



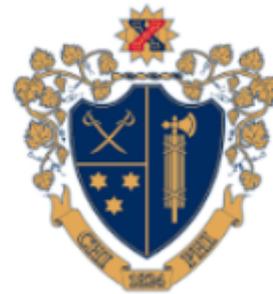
Happy Labor Day – It's GAME ON!

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To:

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USC Chi Phi: 2016 Labor Day Weekend Update

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Dear USC Chi Phis:

Labor Day Weekend is now upon us once again, and it's "GAME ON" in more ways than one.

Of course, there's THE GAME, as I'm sure you know.

This Saturday the USC football team, currently ranked #20, travels to Texas for its season opener to take on the national champions, the Alabama Crimson Tide, ranked #1 in the preseason polls. Maybe it will be an instant classic like the historic 1970 game. The "Cowboy Classic" airs at 5pm PST. Fight On!



RUSH UPDATE

It's also "GAME ON" for Team Chi Phi. Fall Rush 2016 has commenced, and in fact it has already ended for the other fraternities. Since we are effectively in "Colony status," our rush continues through September. At last count we have received over 135 inquiries by young men looking into the Men of 1824, and as the saying goes, "We're looking for a few good men" to become our [re-] Founding Fathers. If we are able to initiate 15–20 high-quality guys by the end of this process, it will be considered a successful first Rush. One way we have been targeting young achievers is through online and print media on campus. Here's how our ad looked in the Daily Trojan...

COMPETITION | Returners and newcomers battle for playing time

(Continued from page 05)

appeared in nine games over his career and completed 12-of-18 passes for 143 yards.

In terms of passing ability, Brown offers a slight advantage over Day's solid 12.5 yards per attempt.

With a more than solid 4.0-out-of-5 grade, Brown can take the lead over Day.

Day will have time to make his decision as to who will start by the end of camp.

"Both are playing at a really high level," Brown said. "I really want to see both guys and have that decision with the first game."

As it appears from the first days of camp, Donald

Moore with his athleticism and passing ability — something which could set him apart from Brown.

Linebacker
With Rocky Swadlow Sr. Brown now playing for the Washington Redskins, the outside linebacker position loses not only an excellent run-stopping force, but an efficient pass disrupter.

Along with Brown, the Trojans are going to miss Anthony Jones and backup Lamar Dawson, who combined for 383 career tackles at USC.

In their place will be sophomore Cameron Smith, who won the 2015 Pac-12 Defensive Freshman of the Year last season — despite losing his ACL in November — along with senior Michael Washington, junior Claydon Taylor, senior Oshane Thomas, senior Oshane Powell, redshirt junior Jay Byrd and redshirt sophomore Nathan Peters and converted outside linebacker Grant

Moore.
With USC's hybrid 3-3 defensive scheme, Smith is likely to be a perfect fit as one of the other linebacker positions remains a steep-up with Washington, Taylor and Moore being.

The player that develops the most this camp will likely see starting time come Sept. 5.

"Good guys have played but not too many started," Swadlow said. "Both guys could be competing for starting time."

Defensive tackle
One of the biggest areas of concern is the defensive line which lost three starters in one hole: Antwan Woods, tackle Shawn Robinson and the defensive end Greg Townsend Jr.

A collection of potential replacements are on the roster, including sophomores Eashon Green, Nash Jefferson, Jacob Daniel, redshirt sophomore Malik Dorton, redshirt freshman Keanu Scott, freshmen Liam Johnson and junior Josh Teta.

All the freshmen and end outside linebacker position, redshirt senior Jakob Ritten, sophomore Pierre Gossin, the senior, redshirt sophomore The 2015, redshirt freshman John Houston

Je and Christian Burke, walk-on Wyatt Vance and redshirt freshman Matt Saylor — along with incoming freshmen Dallas and Connor Murphy — will all be

competing for starting time.

If there is one certainty, it's that sophomore Ronald Jones II won't be the starting back again, his junior brother, the number one receiver, South-Schuster, with his physical style of play and understated classiness, caught a team-best 60 passes for 1,421 yards and 10 touchdowns to go along with four kickoff returns for 41 yards. South-Schuster was in last fall's national top-10 in receptions, receiving yards and receiving touchdowns. He also earned All-Pac-12 first-team honors.

