

the
deltasig
of delta sigma pi may 1985



Destination Dallas
SEE page 4

commentary



Richard J. Parnitzke

As we approach our 35th Grand Chapter Congress in Dallas, we should also realize that we are approaching the conclusion of another fraternal biennium.

During these last few weeks as your Grand President, I find myself somewhat nostalgic as I reflect upon this biennium we are about to close. My activities have enabled me to meet so many Brothers and participate with many chapters. Space limitations for this column will not permit expressing everything that has occurred. Perhaps by sharing a few observations, I can communicate what it has been like to be your Grand President. They are:

- Attending chapter anniversary celebrations and listening to so many collegiate and alumni voices sing the Rose of Deltasig.
- Meeting pledges and members for the first time, watching these young persons develop into leaders of their chapters and business community.
- The emotion of being able to share the bonds of our Brotherhood with my oldest daughter.
- The sincere pleasure of participating in the Deltasig of the Year Ceremony for Thomas Mocella.
- The opportunity to listen to ideas and encourage our young leaders of today.
- Experiencing a new meaningful spirit of cooperation between our Educational Foundation and the Fraternity.
- The enthusiasm that radiates from Brothers of newly installed chapters.

Unfortunately, there are experiences at the negative end of the experience spectrum:

- Disappointment at not having our fraternity selected for an expansion situation after a rather positive presentation.
- The frustration of having to close collegiate chapters that could no longer survive.
- The concern for collegiate chapters who are performing below their potential.

These are some reflections on a biennium. Now we need to look to our future. Now it is time for us to set new goals and prepare for new challenges. Our 35th Grand Chapter Congress is rapidly approaching. Delegates will be faced with many major decisions affecting the future direction our fraternity will take. I sincerely hope they will cast their ballots in a thoughtful manner.

As individual collegiate and alumni chapters set their goals for the next year, I hope each will renew their commitment to Delta Sigma Pi and the excellence we stand for.

In closing, thank you for the opportunity to be your Grand President. It has been an experience I will never forget. As a final thought—may each of you continue to become all you are capable of being.

See you in Dallas!

Faternally,

A handwritten signature in cursive script that reads "Richard J. Parnitzke".

Richard J. Parnitzke
Grand President



the **deltasig**[®] of delta sigma pi

An Educational Journal

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Features

PROVINCIAL PROFILES



The Mid-American Province is profiled and its chapters are featured. Read about their activities 6

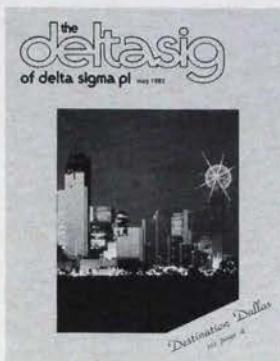


Meet a Deltasig who is founder and president of Chick-fil-A. S. Truett Cathy is profiled 8



Read about how some obvious, yet overlooked advice may contribute to your success..... 16

Cover



Come to Dallas, Texas, site of the 35th Grand Chapter Congress! See inside for complete convention details 4

Departments

Commentary	2
The Chapters Speak.....	7
Bits and Pieces	23
Alumni in Action	24

Delta Sigma Pi is the professional business fraternity founded in 1907. The Deltasig of Delta Sigma Pi, its official publication, was first published in 1912.

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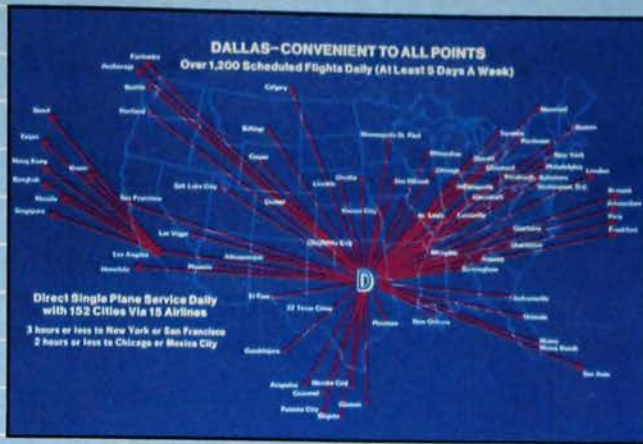
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Destination Dallas



The Grand Chapter Congress of Delta Sigma Pi is the highlight of each biennium. It brings our fraternal family together from all points of the USA and beyond and it is a time for learning and sharing. Perhaps most importantly, it gives members the opportunity to share Brotherhood at a very special event. From August 18—22, 1985, this 35th meeting of The Grand Chapter will be in session and it promises to be an exciting event with the largest number of educational seminar offerings and perhaps the largest attendance of any previous convention!



The upbeat city of Dallas with its wide-open spaces and renowned lifestyle will serve as the site of the convention for the first time since 1951. Many of the attendees who participated in that 1951 convention are expected to again be in Dallas. Located about thirty minutes from D/FW Regional Airport, The Sheraton Park Central Hotel & Towers will serve as the headquarters for the 35th Grand Chapter Congress.

Most convention participants will want to arrive on Sunday, August 18, 1985 and will check into the multi-storied Sheraton that afternoon. Very modern in design, The Sheraton Park Central is located in the North Dallas corridor where "Big D" dazzles day and night. In this area of Dallas, some of the boldest and most interesting examples of today's architecture stand and our convention hotel is a glittering tower amongst them!

Despite its modern exterior, the interior of The Sheraton Park Central exudes the type of warmth that would be found in many of the grand, older hotels of the world. One is immediately aware of the tasteful and pleasing decor and the friendliness of the hotel staff. You will enjoy the look and feel of your spacious guest room with its pleasant touches including custom-made furnishings, decorative plants and re-



Park Central Lobby

laxing colors. Combine the appearance of the hotel with its location and its attentive and personable staff and the result is a pleasant, elegant package at reasonable convention rates.

The dining and entertainment options at The Sheraton include several interesting choices. The CAFE IN THE PARK offers breakfast, lunch and dinner in a Parisian sidewalk cafe setting complete with live trees and plants. MOZART'S is styled after the coffee houses of Vienna and offers a wide variety of menu selections with an emphasis on authentic German-Austrian cuisine for both lunch and dinner. With its spectacular view of the Dallas skyline, LAURELS provides a romantic, rooftop setting for an elegant meal specializing in New American cuisine.

For refreshments and entertainment, LAURELS offers its pleasing rooftop atmosphere; COVINGTON'S provides dancing with entertainment nightly and the LOBBY LOUNGE is a centrally located spot in a park-like atmosphere. There is also a multitude of dining and entertainment establishments a short distance from the hotel and, when group luncheons are not scheduled, The Sheraton Park Central will be offering several custom-designed dining options for our convention participants.

