

DELTA TAU DELTA

2019-2020 Delta Tau Delta, Delti Psi Chapter



Above are just a few of the fine men of Delta Tau Delta graciously supporting some of the older legends of the brotherhood, including one of the keynote speakers of the Greek Interconnect event on January 25th, Britt Terrell.

2019 has shaped up to be an excellent start of the school year for our Delta Psi chapter, kicking off with the initiation of 13 members from the newly assembled Alpha Delta pledge class. The drive is very present in this pledge class to continually improve the chapter, showcased by three of these new members who have taken up the executive roles as Director of Member Development, Vice-President, and Sergeant-at-Arms. The new executive transition has been very smooth, with former president Nicholas Toscano passing on the torch to new president Andrew Reynoso.

Despite vacating the position, Nicholas Toscano has remained closely involved in the goings-on of the fraternity, including providing advice and insight to the executive board. A new organization, The Keepers' Coalition, has also been formed by Nic in conjunction with all three UCSB Greek Councils and the heads of the UCSB community, including the Office of Student Life, other school administrators, and the local police departments. This has been a great move for the fraternity, bringing together different parts of the community and bringing Greek Life on campus closer as a whole. This new organization will be showcased on February 1st at the first annual Sober Silent Disco, presented by Delta Tau Delta. All students of UCSB are welcome!

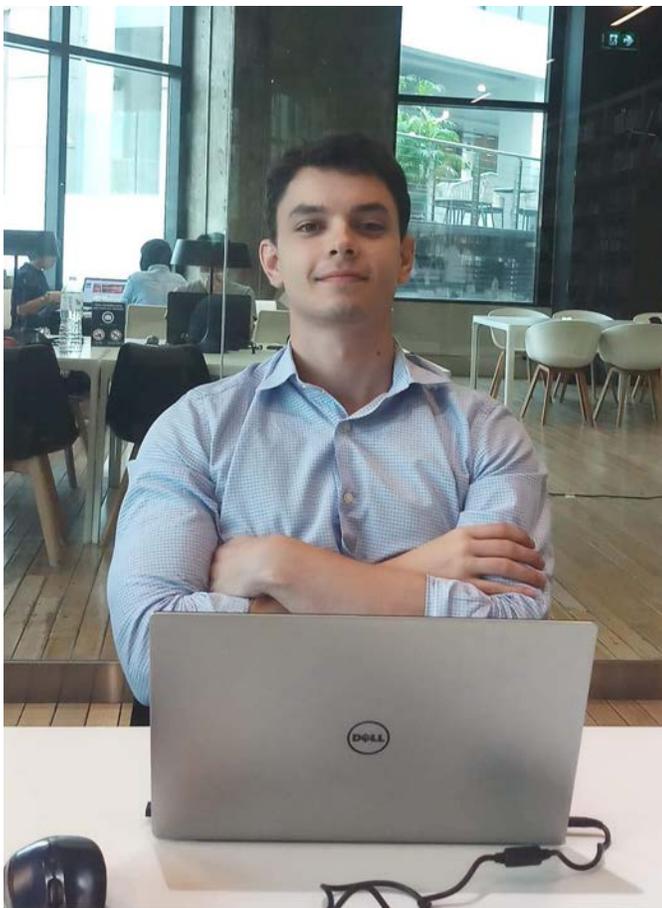
OTHER STORIES INSIDE THIS ISSUE:

The 2020 Big Bear trip was a major success, bonding the long-time members with the newly initiated, and producing a stylish hoodie to boot. We also are all very excited for the alumni to return in late April, during the All Gaucho Reunion on the 23rd-26th, for the annual Alumni Golf day. Save the date, as it has proven itself to be a blast every year!

BROTHERHOOD SPOTLIGHTS

Mardo Iknadiossian, UCSB '13

Mardo Iknadiossian, UCSB '13 Mardo is an Assistant Vice President at AB Private Credit Investors, where he structures, underwrites and manages private credit and equity investments. He started his career in finance as an investment banking analyst at Wells Fargo's Financial Sponsors Group in Los Angeles. Mardo graduated from UCSB in 2013 with a degree in economics with an emphasis in accounting. While at UCSB, Mardo was co-founder and treasurer of the Delta Psi chapter, chairman of the AS Investment Committee and Vice President of the Finance Connection. He lives in Austin, Texas with his girlfriend Veronica, as well as his boys Troy and Pancake.



