters complete installation of modernized fire-safety equipment, but we need to compete with upgraded fraternities, residence halls, and off-campus living options to ensure we are providing a safe and attractive facility.

\$3 MILLION NEEDED TO CREATE FIRST-CLASS FACILITY

At the start of this campaign, a group of alumni studied the alternatives and developed a solid strategy to provide a facility that will meet the needs of our undergraduate brothers well into the 21st century. To this end, architects and consultants were engaged to develop a needs assessment, architectural plans, and fundraising goals. These diligent efforts have produced a comprehensive plan to build a first-class facility and ensure the continuity of the legacy that each of us helped build.

MISSOURI CHAPTER NEEDS YOUR SUPPORT

It is now time to aggressively realize our goal of constructing a new Chapter House. To date, early commitments from dedicated Missouri Chapter alumni, friends, and undergraduates total more than \$2,200,000. The undergraduates have already shown their support and loyalty to the campaign by pledging \$140,000. We now seek additional support from our broad and loyal alumni base to complete this project.

The *Building Our Next 100 Years* campaign is not just about honoring our storied chapter; it's about securing our future. Thanks to the alumni who came before us, we all had the opportunity to join Missouri Chapter and be a part of something special. There is little doubt that each of us benefitted from the unique experience and opportunities that the fraternity provided, not to mention the lifelong friendships we gained. **This campaign presents us with a significant opportunity to give back at a time that matters most.**

MORE INFORMATION TO COME

Now is the time to join us in helping provide the same wonderful experience to a new generation of young men. In the coming weeks, you will receive information detailing the project and the ways in which you may help. We hope you will join our growing list of loyal supporters, who wish to ensure the lasting impact of the DU experience.



Fraternally,
Bruce McKinney '74
Campaign Chairman
ebmckin@aol.com | (816) 260-5735



CEO OF YUM! CREDITS DU FOR EARLY GROWTH

Shows Support for the Chapter's Current Leadership



Putting together sales presentations for recruits and parents as rush chairman for DU was a stepping stone for **David Novak '74**. "That was one of my very first managerial positions. It was a great job that taught me how to put my best foot forward and helped me learn how to interact with others."

Now the CEO of Yum! Brands, which includes Taco Bell, KFC, and Pizza Hut, David has advanced far beyond marketing the fraternity. He oversees the company's brands while shaping their strategic direction and building a unique company culture that focuses on the enthusiasm and commitment of team members.

David's work extends to World Food Program USA, The Business Council, and The American Society for Corporate Executives. He and his wife, Wendy, and their daughter Ashley Butler, run the Lift a Life Foundation, which supports programs that develop leaders and help individuals in need. He was the recipient of the 2012 UN World Food Program Leadership Award and the national 2008 Woodrow Wilson Award for Corporate Citizenship.

Even after earning such prestigious credentials, David still reflects on his time as an undergraduate at Mizzou and the advice that he would pass on to today's young men. "When you go to school, you're there for a reason—to learn, get an education, and build relationships that can stay with you over a lifetime. Very rarely is there a time in your life that you can really dedicate yourself to something single-mindedly. If I had it to do over again, I would have taken college more seriously, studied harder, and spent more time learning with the time I had."

One area that he recalls with fondness from those days was the camaraderie found in Delta Upsilon, particularly on the intramural fields, playing softball, volleyball, and ping pong. "Delta Upsilon helped form all of our lives and helped us prepare for whatever future we've been able to make for ourselves. To be in a fraternity and get an education is a blessing and gives you a head start in life."

This appreciation in thinking back to DU led David to contribute to the campaign efforts for the chapter's new home.

"I learned a lot through my education at Missouri, but I learned as much or more by being a part of a fraternity and interacting with the brothers. That was an extremely valuable experience that helped me enter the workforce and grow. I feel indebted to DU for that experience, and it's nice to be able to give back to something that has helped you over the years."

"The current facility is not in good shape, but the members are performing well across the board—academically, athletically, and within the community. We need a facility that mirrors the leadership our members display. We need to look like a leader and act like a leader. Right now we are acting like a leader, but we don't look like it. The biggest thing the campaign will do is give us the look of a leader. We need to make our asset as vibrant as the people who are keeping the fraternity moving in the right direction and attract the best possible people for the future."

David and Wendy make their home in Kentucky. In his spare time, David enjoys a round of golf.

Grateful for Lifelong Friendships, Jeff Kreutz '99 Gives Back to DU

From his involvement in DU, Dance Marathon, and Greek Week, to his positions as house manager, pledge class president, and Greek Week co-director, you'd never know that **Jeff Kreutz '99** came to Missouri "quiet, uninvolved, and not very outgoing."