(Continued on page 28)

PROVINCIAL PROFILE



PROVINCE: Mid-American

REGIONS: Great Lakes, North Central, Midwestern, Southwestern,
Gulf Western

PROVINCIAL VICE PRESIDENT: John V. Henik

GREAT LAKES REGIONAL DIRECTOR: James W. H. Gerhardt

NORTH CENTRAL REGIONAL DIRECTOR: Richard H. Jensen, Jr.

MIDWESTERN REGIONAL DIRECTOR: Randy L. Hultz

SOUTHWESTERN REGIONAL DIRECTOR: Ronald D. Bryant

GULF WESTERN REGIONAL DIRECTOR: Leon S. Niles

NUMBER OF CHAPTERS: 46 Collegiate, 8 Alumni

AVERAGE NUMBER OF NEW INITIATES PER CHAPTER: 26.66

NUMBER OF NEW LIFE MEMBERS: 142

AVERAGE CHAPTER EFFICIENCY INDEX PERFORMANCE

PER CHAPTER: 76,556

CHAPTERS INSTALLED: Lambda Nu Chapter, Texas A & M
University

the chapters speak

GREAT LAKES REGION

Illinois

UPSILON—At Upsilon Chapter we continue to improve ourselves by increasing support and commitment among members and upgrading our professional program. Our professional program has included field trips to IBM and Harris Trust & Savings Bank and presentations by 3M, Leo Burnett and American Hospital Supply Company. We have sponsored an all-campus presentation and initiated a "Take an Interviewer to Lunch" program. We have also organized a summer internship program which is open to all business students.

In order to increase Brotherhood, our 20 new pledges began the semester with a pledge retreat. Our pledges participated in all the chapter events and presentations.

Fund raisers for the semester have included a spring break trip to Daytona Beach, Florida, which included raffling off three trips, and working on a credit card drive. Pledges sold candy to contribute to the chapter funds. We ended the semester with our semi-annual Rose Formal and finally initiation.

—Kathleen Pajkos

De Paul

ALPHA OMEGA—The Alpha Omega Chapter at De Paul has been quite busy lately with their recent initiation of their newest Brothers and their plans for the annual Alumni Banquet. Also, a spring recruiting program is being mapped out as chapter elections fast approach.

The Brothers are still smarting from their poor showing at the regional basketball tournament held at Loyola. With leading scorer and rebounded Jim Mahon out of the lineup, the Alpha Omega Chapter had little chance of doing well. On a happier note, the alumni team, led by Alpha Omega Chapter's Tom Moran's thunderous dunks, won the tournament handily. Initiation weekend followed, and the Brothers of Alpha Omega Chapter would like to thank the Brothers in Whitewater, Wisconsin, for showing us a good time.

In closing, the Brothers wish to thank rosebuds Gloria Alejos, Jean McCarthy, and rose Peggy McMahon for all of their love and support this past year.

—Jim Mahon

Loyola-Chicago

GAMMA PI—The Gamma Pi Chapter at Loyola University of Chicago organized several activities for the spring semester beginning with a Delta Sigma Pi "Meet the Faculty" pizza luncheon. The chapter sponsored John J. Flood, President of Combined Counties Police Association. Mr. Flood spoke on labor union management. During the year, the chapter presented many speakers, including a representative of the marketing department of a computer company; Mr. Carlin, the Postmaster General; and a lawyer from a local law firm. The chapter also organized a tour of a Chicago corporation and a film concerning the big eight accounting firms.

The semester's calendar also included several social functions. The Delta Sigma Pi Basketball Championship was played at Alumni Gym of Loyola's Lake Shore Campus. The chapter placed fourth, and the victorious alumni chapter included Gamma Pi alumnus, Phil Crawford. Along with occasional parties during the semester, the chapter enjoyed a February evening at King's Manor filled with medieval fun and spirit.

—Dennis Manalo

Eastern Illinois

EPSILON OMEGA—Epsilon Omega Chapter's professional program last semester exemplified the Brothers sincere dedication to professionalism. Thanks to Brother Matt Garrity and Brother Jeff Sterling for such professional activities as a tour of Procter and Gamble in Cincinnati, accompanied by a homecoming tour of The Central Office. Also implemented was, "Day on the Job", and "Take a Recruiter to Dinner."

Fund raising was another strong aspect of the Epsilon Omega Chapter's fraternal program. Fund raising events such as, December's trip to Steamboat, candy sales, bowlathon and bedtime stories brought in money needed for various charities and the chapter.

This semester the chapter has successfully completed its recruiting program and participated in "Undergraduate Day" in Chicago, in which 38 Brothers traveled to attend tours and speaking engagements.

Special thanks to our graduating senior officers, Tim Winters, Joanna Sales, Betsy Martin, Marita Slovik, John

Fuhler, and Joe Eilerman for a job well done.

—Mike Harper

Lewis

ZETA XI—The introduction of new activities to Zeta Xi Chapter has proved successful and has caught the eyes of students and prospective members alike. Some of these new events included: a beer and pizza party for new pledges, selling silk roses for Sweetest's Day and Valentine's Day, selling stuffed animals and a pot-luck dinner for members and pledges. Zeta Xi Chapter boasts being voted the number one organization on campus and will continue to keep this reputation alive. Because we have had such a great year on campus, Zeta Xi Chapter has welcomed 20 new Brothers into our Brotherhood and hopes to welcome more.

Some of Zeta Xi Chapter's social activities this year have included: a toga party with everyone dressed up in Roman garb; a Halloween/Costume party and our post initiation and banquet parties. Zeta Xi Chapter also sent more than 15 members to the Great Lakes Regional Conference in Madison, Wisconsin.

