



Garrett Pettus and family



Red Bull Stadium



Wyatt Pettus and family

# IT'S A BROTHERHOOD THING

**The Pettus brothers draw on skills learned in the Fraternity as they run their industry-leading business.**

by Adam Hasley (North Texas, Epsilon Delta '11)

A deafening roar fills the stadium as the engines are started. A volcano of cheers erupts, spilling joy, as the team scores the game-winning touchdown. We've all sat in a stadium where bonds were strengthened and lifelong memories were made. Odds are the seats, which enabled those joyous occasions, were made by Southern Bleacher Company – a third generation firm owned and operated by two brothers of Pi Kappa Alpha.

Garrett (Arkansas, Alpha Zeta '93) and Wyatt (Southern Methodist, Beta Zeta '95) Pettus work together, managing one of the largest bleacher companies in North America. With close to 200 employees, Southern Bleacher is one of the largest employers in Graham, Texas, and serves as an integral part of the community.

Capitalizing on each other's strengths, Wyatt uses his analytical skills to focus on cost control and operations while Garrett uses his marketing and sales expertise to generate new projects and leads. Garrett enjoys the family environment saying, "It's great running a company with people you love."

Both brothers cite Pi Kappa Alpha as having a great impact on their personal and professional development. "You really learned to work with people from all backgrounds," Wyatt remembered fondly. "When projects came up, it took the team to take care of them. That's the same with running a professional company."

The brothers' mother, Jo Ann, also acknowledges the value of their Fraternity experience. "Initially as undergraduates,

the Fraternity became an anchor for each of them," she said. "They quickly became a part of the organization."

"Pi Kappa Alpha helped develop and hone leadership traits in all three of us. Garrett and Wyatt were well respected and both worked at becoming leaders in their PIKE chapters," said Linc Darrow (Arkansas, Alpha Zeta '91) (who served the chapter as vice president and president), a regional sales executive with Southern Bleacher Company. "They were guys who everyone looked up to and trusted. Those leadership traits carry over perfectly to their roles within Southern Bleacher."

Despite their busy schedules, both brothers remain active in their respective chapters with Garrett serving a crucial role in Alpha Zeta's recent housing campaign, and Wyatt serving on the board of directors for the Ryan Gibson Foundation, a nonprofit benefiting Leukemia research in memory of a Beta Zeta Chapter brother.

With projects including Texas Motor Speedway, Red Bull Arena, Kyle Field, and many more, Southern Bleacher Company has solidified itself as the leader in the bleacher industry. It continues to grow thanks to the steadfast leadership of Garrett and Wyatt Pettus, and the skills and connections they acquired as brothers of the Pi Kappa Alpha Fraternity.