"Besides my wife and kids, the best thing I ever did was join Delta Upsilon. DU gave me the opportunity to become who I wanted to be. It was a chance to develop my character in the midst of the most fun five years of my life."

It was within those five years that Jeff saw how the fraternity could rally to achieve a goal. "Greek Week and Homecoming were two highlights of each year. The whole house came together to build the house dec, prepare the float, or perform our skits. It was neat to see what we could achieve as a group with the involvement of everyone."

The potential within a focused group has yet another opportunity to be released as Delta Upsilon embarks on today's capital campaign. For Jeff, this is an opportunity to accomplish something enormous by combining forces. "Building a new chapter house is a huge project and isn't the kind of thing that can happen if people don't pitch in and show that the fraternity has our support. If we don't take it seriously, this effort won't succeed the way it should."



"DU is among the strongest and largest fraternities on campus. The undergraduates have excelled at Missouri and within DU internationally. They've succeeded in spite of their environment and held up their end of the bargain. It's our turn to pay them back and set them up for future success."

The lasting impact that DU had on his own life also prompted Jeff to support the campaign. His friendships, in particular, make giving back a natural decision. "Being a DU is more than a year or two that you live in the house. It's a lifelong experience. Stop and think about your friendships from Mizzou and those that have lasted. For me, DU brothers are the ones that I tailgate with and play in a soccer league with. They stood up in my wedding. They're

my kids' godparents. They're my business partners. To continue this type of brotherhood into the next generation, we must take care of our fraternity and provide for today's members."

Jeff and his wife, Adrienne, live in Lenexa, Kansas, and have four children: Jackson, Cooper, Parker, and Adelyn, ranging in age from two to 15. For 12 years, Jeff has run his own real estate company—owning, developing, and managing apartment complexes throughout the Midwest and southeastern U.S. He can be reached at jeffkreutz@yahoo.com.



THANK YOU, LOYAL ALUMNI, FOR YOUR CONTRIBUTIONS

We are deeply grateful to the following Delta Upsilon brothers and friends for committing over \$2.2 million to the *Missouri DU-Building Our Next 100 Years* Campaign. These brothers recognize the importance of continuing the legacy created at Missouri and have demonstrated a sense of gratitude for their personal experience. All donors contributing a minimum of \$2,500, over a five-year period, will

be recognized on a plaque prominently displayed in the renovated chapter house. If an error has been made in recording your gift, or your name has been mistakenly omitted or listed improperly, we sincerely apologize. Please advise our campaign coordinator at (785) 843-1661 so that we may make a correction.

1834 SOCIETY
(\$250,000 and above)
Anonymous

1909 SOCIETY
(\$100,000 to \$249,999)
Missouri Chapter
Undergraduates
W.H. "Gus" Harwell Jr. '51
Terry J. Brady '62
Robert W. Doyle '70
Ted A. Murray '71
E. Bruce McKinney '74
David C. Novak '74
Lift A Life Foundation

1924 SOCIETY
(\$50,000 to \$99,999)
Kathleen & William Schoenhard '71
Louis K. Avondet '78
Kevin M. Hartley '80
Jeffrey R. Kreutz '99

CHARACTER SOCIETY
(\$25,000 to \$49,999)
Thomas Laco '51
Ed Courtney '64
John R. Ehrlich '67
Kenneth Huhn '70
Dan Livingston '70
Steve Ruprecht '70
Paul D. Wheeler, M.D. '70
John A. Wilmoth '71
Lanny L. Maness '73
David T. Hornaday '74
Thomas W. Pilcher '75
Jean and John R. Twitty '75
Michael E. Stock '76
John J. Faucett '77
Steven Shumake '78
Francis J. Duff '80
Dr. Charles C. Hatley Jr. '80
Lowell D. Miller '82
David Anderson '86
Steve Barbarick '90
Derek Jensen '92
Jeff Mastroianni '93
Anonymous

CULTURE SOCIETY
(\$15,000-\$24,999)
W. Robert Waltersheide '67
Kevin R. Taylor '80
Kirk L. Rimer '81

FRIENDSHIP SOCIETY
(\$10,000 to \$14,999)
Richard L. McBride '57
Frank T. Clark '62
Jim Klund '63
Thomas F. Lynn '65
Robert R. Weagley '74
Keith Chrostowski '75
J. Scott King '75
Terry Westlund '79
Jerry D. Bell '83
John E. Ott '83
Robert C. Nelson '83

Jair Mayhall '92
Blassie Family Gift
Jonathan Blassie '10
Michael Blassie '10
Patrick Blassie '12
Andrew and Joanne
Anonymous
In memory of
Steve Gray '75 and
Randy Timmerman '72