—Scott Brandel

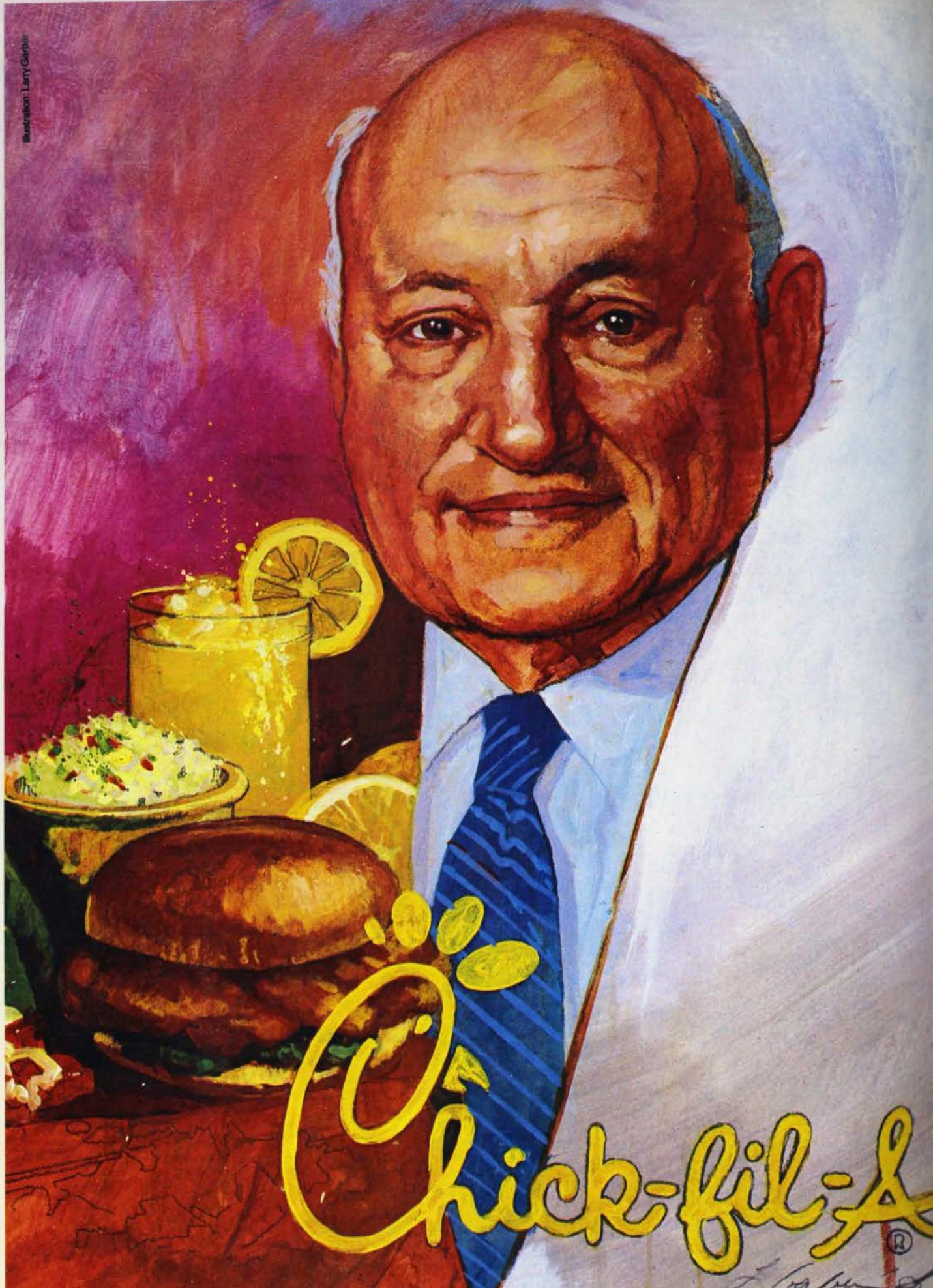
Northern Illinois

ETA MU—While Eta Mu Chapter is improving and expanding, we are having to deal with growing competition from other organizations. In order to attract as many quality potential Brothers as possible, our chapter is working to improve its campus image. We have established a public relations committee and we are restructuring our fund raising program. In this way, we are hoping to expose potential Brothers to the many opportunities our members have in terms of sharpening business talents and techniques.

A good example of the opportunities we offer can be found in our Daytona '85 trip. Our chapter organizes and promotes this eight-days and seven-nights spring break extravaganza. Last year, Eta Mu Chapter's package to Daytona was one of the largest trips in the nation.

These adjustments and new emphases will help our members gain professional experience and will help the Eta Mu

(See **CHAPTERS** on page 12)



Chick-fil-A®
Larry Corbair

S. TRUETT CATHY

Founder & President, Chick-fil-A, Inc.

PROFILE BY JASPER DORSEY

One of the first entrepreneurs to succeed in the highly competitive fast-food industry, the founder of the national restaurant chain presides over a multimillion-dollar business whose strongest commitment is, simply, to people.

Samuel Truett Cathy, born in the small Georgia town of Eatonton 63 years ago, is an incredible individual in many ways. In fact, he could have been the model for the heroes in all the Horatio Alger stories.

From humble beginnings, Cathy rose to become founder and president of Chick-fil-A, Inc., an astonishingly successful, coast-to-coast chain of 308 fast-food restaurants in 31 states. In an extremely competitive industry, the family-owned company produced gross revenues of nearly \$160 million in 1984.

It was in 1946 that Cathy turned an Atlanta public-school education and his work experience into the restaurant where he created the "Chick-fil-A sandwich." There was nothing like it available on the market in 1963, when Chick-fil-A introduced a gourmet product featuring "boneless breast of chicken served on a hot buttered bun."

Cathy's invention made way for a new industry, with over \$2 billion in annual sales. A survey by the CREST organization of the restaurant industry showed Chick-fil-A had created a new food category that did not exist before. His imitators are legion; but Cathy chuckles when he says "there's no competition, only imitation," citing inde-

pendent research on the subject by Marketing and Research Counselors, Inc. (MARC). Moreover, 80 percent who try Chick-fil-A's chicken products become regular customers, according to the independent research.

Over half of the current 308 units were opened during the last four years. Chick-fil-A plans to open an additional 25-30 each year, all like the others; in major shopping malls—and never open on Sunday. They've never closed a restaurant. They've never had to.

Cathy is unique, of course, as a highly successful founder of something new and growing, but he is also different in a host of other ways.

"Truett Cathy is probably the most person-oriented individual I've ever known," says close friend Dr. Charles Carter. "He honestly believes his highest obligation is to help people reach their highest potential. Unlike many, he is willing to back it up with investment. He has a great gift in his ability to read people very, very well," Dr. Carter said. "And he's one of the most tolerant persons I've known."

Jimmy Collins, executive vice president of Chick-fil-A, calls his boss, "The most patient man I've

ever encountered, and one totally committed to individual development. Truett is very creative, has vision, and listens well, and has an outstanding talent as an encourager. He delegates easily, lets people grow by trusting them. He insists on a lean staff, emphasizing that the staff works for the restaurant Operators—not vice versa. We split restaurant profits with the Operators, and there's no cash register in headquarters."