The Trojans also have a solid supporting cast in senior Clayton Roper, redshirt junior Steven Mitchell Jr. and junior Andrew Jackson, who will see action at wideout in addition to starting at corner and punt returner. Only 11 percent of Jackson's 283 total plays in 2015 came on offense.

In terms of player coming off the bench, tackle De'Quan Shyneon, redshirt senior Isaac McKinley, sophomore Dwaney Barnett, redshirt sophomore Ajae Harris, and redshirt freshman Josh Kauterbach, freshmen Michael Paterson Jr., Trevon Dickey and Tyler Vaughn, Kevonae Young, Mike Jones Jr. and Jack Jones could all potentially see playing time in 2016.

"This is probably the most unglamorous group of wide receivers USC has had since '96 has been here," Nelson said. "With our depth, we now have the ability to put three or four wideouts on the field at the same time, each of whom comes a somewhat fit defensive."

Cornerback
The expected starting cast is sophomore Ryan Marshall, who had a team-best three interceptions and nine passes defensed last season, and Jackson, who served as a starter previous at several times.

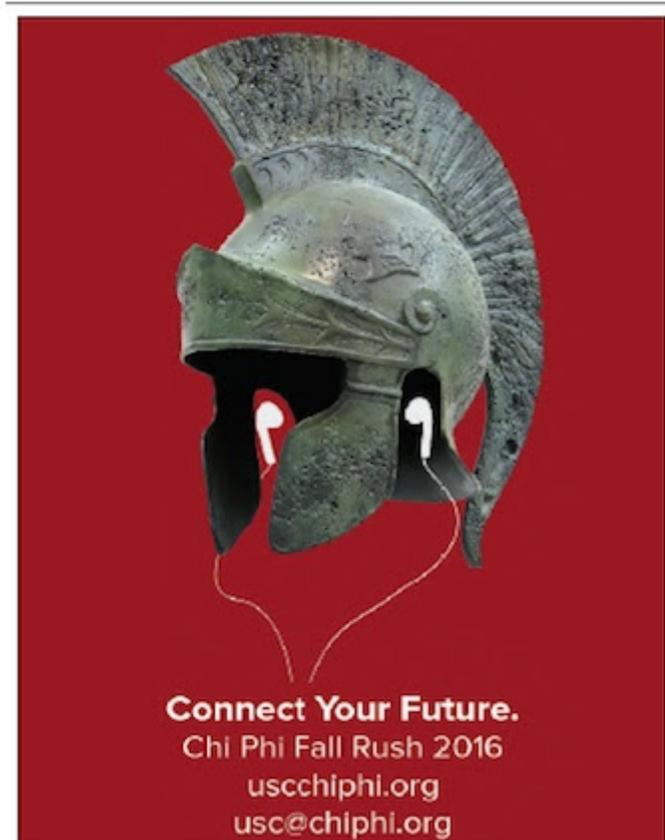
Marshall expressed as a freshman last season with his physical style of play and ability to shut down receivers.

The question lies with cornerbacks-cum-career combination Jackson, who can still pull the trigger, but some have pointed to Jackson to play at receiver and returner.

Among the returner looking for playing time are junior Jonathan Lechell and sophomore Jacob Langley.

There are two million connections with experience in redshirt junior Kevin Coleman and redshirt sophomore John Jones who will compete with high school standout Jack Jones and Kevonae Young.

"I am very excited about the quality of our returning starters in the secondary," Nelson said. "It is important, however, that we develop our depth and versatility."



EVENT CALENDAR

Speaking of process, we would like to welcome our alumni to any of the upcoming Rush-related events:

9/12 Chi Phi Monday Night Dinner @ The LAB Gastropub

- 9/15 (Thursday) Chi Phi Downtown LA Roof Party
- 9/19 Chi Phi Monday Night Dinner @ The LAB Gastropub
- 9/26 Chi Phi Monday Night Dinner (location TBD)
- 9/29 (Thursday) Chi Phi Blue Chip Dinner (location TBD)

All alumni are invited to all the events above, but we are making a special call to alumni to join us for those that are highlighted. These events, beginning with the Roof Party in DTLA, are intended to gather alums to both support Rush and establish our USC Chi Phi Alumni Association, so we can meet, share updates and discuss possible activities for the coming year. If you're interested in attending any of these events please Contact Tom Vo at:

thomasvo@alumni.usc.edu. We would very much like to have your participation.