JUSTICE SOCIETY
(\$5,000 to \$9,999)
Col. Arthur Bruce Colbert '53
Brock M. Lutz '58
Robert D. Hortin '61
William C. Hoops '64
In memory of
Diza and Doug Eskridge '64
Jim Suckow '64
Gordon Heddell '65
Larry D. Kruse '65
In memory of
R.J. Roper Jr. '68
Robert Schwedtmann '65
Kenneth Smith '67
In memory of
Charles "Chick" Chandler '65
Nick M. Vedros '76
In honor of
the Class of 1976
Michael K. Elleman '80
Preston Fancher '80
Scott A. McFarland '81
Paul J. Mullen '81
Bruce A. Tarantola '81
Mike Welch '81
Brian Jeter '82
Mark Pyle '83
Steve Mermelstein '92
Michael Wilcox '92
Butch Carson '93
Scott Hunter '93
David Safley '93
Tarak Devkota '94
Pat Phelan '94
Doug Donley '95
Chris Youngers '95
R. Brad Gaik, D.D.S. '96
Mark J. Hamblin '98
Mark Abbott '99
Jon Morrow '02
Danny Collins '06
Cameron G. Duff '07
Eric Hartley '07

BLUE & GOLD SOCIETY
(\$2,500 to \$4,999)
Arnie Kaestner '57
In honor of
Class of 1957
James B. Ferguson '64
Hannafan Family Gift
Michael T. Hannafan '64
Robert McBride '64
John R. Wright '64
In memory of
Diza and Doug Eskridge '64

Terry Capps '67
In memory of
Leonard James Cannon '67 and
Charles "Chick" Chandler '65
E. William Groth '67
Jack F. Newsom '67
Ernest Wasmer '68
George Fisher III '76
Richard B. Schaefer '93
Robert Whitesell '95
Frank Yager '95
Christopher B. McKinney '01
Jeffrey Patton '01
Curtis Moore '05
John Hornaday '06
Bradley L. Akins '07
Ben Tracy '08
Andrew Dahmer '09
Casey Martin '09
Chris Timmerman '09

BROTHERHOOD SOCIETY
(\$1,000 to \$2,499)
Col. Donald Press '58
Bill Chastain '62
C. Thomas Ryther '62
In honor of
my DU Brothers
Andrew Collins '89
Craig Dohm '95
Keith Padgett '95
Kevin M. Koehler '96
Chad L. Linhardt '96
Ryan Gaik '98
Justin Neff '99
Gregory Bissell '01
Timothy Reeves '01
Derek A. Pease '02
Michael Pincus '04
David Oeltjen '07

CAMPAIGN STATUS AT-A-GLANCE
As of December 19, 2013

\$3 Million Goal

\$2,205,476 Total Contributions

132 Contributors

1,336 Mailable Alumni

Michael Hinck '08
Lee Gorski '13

OTHERS
(Up to \$999)
John M. Heritage '61
Michael Proctor '65
Lynn Harmon '66
Jeremy Reed '99
Chris Hemeyer '00
James F. Mancuso '03
Scott Piedmont '05



CHAPTER ACCOMPLISHMENTS THIS FALL

- **Leadership Institute**—Eight of our members attended the Delta Upsilon International Fraternity (DUIF) Leadership Institute at the Biltmore in Phoenix, Arizona, from July 30-August 2.



- **Recruitment**—Our summer recruitment program resulted in the signing of 34 new associate members. The average ACT score was equal to the University average (25.5) and the average GPA was 3.5.
- **Parent Orientation**—The semi-annual new parent's orientation was held at Chamber Auditorium on August 18. More than 80% of the parents were in attendance.
- **Academic Achievement Banquet**—The semi-annual academic achievement banquet was held on August 25 to recognize performance during the spring 2013 semester. Top performers for each class were honored. The overall chapter GPA exceeded 3.0.
- **Pledge Father/Pledge Son Ritual**—On September 9, **J.C. Emerson '62** planned and implemented a ceremony and dinner for

the undergraduates celebrating the role of positive mentoring among our members.

- **Dad's Weekend**—This annual event was held on the weekend of September 28. Fathers and sons enjoyed a Missouri football victory.
- **Alumni Homecoming Tailgate**—Alumni, led by **Jeff Kreutz '99** and **Cam Duff '07**, organized a tailgate event on the deck of the chapter house before the South Carolina football game on October 26. The turnout was excellent and the feedback extremely positive.
- **Initiation**—Initiation was held on November 10 in the Benton-Bingham Ballroom of Memorial Union, where 31 new members were initiated. Parent and family member turnout was very strong. **Jeff Kreutz '99** and **Zack Frew '15** were the featured speakers.