Cathy went into business for himself when he was eight years old. "He was bottom-line-oriented then and has never lost sight of its importance," says Collins.

The Cathy family moved to the Atlanta suburbs when he was a small boy. Cathy's father sold insurance, and his mother supplemented the family income by operating a boarding house.

"I was brought up to work, to shell peas, shuck corn, peel potatoes, and wash dishes," Cathy remembers. "I learned to be responsible. I always wanted my own business without knowing what it would be; so I started at the age of eight by selling Coca-Colas at a stand in my yard and to neighbors. I bought six Cokes for 25 cents and sold them for five cents each. Later,

I bought a case for 80 cents and sold them for a 40 cent profit, if I could talk the iceman out of some broken ice.

"Then I sold magazines," says Cathy. "Profit on the *Saturday Evening Post* was one and a-half cents, but I got four cents profit on the *Ladies' Home Journal*. Next, I got a paper route for the *Atlanta Journal*, and I thought I helped put the competing afternoon paper out of business by selling mine as a better product. An additional selling point was to put the paper on the porch and at the door out of the rain. I learned to make economic decisions early," Cathy recalls vividly.

He was rewarded for copying and memorizing Bible verses in Sunday school. One verse his mother helped him select was Proverbs 22:1: "A good name is rather to be chosen than great riches." The young Cathy learned you had to earn that good name, and that it applied to a trade name, too.

After military service during World War II, Cathy decided to go into the restaurant business. Prior to this, however, he was shrewd enough to work in someone else's restaurant to get experience. Then he sold his car, and with money saved while in the army, he and his brother had accrued \$4,000. They borrowed \$6,600 and opened the tiny, 24-hour restaurant in 1946 called The Dwarf House, so named because it was so small.

"The location was on a heavily traveled federal highway to Florida, so we had lots of truckers and tourists. We also had many airline employees, because we were close to Atlanta's airport," Cathy remembers. When his brother passed away, Truett carried the operation.

It was here that Cathy began to experiment with the now-famous sandwich that is the heart of his company's success. Cathy wanted a chicken sandwich he could prepare quickly for customers who had no time to waste. Early efforts to license the product to other restaurants didn't meet his standards for freshness.

By 1963, he discovered the right combination of seasonings as well as the idea of cooling only the fileted chicken breasts, with the skin and bones removed. By cook-

Four years after perfecting his chicken sandwich creation, Cathy established four tenets essential to the company's success.

ing it in peanut oil, in a pressure cooker, it could be served within four minutes on a hot buttered bun. Only then was Cathy satisfied with his creation; he subsequently tried it on his customers.

Later came a lemon meringue pie made from freshly squeezed lemons, with fresh egg-white meringue piled high. Lemons are squeezed out front for fresh lemonade where customers can see it, and salads are made there from scratch—all sticking to Cathy's goal of keeping the menu simple.

Added later were Chick-fil-A Nuggets, plus a thick, hearty, breast of chicken soup. The Chick-fil-A Nuggets were the first of the popular nugget products to be sold nationally by a major fast-food chain.

Four years after perfecting his sandwich creation and testing it thoroughly on customers, Cathy established four tenets essential to the company's success:

- *The company would not sell franchises, but form joint ventures with independent Operators.

- *Chick-fil-A would build in major shopping malls only.

- *Future growth would be financed mainly from within.

- *The chief emphasis would be on people.

The first decision guaranteed quality, supervision, and the motivation of partnership. The second was extremely timely in 1967, when shopping malls proliferated. The third decision brought slow but certain early growth, and enabled steady expansion. The fourth is the essence of the Cathy philosophy.

"In a fast-food business it's important that you do things right every time," Cathy believes. "Not just most of the time, but every time! If you have one bad experience, you don't go back or recommend a restaurant to a friend. There's always a market for the best, and we found it. We plan to keep it that way." Marketing consists mainly in getting prospects to taste Chick-fil-A. "If they taste it, they like it for

good," says Cathy.

He also believes Chick-fil-A's competitive edge rests upon people—Operators, their customers, and his staff. "Our strongest commitment is to people," Cathy says. "We don't select an Operator or member of the staff, or even consider them, unless it's someone we want to be with until one of us retires or dies."

Because of that, Chick-fil-A has one of the lowest turnover rates in any business. For Operators, it's less than five percent a year. Crew members, about 8,000 young people, have a turnover rate of less than one-fourth that of the industry.

A typical expansion finds the company negotiating a lease while a mall is being built. The company then designs and builds a restaurant (about 1,800 square feet), and furnishes it for over \$250,000. A carefully screened Operator is selected, who then subleases the restaurant and puts up a token investment of \$5,000. Once it opens, the Operator pays himself a salary, returns 15 percent of sales back to Chick-fil-A as a service charge, then splits the restaurant's profits 50-50 with Chick-fil-A.

"To run our restaurants, we select people based on personality, with a successful background in sales and service, who are fully committed to the task, and who want to be in business for themselves," says Cathy. "We want positive thinkers who are able to impart that attitude to others." In 1983, 70 percent of the new Operators came from referrals of present Operators. "We had a 22 year-old who opened his own store in Houston, but he already had nine years experience with us," says Cathy. "He began his career with us at age 13, wiping off tables after school."

Incentives are a major factor. Any Operator who increases a restaurant's annual sales by 40 percent is given a new Lincoln Continental for a year. If the Operator repeats this increase the following year, he

or she gets title to the car. Since the program began, over 100 Lincolns have been presented, 46 last year.

One of Truett Cathy's most outstanding commitments is to young people. He has nurtured this for over 30 years, since he began teaching 13-year-old boys in Sunday school. (Mrs. Cathy teaches 13-year-old girls at the school). Cathy feels that's the age of commitment for kids, one that carries over into the critical years of 15-17. It's a dedication that has overlapped into his business; of the restaurant's employees, 80 percent are high school or college age.

For those who work an average of 20 hours a week for two years and are recommended by their Operator, Chick-fil-A awards a \$1,000 scholarship to the college of the student's choice. Since 1973, almost \$2.5 million in scholarships has been given. Approximately 500 scholarships were awarded last year.

Those with six months' service can now compete for a four-year \$10,000 scholarship to the famous Berry College in Rome, Georgia. Half the scholarship is provided by Chick-fil-A, half by Berry. As with all of Cathy's assistance to young people, it encourages them to help themselves. Sixty-eight students entered the program in September, 1984; 35-40 more are expected for 1985. None have an obligation to

Chick-fil-A after graduation.