FREQUENTLY ASKED QUESTIONS (FAQs)

If you decide to join us at one of these events, you will no doubt realize that times have changed in terms of how we communicate with candidates (potential new members). We had to brush the dust off ourselves, so we wrote up an “FAQ” page for all of us to reference from time-to-time. Think of it as an important communications crib sheet that you’ll need for the refounding of our chapter. You’ll find it at the end of this email, and it will soon be posted on the [USC Chi Phi website](#).

CHAPTER ADVISORY BOARD (CAB)

Another way to play a part in the successful return of the Eta Delta Chapter is to become a Chapter Advisor in the CAB. The new initiates and their Executive Board will be looking to us for guidance, and they will need assistance from Advisors in various capacities.

If you are interested in participating as an Advisor, or considering a one-time guest speaking “meet and greet” opportunity, please Contact Randy Bouverat at: rbouverat@alumni.usc.edu. Thank you, Brother Ray Bryant, for being the first to offer up your time.

ETA DELTA CAREER ADVANTAGE PROGRAM (EDCAP)

EDCAP is a distinctive key component of our return to USC. If you are interested in becoming a Mentor to an undergraduate member and offer career advisement as part of EDCAP, please Contact Michael Coates at: mcoates@lacounsel1.com. Remember, the “kids” at USC nowadays are achievement-oriented and looking to us to help them supplement their strong work ethic with an advantage that will help them edge out the competition as they begin to build their professional careers. So far 40 of us have come forward, but we need much higher numbers.

LABOR DAY MESSAGE

Last but not least, one of the many great things about our country is that most of us in the USA uphold a work ethic that is simply unparalleled around the world. It’s a source of intrinsic pride which often goes un- or under-appreciated, which is fine. The point is that we endeavor because it is worth it in an often intangible way, and it can be the difference maker.

One of the original triumvirate of Chi Phi Core Values is “Personal Integrity.” It takes integrity to do what is right when no one is watching, and when no credit will be given. A meme comes to mind that says, “*Volunteers do not have time, either. They have heart.*” While there were a confluence of factors that took place for USC to approve our application to recolonize Eta Delta, one of them was because a few of us with very little time stole moments to work very hard and fast on this project, and those moments added up.

Now that it really is “GAME ON,” and now that eager candidates are being interviewed as we speak, and they are ready to roll, this is the time we must marshal our forces and resources together. We know you care about Chi Phi, or we would not have already collected over \$50,000 in our [fundraiser campaign](#). Your time is even more valuable, and whether you can give a few hours this semester or next year, please let us know. Consider it your core values and your heart, not your labor.

Enjoy the game, and enjoy your holiday weekend!

All the best from us to you.

Semper Chi Phi,
EFFE,
In the Bonds,
In Scarlet & Blue,
Fight on!

Your Brothers at the USC Chi Phi Alumni Association

p.s. As always, the "logo links" at the end of this email will direct you to our social media sites: Twitter, Facebook and LinkedIn.

USC CHI PHI FAQ AUGUST 2016

1. How is Chi Phi different today?

Chi Phi has embraced a new paradigm for its overall fraternity structure with character development programs instilled at all Chi Phi chapters. Chi Phi has shifted its primary aim towards rigorous personal, professional and academic development in order to provide our members with a valuable, beneficial and lifelong career advantage upon completion of their university degree.

2. How will the new Eta Delta chapter be different today?

Eta Delta will focus on personal and professional development of its members with the goal of achieving a positive undergraduate experience while at USC and maximizing their post-graduate professional and personal opportunities.

3. How was Chi Phi able to get back to USC?

Eta Delta's return to the USC campus is the result of a sustained and dedicated effort beginning in 2010. Dedicated Alumni earned Eta Delta's consideration by the University and were able to achieve their goal of acquiring Chi Phi's reinstatement back on campus in 2016.

4. How has Chi Phi National been involved in Eta Delta's return to USC?

Working with our leading group of USC Chi Phi Alumni, National has provided substantial resources for chapter recruitment, fundraising and through building and providing the structure for Eta Delta's eventual return. National has worked closely with USC and USC's IFC to support Eta Delta's application for reinstatement, and helped Eta Delta establish a tax-deductible fundraising account (the Eta Delta Chapter Excellence Fund) to provide a platform for financial contributions as well as leadership opportunities for the undergraduate student members.