- **Philanthropy**—The chapter has raised \$537 towards its goal of \$1,000 for DUIF's Global Service Initiative. Most of the money was raised by renting parking space during home football games.

Alumni Update

CHAPTER ETERNAL

Dan McKinnon '56 entered Chapter Eternal on November 22, 2012. He led a life full of variety and wide-ranging experience as a Navy pilot, radio station owner, government official, and airline president. Dan served in the Navy's first helicopter squadron and held the Navy's peacetime helicopter rescue record of 62 air/sea saves. In 1962, along with his brother, Mike, he purchased KSON radio. They took the station out of bankruptcy and into success, finding friendships with stars of the '60s and '70s, including Johnny Cash and Buck Owens. In 1976, Dan served as general chairman of the Billy Graham Crusade. Returning to his aviation experience, President Ronald Reagan appointed Dan to chairman of the Civil Aeronautics Board in 1981, with the assignment of implementing airline deregulation and being the first person to close a government agency. Following the closure, William J. Casey, director of the Central Intelligence Agency, asked Dan to help him with special projects for which he was awarded the Agency Seal Medallion after Casey's death in 1986. In 1989, Dan and an Israeli friend came up with an idea to start a large jet

airline to serve as a feeder airline for El Al, the Israeli Airline. North American Airlines was always profitable during Dan's ownership and was sold in 2005. Dan authored five books and loved sports, aerobatic flying, and scuba diving to name a few. He is survived by his wife of 30 years, Janice, and children: Holly McKinnon, Sherri Orr, Clint McKinnon, and Lisa McKinnon.

ALUMNI NEWS

Jim H. Suckow '64 attended a DU party in Naples, Fla., last year to watch the final MU-KU basketball game. The other brothers who attended were **Larry Kruse '65**, **Tom Lynn '65**, **Bill Hoops '65**, **Donnie Reed '62**, **Mike Hannafan '64**, and **John Wright '64**. E-mail: tapocketa@comcast.net

Mark W. Yaeger '88 is the vice president of North American sales at LTX-Credence. He lives in Lucas, Texas, with his wife, Amy. They have three children: William, Eric, and Abigail. E-mail: mark_yaeger@ltxc.com

TAILGATE DRAWS ALUMNI FROM ALL ERAS



Brothers from all eras gathered at the house.

We had an excellent turnout for our Homecoming tailgate; the first formal alumni tailgate at the house in many years. Held October 26 for the game against the South Carolina Gamecocks, our spirits were high despite a Missouri defeat. The undergraduates did a great job preparing the house and there was a very welcoming attitude as active members gave tours to alumni. Both alumni and undergraduates had the chance to meet and get to know each other. Bengals Bar provided the third party vending and set up a drink station on the deck while food was served in the basement.

Alumni in attendance included representatives from every decade since the 1960s. We had over 100 alumni and their families stop by throughout the day to celebrate, share stories, eat and drink, and even sing an impromptu DU song out on the deck. Some who didn't have tickets to the game stayed at the house to watch from the basement and Brother Room.

This was the first of many alumni events to come in the New Year. If you have suggestions or are interested in being a part of planning an event, please contact Alumni Engagement Coordinators **Jeff Kreutz '99** at (816) 682-4268 or jeffkreutz@yahoo.com and **Cameron Duff '07** at (816) 217-8181 or cameron.duff@colliers.com.



Jeff Kreutz '99, Chuck Hatley '80, and JC Emerson '62.



Dane Zentgraf '11, Michael Hinck '08, Jason Switzer '09, Stephen Hinck, and Brian McGannon '09 stopped by the house.



Jeff Scheidler '00, Joe Scheidler '97, Bill Goche '98, Dave Ostrowski '00, Rob Whitesell '95, Tarak Devkota '94, Craig Dohm '95, Justin Neff '99, Ryan Fry '99, and Eric Scott '00 at the Homecoming tailgate.



More than 100 alumni and their families stopped by the house during Homecoming.

Special Edition

Exciting news on the future of our chapter house at Mizzou.
Look inside for more details.



The DUCK CALL

The Missouri Alumni of DU
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ATTENTION: This newsletter is intended for alumni and parents. If your son is still attending the University of Missouri, this newsletter is intended for you. He will receive a copy at the chapter house. If he has graduated, please send his permanent address to jwilliams@penningtonco.com. Thank you.

Missouri Chapter Announces \$3 Million Campaign to Build New Chapter House

LEADERSHIP TEAM

HOUSE CORPORATION BOARD OF DIRECTORS

Chairman and President
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Housing Committee Member
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Francis Duff '80
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Liberty, Mo.

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