Martha Berry founded her schools to educate the head, the heart, and the hands. Truett Cathy shares the same goals: "To glorify God by being a faithful steward of all that is entrusted to us, to be a strong supporter of the work ethic, and to help young people help themselves by setting high goals and reaching them." It's a great partnership—private enterprise and education.

"Cathy has a willingness to give his time to young people, and he's invested his life in it," says Dr. Carter. "Almost every weekend, he has boys from all over the nation in his home. He always pays their way, and meets them at the airport himself. Once he offered to match one boy's savings to purchase a car if he'd wait until age 18. When that time came, Truett bought the car, delivered the car to the boy, and returned home on the bus."

"Another time, he dressed up in a chauffeur's uniform to drive a boy and his girl to their senior prom at a downtown hotel. Cathy returned at midnight to drive them home. He made them ride in the back seat," Dr. Carter said.

"In October, he rode his big Harley motorcycle with seven friends on a 1,000-mile pleasure trip," says Dr. Carter. "When young friends call or visit, he stops what he's doing to visit with them."

An extremely talented manager, developer of people, dedicated to hard work and a devoted Christian teacher, Cathy's greatest legacy is his tireless work on behalf of youth in the church, in education, and in his family business.

He's done it by applause and encouragement, in giving them an opportunity to help themselves. Cathy has never just given it all to them; rather, he has made it possible for them to earn it.

He knows that what you earn you can keep—or share with others. But perhaps his greatest gift of all is in providing his example, his time and himself—all of which has enriched the lives of an endless line of bright young people.

Cathy closed an address to students at Berry College like this: "If you wish to enrich days—plant flowers. If you wish to enrich years—plant trees. If you wish to enrich eternity—plant ideas and ideals in the lives of others."

Editor's Note: S. Truett Cathy is an Honorary Member of Delta Sigma Pi, having been initiated as a member of Iota Mu Chapter, Georgia College, at the Southeastern Regional Conference in October, 1984.

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the chapters speak

(CHAPTERS from page 7)

Chapter of Delta Sigma Pi maintain its current course of growth and expansion.

—Paul Weslowski

Wisconsin-La Crosse

ETA RHO—Professional activities began February 6, for Eta Rho Chapter as we put on our first speaker dinner. On February 16, we sent many Brothers to the Delta Sigma Pi Area Conference in Madison, Wisconsin. On February 18, Eta Rho Chapter sponsored a resume seminar at our university. Ron Rush from the Arthur Andersen accounting firm was the guest speaker. On February 19, Eta Rho Chapter sponsored an interview seminar. A representative from Century Insurance, along with university management professor Dale Olson, conducted the seminar. Brother and President of Eta Rho Chapter, Steve Birchler, participated in a mock interview. Our semester out-of-town tour was taken to Minneapolis as we toured Republic Airlines and the Federal Reserve on March 29 and 30.

On April 12, Eta Rho Chapter held its initiation. We are counting on our new Brothers to help us attain 100,000 points in the Chapter Efficiency Index, as we were commended for doing last year. On April 13, Eta Rho Chapter held a successful banquet in the newly initiated Brother's honor. To close out an extremely satisfying semester, Eta Rho Chapter toured The Central Office on April 26.

—Jeffery S. Miesbauer

Southern Illinois

ETA SIGMA—The Eta Sigma chapter of Delta Sigma Pi would like to welcome its new faculty advisor, Brother Cathy Waggoner, to the chapter. Brother Cathy Waggoner is an alumnus of the Eta Sigma Chapter and is an instructor in the Accounting Department of the School of Business at Southern Illinois University in Edwardsville. The chapter is happy that Brother Waggoner is able to continue her association with the chapter past graduation in the position of Faculty Advisor.

The chapter is also grateful for the continued association and the ongoing guidance provided by another alumnus of the chapter, Brother Mark Bentlage, in his position of Chapter Advisor. Brother Bentlage has been especially helpful in the restructuring of the chap-



Members and pledges of Gamma Pi Chapter at Loyola University in Chicago, presented former Chicago Mayor Jane Byrne with a certificate of appreciation following her presentation to the chapter as a part of the chapter's professional program.

ter's recruiting program. The chapter would also like to congratulate Great Lakes Regional Director James Gerhardt on his engagement.

Wisconsin-Whitewater

THETA XI—Theta Xi Chapter has brought its 15th year to a close with a full program of professional and social activities. Our professional program included tours of General Motors, Miller Brewing Company, the Merchantile Exchange and the Chicago Board of Trade. We also sponsored several speakers who were well received by the students on campus.

Many of us attended the Great Lakes Regional Conference in Madison. While there, we learned a lot, had a great time and made friends with Brothers in the region. This semester included a visit from the Alpha Omega Chapter at De Paul, which we all enjoyed, as well as an Undergraduate/Alumni Bash which was held at the house in February.

Finally, the Theta Xi Chapter would like to send our best wishes to all graduating Brothers.

—Dale Jaedike

Illinois State

IOTA CHI—Iota Chi Chapter at Illinois State University is proud of the

achievements we have accomplished this year. One of the biggest accomplishments was at the 1984 Great Lakes Regional Conference, which was more than a success for the Iota Chi Chapter. We sent 15 collegiate members, including our two delegates, Kathy Smith and Joanie Considine. With our great attendance, we were awarded with both the "Attendance Trophy" and the "Travel Trophy." Also, with great pride, we were presented with the "Most Outstanding Chapter" Award.

Many new ideas brought back from the Great Lakes Regional Conference, combined with our own ideas, will keep our chapter among the best in the nation.

—Mark Morrison

Chicago

Elections for the new chapter officers and directors of the Chicago Alumni Chapter will be held at our golf outing function on June 6th. Be sure you join us for the election following a superb dinner. Earlier in the day will be our annual golf outing. If you need information on any of these activities, please call Jim Prescott evenings at 867-6144.

Again, we would like to invite all Del-tasigs in our area to join our ranks. Dues are only \$14.00 a year when paid no later than September 30th. It is an

the chapters speak

amount that is well worth it. Just send your check to our address listed below. Recent grads should let us know they are in our area, just drop us a note! Our membership total is over 200, but you can help us move way beyond this figure. All correspondence and dues payments can be sent to us at: Chicago Alumni Chapter of Delta Sigma Pi, P.O. Box 11314, Chicago, IL 60611-0314.

—James L. Prescott

NORTH CENTRAL REGION

Nebraska-Lincoln

ALPHA DELTA—The Alpha Delta Chapter has been very busy this past year. Some of the functions and activities that we enjoyed last semester were our eighth annual 44 Hour Basketball Marathon; an agriculture-business debate and the North Central Regional Conference which we hosted in Omaha, Nebraska. Our basketball marathon raised \$1500 for Christmas presents for the retarded community in Lincoln and our debate between two economics professors in the business college was open to everyone. Finally, we hosted the North Central Regional Conference. It also was a huge success and we all made many new friends in the fraternity.