5. How effective will Eta Delta be without a house?

Eta Delta will be a fully functioning organization able to recruit and initiate members and conduct fraternal, social, IFC and on-campus activities without the necessity of its members living in a single residence together. Our goal is to have our student members living in a leased structure by the Fall of 2017, and an Alumni-owned house the following year.

6. When can we anticipate getting a physical Chi Phi Chapter house?

Obtaining a residence for USC Chi Phi is a priority for the Eta Delta Alumni. Eta Delta is expecting to have its student members

living in an Alumni-owned fraternity residence by the Fall of 2018.

7. What is Chi Phi looking for in its potential new members?

Eta Delta is looking for undergraduate students from all academic backgrounds, as well as upper division transfer students, who value personal improvement, career advancement and chapter and community welfare.

8. Are there topics we should NOT discuss with potential new members?

Alumni and members must never communicate messages in public or through digital or social media that are prohibited by the University or Interfraternity Council. Alumni must never display or discuss through social media of any kind, in person or through any other public forum, stories or references of past hazing activities, nick-names, initiation rituals, Hell Week or other behaviors or activities.

9. What is our policy regarding sexual orientation and membership?

Chi Phi does not discriminate against any potential or initiated member on the basis of sexual orientation who fulfills the basic requirements for membership as defined by the Chapter charter and as outlined by National's by-laws and standards.

10. What are the chapter's goals and plans?

Eta Delta is dedicated to establishing itself as a unique fraternity at USC differentiated by members with leadership potential, and will provide exclusive chapter programs and activities that will focus on personal development and career advancement in order for its members to achieve long-term growth and success.

11. What is the role of the Alumni in the new Eta Delta Chapter?

The Eta Delta Chapter Alumni are dedicated to active and

ongoing recruitment and working with the active members on professional advancement by encouraging participation in on-campus organizations and other programs, and ensuring the long-term growth and success of the chapter through consultation and advising. Student members will run the active chapter with guidance and oversight from the advisors and officers of The USC Chi Phi Alumni Association.

12. What activities and new programs will Eta Delta initiate and pursue?

The Eta Delta Career Advantage Program (EDCAP) is a career mentorship program unique to Eta Delta that is focused on bolstering and furthering individual career objectives and establishing professional placement after graduation. Eta Delta will also participate in USC-approved, traditional IFC and chapter athletic, social and other programs, and will require members to participate in on-campus, community service and professional development programs unique to the chapter.

13. In light of Chi Phi's new paradigm objectives, what is permissible to include on social media posts and other external communications?

In order to ensure the well-being and overall long-term success of the Chapter, our Alumni and members must not communicate messages or post images on digital or social media related in any way to the Chapter or Fraternity that depict or express any approval for the use of drugs and alcohol, misogynistic, homo- or trans-phobic or anti-racial or anti-Semitic opinions or behaviors, the posting of derogatory or pejorative depictions of those associated with Chi Phi, or any other images or opinions prohibited by the University or Interfraternity Council. It is also extremely important that Alumni never discuss in social media or through any other public communication forum any past hazing events, nick-naming, initiation, Hell Week or any other behaviors or activities that would reflect poorly on the Chapter and on the Fraternity as a whole.

14. How does Chi Phi define hazing?

Hazing of any kind is prohibited by Chapter and National

Fraternity by-laws and University and IFC policy. Any hazing events will subject the Chapter and Fraternity to potentially serious legal and financial liability, and could destroy any progress made by those who have worked towards establishing the overall long-term success of the Chapter. Hazing is defined subjectively and can be anything that involuntarily subjects one person to the authority and direction of another, even if the activities do not require physical exertion or involve risk or significant effort. Hazing can loosely and generally be defined as any active member or Alumni asking any pledge or initiate to undertake an activity that the member would not ask of another active member. In other words, if an active member would do the activity for himself, or would otherwise ask another active member to do it, than it is likely not a form of hazing.

15. What is Chi Phi's solution to hazing?

To replace hazing and provide a positive learning environment, Eta Delta focuses on community and on-campus involvement and individual and collective career advancement activities to connect its student members with the Eta Delta Alumni. The ongoing active mentorship provided by the Eta Delta Career Advantage Program (EDCAP) will allow student members to bond around the most important reason for pursuing a degree at a university in the first place—to advance their professional careers. The Chi Phi Alumni base is dedicated to the individual student member's career path which is a foundational aspect of Eta Delta.



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