Leighton Emmons UCSB '17

Leighton Emmons currently runs and manages his own digital marketing agency, Leads Laboratory, in Bangkok, Thailand. Despite UCSB not offering any degrees in digital marketing, Leighton found a calling for the industry while interning for a marketing agency in London, UK during his time studying abroad. Leighton has since been leveraging his skills that earned him the position of Brotherhood Chair at Delt to serve over 20 clients across multiple sectors including real estate brokers, SaaS startups, luxury goods, and motor vehicle companies. Since starting in late 2018, the agency has supported the online efforts of businesses ranging from small startups to enterprise-grade clients. While originally beginning by offering online advertising and content marketing strategies for its clients, Leads Laboratory has since drastically expanded its scope and capabilities. Now, the agency is taking on email marketing, UX/UI website design, and public relations work. The agency's keystone accounts are an electric scooter startup, Zapp Scooters and a photography cloud SaaS startup LightRocket. Leighton and his Leads Laboratory have been directly helping Zapp Scooters in the runup to its IPO next month and LightRocket in revamping its interface and branding. Leighton sees the agency continuing to grow by bringing on more team members and conducting more business development in other international markets. He sees the time he spent at UCSB and within the Delt Chapter to be pivotal in giving him the communication, interpersonal, and management skills needed to succeed thus far.

Lloyd Dixon

UCSB '14

Lloyd Dixon is a dating coach, yes you read correctly, a dating coach. He owns and operates his own business called TheSingleGuy. Now you are probably wondering what on earth a dating coach is and what his business does. It's not that complicated, he personally mentors guys on how to get girls and have more control in their dating and sex lives. Yes, that is a real business and yes, his business is doing very well. But how did Lloyd come into all of this?

Back at UCSB Lloyd was like a lot of guys in the STEM majors. He was majoring in Physics and didn't do much besides study, cry over soccer related injuries, and strike out on Friday and Saturday nights. As the years went on, he became more disillusioned with the major he had chosen. He became less satisfied with the relationships he was having with women. A change needed to be made. When Lloyd graduated, he was hired in the first class of program by Oracle as a Sales Engineer. It was a good job to have out of college and he was optimistic about doing something less technical than his major. However, the job ended up being not what he had hoped for.

The 9 to 5 cubicle life was tolerable for some people but not for Lloyd. He hated every minute being in the office. He hated having a boss, hated having to be confined to a box every day, but most of all he hated not feeling like he was making a positive contribution to the world. To compensate for this, he acted as a lot of dumb horny 22-year old guys do, he went out almost every night for 3 years straight. During this time, he ran the Toastmasters organization and mentored his colleagues on how to speak with more confidence. Finally, in 2015, he worked up the courage to leave his job knowing he would never return to the corporate world. The next day he went on a year long trip to Asia. Lost and without any direction for the first time in his life he had a realization. While motorbiking through the mountains of Vietnam he finally knew exactly what he had to do and how to do it. His story of overcoming his insecurities with women wasn't unique, and in fact it was becoming more and more common. Guys needed help and he felt he could help them.

He arrived back home with no money and no resume, but during this period he posted YouTube videos everyday for 2 years straight while working a part time job that barely covered his rent. The first year was rough, he maybe had 300 subscribers to his name during this period. But slowly his audience grew. In the first year he got his first few clients and built up from there. Providing outstanding service for them allowed him to grow his channel and business even faster. Now the year is 2020 and Lloyd is doing a tour of the United States speaking in front of dozens of men in each city. He is living the life he wants, is his own boss, he gets to work wherever he wants (as long as there is internet) and he can see the positive change he is giving his clients. His goals are becoming more ambitious by the day. He sits at 50k subscribers now but swears he will have 100k by the summer and be a millionaire before he turns 30. His longer-term goal is to be the biggest dating coach in the world and bring more people together than ever before. In a world that seems to be tearing everyone apart he wants to be the one to bring people back together.