This semester, we had our Easter Egg Hunt again. This Easter Egg Hunt benefited the Y-Pal organization here in Lincoln. We also attended the North Central Regional Basketball Tournament in Des Moines, Iowa. While we were there we went on a few tours and had a lot of fun with our fellow Brothers.

The Alpha Delta Chapter proudly initiated 26 new members last fall. This was one of the largest pledge classes in our past history. We are very proud of them and we are confident that the heart of Deltasig will continue to grow in the future for Alpha Delta Chapter.

—William D. Rush

Minnesota

ALPHA EPSILON—The Alpha Epsilon Chapter has continued its close relations with the professional community this year by participating in a wide range of activities. Speakers included a lobbyist from the Dayton-Hudson Corporation, the Vice President of Finance for the 3M Corporation and the outspoken Police Chief of Minneapolis, Tony Bouza, who spoke on "White-collar

Crime." We increased interaction with the alumni in our area and learned about their jobs through our Alumni Big Brothers Program. We also toured a local advertising agency, the 3M Corporation and Stroh's Brewery.

Community service participation with Junior Achievement, the Minnesota Make-a-Wish Foundation, and the Multiple Sclerosis Society, proved to be very rewarding. In February, we brought Valentine cookies and cards for the kids in the University of Minnesota Children's Heart Hospital, spending an afternoon enjoying their smiling faces.

This has been a year of success for us so far; our annual Spring-Break trip to Daytona was a smash, as was our initiation of 10 new Brothers. The Alpha Epsilon Chapter sends warm fraternal wishes to all!

—Lauralee A. Humfelt

South Dakota

ALPHA ETA—The Alpha Eta Chapter at the University of South Dakota had an excellent semester to look back

on this year. Our spring formal and initiation banquet at the Marina Inn in Sioux City had to be one of the more memorable experiences. We also sold the Energy Paks for finals which have proven to be an excellent fund raiser in the past.

We would like to congratulate Benno Wyman who was elected by the chapter to be one of the faculty members of Delta Sigma Pi. Our chapter will be looking forward to meeting all of the other Deltasigs from across the nation at the Grand Chapter Congress in Dallas, Texas, this August.

—Kevin J. Zoch

Mankato State

EPSILON IOTA—The Epsilon Iota Chapter at Mankato State University has been enjoying an exciting year. Last fall, we toured IBM in Rochester and General Mills in Minneapolis. We also celebrated the initiation of nine spirited new members. Informally, we enjoyed a merry hayride with several members of Alpha Epsilon Chapter of the Universi-



Members of Iota Chi Chapter at Illinois State University enjoyed one of the chapter's professional tours of the Chicago Sun-Times Building earlier in the year.

the chapters speak

ty of Minnesota. At our initiation, we enjoyed a sit-down dinner, a champagne toast and an amusing awards program, followed by a dance with the band, Lower Bank.

We also planned a trip to Chicago this spring. In addition, we were involved in selling food concessions at the Vet's Picnic. We, of Epsilon Iota Chapter, are having a successful year and wish the same for all other chapters.

—Lisa A. Lundquist

Wayne State-Nebraska

ETA PI—This year, Eta Pi Chapter has sponsored several speakers covering topics on: Computers Today, Self-Motivation, Conservative Investing, Travel Industry and Business Stress. Our mini-tour was in Sioux City, Iowa, where we joined Alpha Eta Chapter from the University of South Dakota. We toured the major industrial companies in the area.

One of our biggest events was our annual Muscular Dystrophy Association's Dance-a-thon. Many high school and college students participated, dancing from 8:00 A.M. until 12:00 P.M. with other events going on throughout the day.

Fund raising activities kept everyone busy. We sold candy bars, worked phones for the Wayne State Foundation and sold our biannual energy packages to students during finals. Our big fund raiser was the dance we sponsored with Street Legal performing for college and high school students.

Our chapter is trying to keep in touch with our alumni. It is quite easy for us to update our list now that it is on a data-base system. If you know of someone who is not on our current mailing list, please let us know.

—Cynthia L. Preston

St. Ambrose

THETA OMICRON—Theta Omicron Chapter combined a worthwhile campus service project with a successful fund raiser, by coordination a spring-break trip to Daytona Beach, Florida. Brother Ed Clements organized this chapter-wide effort.

An innovative "Executive For A Day" series highlighted the chapter's professional program. Brother Keith Buennig established the program which placed Brothers in the offices of local business and accounting firms for a day. The Brothers will long remember the in-

sights and advice offered by the executives.

In anxious anticipation, some 10 Brothers are currently preparing for the Grand Chapter Congress this summer.

—Thomas A. Pullella

St. Cloud State

THETA TAU—This year, Theta Tau Chapter sponsored its 13th annual spring break tour in Daytona Beach, Florida. Our tour list totalled over 200 students and friends. The five buses left St. Cloud on February 28 and returned on March 11.

The chapter has also helped out with a spaghetti dinner in which the proceeds went to help the Sexual Assault Center of St. Cloud. We also co-sponsored an MDA Dance-A-Thon which was held on the St. Cloud State campus in early February. Our continual support of the Junior Achievement Company, Scats Systems, along with their own hard work, has led them to become one of the most profitable and successful JA companies in the area.

From our professional side, we have learned much about "Careers and Investments in Real Estate" from Jerry Teeson, a manager of Edina Realty. We

also enjoyed hearing from Dave Marquart who spoke to us about "The Pursuit of Success." In addition, we toured the Pillsbury Company of Minneapolis in February.

—Monica L. Johnson

Minneapolis-Twin Cities

Several social events have taken place over the past several months. Last summer some members of our chapter helped Alpha Epsilon Chapter alumnus Rudie Janzen plan Alpha Epsilon Chapter's 60th Anniversary celebration. Sue Roth, our chapter's President, was one of the speakers at the event. The celebration was attended by close to 400 people.

The emphasis of our chapter has focused in on planning and promoting more social events, as well as furthering close ties with the chapters in our area. We still meet on the first Thursday of every month at 7:00 P.M. at Nicklow's Restaurant, Highway 100 and 36th Avenue North in Golden Valley. For more information, please contact Sue Roth at 6713 Dorian Court, Eden Prairie, Minnesota 55344, 612-934-8035.

—Stuart M. Gitis



Brothers Craig Lancaster, Sue Heldman, Scott Snider and Charlotte Zakharian displayed a lot of Deltasig spirit at Beta Epsilon Chapter's post-initiation party and dance at the University of Oklahoma last semester.

the chapters speak

MIDWESTERN REGION

Missouri-Columbia

ALPHA BETA—At Mizzou, Deltasig and Alpha Beta mean tradition, dedication and class, as well as friendship, fun and fraternalism. Highlights of the 1984-85 year included the first ever Deltasig Awareness Week, designed to market the chapter and its purposes. Social events ranging from the appearance of Madonna and Bruce Springsteen at "American Bandstand," a forties Big Band Party and the traditional Rose Dance were also planned.

The production of a resume book to aid students in finding jobs and the semesterly blood drives were the foundations of service. By the end of the year the chapter was optimistic about attaining its 44th consecutive listing on the Chapter Efficiency Index Honor Roll and was looking forward to forming many friendships in Dallas.

—Gary M. Mudd

Oklahoma

BETA EPSILON—Fifty-two members joined Beta Epsilon Chapter during the fall and spring semesters, bringing membership to approximately 93 Brothers. The University of Oklahoma hosted a tri-initiation in the spring semester, with the Brothers of Beta Chi Chapter at Tulsa University and Gamma Epsilon Chapter at Oklahoma State University attending. Also in attendance were Past Grand President Michael R. Mallonee, Midwestern Regional Director Randy L. Hultz and Mid-American Provincial Vice President John V. Henik.

Sports played a role in Beta Epsilon Chapter through the year and Brothers involved in university intramural sports. Volleyball, football and basketball games promoted chapter involvement with other organizations on campus.

Beta Epsilon Chapter involvement in community service was high for the year with Brothers devoting time and energy to the children from Big Brothers/Big Sisters of Cleveland County. Activities with the children included a trip to the Oklahoma City Zoo and a roller skating party at Skateland. To begin the children's summer and to end the Brothers' semester, Brothers took the



Baylor University's Beta Iota Chapter took a field trip to Louisiana Downs, providing Brothers Sabrina Davis, Cindy Hardy, Robin Hill and Brenda Crump with an afternoon of fun and sun.

children to Lake Thunderbird for an afternoon picnic.

—Charlotte Zakharian

Oklahoma State

GAMMA EPSILON—Old Central on the campus of Oklahoma State University was built with student labor in 1892. Today, Gamma Epsilon Chapter of Delta Sigma Pi is still helping to maintain this fourth oldest higher education building in Oklahoma.

Gamma Epsilon Chapter has adopted this landmark as their special project for the community. Each semester we spend a day working to help Curator, Jimm Showalter, with the upkeep of Old Central. Gamma Epsilon Chapter members worked on December 1, stripping chairs and floors of the old varnish. We refinished the floors and every one of the chairs that same day.

Our chapter also raised \$190 to donate to this Oklahoma landmark in hopes that the Old Central tradition could be continued.

Gamma Epsilon Chapter can also manage to turn hard work into fraterni-

ty spirit and fun. After all of the work was completed, our members enjoyed a picnic and an afternoon of games.

Here at Oklahoma State University, we're glad to be a part of a proud tradition like Old Central and hope to continue to aid in its progress.

Missouri-St. Louis

ETA NU—The Eta Nu Chapter at the University of Missouri-St. Louis has had an eventful semester in 1985. To highlight a few events of the semester, an excellent professional activity was hosted on January 25th featuring Deltasig alumnus Ron Kohl, a CPA at Rubin, Brown, Gornstein and Company in St. Louis. The topic of interest was focused on the various types of tax shelters in existence and what they have to offer in the future.

On February 23rd, the Annual Rose Ball was held at Garavelli's in Manchester, Missouri. Dinner and dance set the mood for a great evening for all mem-

(See **CHAPTERS** on page 19)

BEING THERE: A BASIC NEED

By Michael H. Mescon, Ph.D.
with Timothy S. Mescon, Ph.D.

*Simply showing up in a state of preparedness
may be the answer to solving
our productivity problems.*

A story: Once there was a young man who attended school in a large urban university as a part-time student while holding down a full-time job. After nine arduous years of work and study, study and work, he completed his studies. He went to his professor and said, "I'm ready to graduate. I want to be successful. I need your advice."

The professor looked at him for a moment and asked, "Are you absolutely certain you want to be a success?"

The student assured the professor that "After nine years of being a second-class citizen, I am committed to the idea of success," and repeated his request for advice.

"In that case, I will advise you," said the professor. "Show up."

The student was stunned. "Do you mean to say that after nine years of paying tuition, attending classes, passing exams and studying, you're saying all I have to do to succeed is to show up?"

"Well," said the professor, "that's actually the truth only about 70 percent of the time. But if you want to increase your odds, show up on time. And if you want to devastate virtually all competition, show up on time, dressed to play. Chances are, you won't even have to break a sweat."

This is a true story; it happened in my own classroom. More important, it illustrates a major reality of life in American enterprise. During a time when some in this nation are loudly proclaiming to the world at large that we can't compete, the fact is that two few of us even bother to show up, fewer show up on time, and it's a unique and hardy minority that show up on time, and dressed to play.

Simply being there puts you ahead of most of the pack. But being there when you're supposed to be there, and being ready for the action almost guarantees victory and success. All of that may seem obvious to the enlightened reader, and even a bit too much so, but as advertising genius Leo Burnett once said: "Never overlook the obvious."

In the last couple of years, a virtual fetish has developed about what is known as the "laid back" style, and fondness for this casual, easy-going approach to life has pen-

etrated our working lives as well as our private ones. But there is a significant difference between composure under pressure and simply not caring. The latter attitude produces negative results, and to a great extent, our society today suffers from those results. There are people who don't show up when or where they are supposed to; products that don't work; and service-oriented organizations which provide a great deal of service, but very little which can be classified as first-class.

As consumers, we all too often find ourselves walking away from a transaction grateful that we weren't abused, humiliated or ripped off: in short, settling for mediocrity when we ought to be demanding excellence. This is not a situation restricted to the public or private sector, but a rather common denominator in a nation which still defines a standard as the average amount of work an average individual, working at an average rate can produce. If this is to be our norm in terms of expectation, we may be able to build a great society in terms of sheer size—but we will not achieve greatness in terms of productivity or quality.

Keeping this in mind, consider the self-imposed inflexibility and rigidity existent in many organizations. Much management today is nearly obsessed with rules, policies, regulations, SOPs and guidelines which essentially promote, encourage and reward merely average performance. Aside from the disservice done to those who excel in such an environment, that philosophy automatically establishes a ceiling for expectations which is not far from ground level, and often can result in apparent approval of below-average performance.

In a discussion of reward systems with a student enrolled in an executive development course, this negative backlash effect was sharply illustrated. The student, a mid-level manager with a multi-billion-dollar, multi-national organization, expressed his dismay at being unable to terminate a staff member whose performance was, at best, unsatisfactory, and at worst, debilitating to the operation. A quagmire of corporate regulations and policies, had neutralized the manager's options;



Dr. Michael H. Mescon

and only after 12 months of appeals and counter-appeals had he been given the approval to fire the employee—provided he gave the man 30 days' notice.

Two weeks prior to the employee's release, the manager received a memo from Personnel, advising that corporate policy mandated that the exiting staff member was to be given a raise. The raise could be minimal, but had to be awarded. In essence, this manager was forced to reward a terminated employee for sub-standard performance.

Recalling the impact of the laid-back approach to life and business, it is ironic that some of the strongest advocates of the casual look are prone to perceive it as unfair, unjust and underhanded when they find themselves on the receiving end. Usually, this is a fairly natural reaction to the abdication of responsibility by another; but it is also, in a way, recognition that making the system work is truly everyone's



Dr. Timothy S. Mescon

business. In short, the professional spectator doesn't contribute much to an operation.

Living a purposeful life is not a spectator sport. A free and productive society cannot afford the questionable luxury of too many observers; there must be a sense of responsibility among the majority.

Carrying this over to the classroom, in a practical setting, consider the honor system. I recall making the routine announcement prior to an examination that anyone caught cheating would receive a failing grade for the entire course, and hearing a protest from a student who indicated that he was offended, because he didn't cheat. He had missed the point, largely because he received it from a self-oriented perspective. What about the behavior of others? The heart of an honor system is to accept responsibility for making sure that others don't cheat. One has the duty to see to it that all others play by the same set of rules and carry their share of the

load. This is not to suggest classrooms or societies populated by either informants or Samaritans. Rather, it's a simple statement that one's responsibility does not always end with one's self. If only to protect against having to shoulder an unequal burden, or be placed at a disadvantage by an unethical competitor, the individual has a duty to himself first, and then to his society or group, to demand that standards be upheld and met.

This, in fact, is the fundamental theme for our current drive for reindustrialization, and this issue may be more important than retooling, financing or foreign competition. How can our nation expect to regain its leadership position unless all of us recognize and accept our individual responsibility?

Perhaps we need to step back and reassess the relationship among expectations, demands and rewards,

and face the fact that we are mired in mediocrity. We expect it; we tolerate it; we encourage it; and we even reward it.

The risk-taking character of our society—that vibrant entrepreneurial spirit which vaulted our nation to economic prominence—has slowly been replaced with a kind of bureaucratic bliss, and form instead of function has become the driving factor in our way of life.

Our contentment with sameness and our endorsement of mediocrity are no longer acceptable or appropriate in a global market populated by aggressive, innovative and ambitious competitors. Perhaps we are not "hungry" enough; certainly, we are not as hungry as they are.

Where there is little risk, there is little reward, and where there is no risk, the best possible outcome is breaking even. If productivity and performance are to improve, all or-

ganizations must re-establish the link between performance and reward, from top to bottom; we must regain the understanding that if you don't "do," you can't "get."

After all, in the material world, unlike the spiritual, the meek inherit . . . nothing.

Dr. Michael Mescon is Dean of the College of Business Administration at Georgia State University. An alumnus of Kappa Chapter at Georgia State, he also holds the Chair of Private Enterprise. Dr. Timothy Mescon is an Associate Professor of Policy and Entrepreneurship in the School of Business at the University of Miami in Coral Gables.

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the chapters speak

(CHAPTERS from page 15)

bers, alumni and pledges who attended, which amounted to 80 in total. From the Deltasig of St. Louis, have a good summer vacation.

—Gary E. Stiens

Northeast Missouri State

IOTA NU—This year was a year of winning for Iota Nu Chapter. Along with the initiation of 11 new Brothers in the fall, we now have 27 new members who are going to make next year great. This has been a great year already and we are proud to say that we have won the Delta Sigma Pi National Community Service Award through a lot of dedication and hard work. We also finished in first place in the Homecoming Float Contest at NMSU.

Some other winning projects were our trip to the Midwestern Regional Conference at Lake of the Ozarks where 52 of our members attended, winning us the travel trophy; and also the second place trophy for raising the most money on campus through Tel-Alumni. One of the major responsibilities and money-makers for the year was the working and running of concessions at both football and basketball games.

Community Service activities included a skate-a-thon, an aerob-a-thon, a ski party and a film festival for several charities. We also had several exceptional professional activities including a speaker from Edward D. Jones.

A couple of chapter retreats were held this year to help motivate members and to have a good time. Other good times were our 3rd annual Rose Formal in April and our trip during Spring Break to Daytona Beach, Florida.

—Lori A. Briggs

Central Missouri State

IOTA OMICRON—The Iota Omicron Chapter has been working hard to maintain our reputation of being the Most Outstanding Chapter. Revenue projects this year include working at an amusement park, taking credit card applications and selling candy. We have had numerous service projects, including working with Junior Achievement. An overnight field trip to St. Louis was one of our many professional activities. Our walking entry in the Homecoming parade won third place.

In November, we initiated 32 new members and celebrated our Founders'

Day with our parents with a banquet, speaker and dance. We are continuing to make 1985 as successful as 1984 was.

—Cindy Lyon

Southwest Missouri State

KAPPA OMICRON—Kappa Omicron Chapter started off the semester with many recruiting functions which consisted of a recruiting table and display case that enabled interested students to ask questions about the fraternity and receive pamphlets on Delta Sigma Pi. The next recruiting function was "Meet the Chapter" where many spoke on their experiences with Delta Sigma Pi and some of the fraternity's outstanding qualities. The rest of the recruiting functions included an Hors d'oeuvre party and a TGIF barbeque. These functions led to 28 new and enthusiastic pledges.

Kappa Omicron Chapter's professional theme for the fall semester was "Keeping up with a Dynamic Society." The professional program was packed full with speakers in the areas of marketing, computers, management and motivation. The members will also have the opportunity to tour the Federal Reserve Bank, Anheuser Busch and Silver Dollar City.

This past semester was very rewarding to the members of Kappa Omicron Chapter who were able to experience many exciting adventures and take a step forward in understanding what Delta Sigma Pi and Brotherhood really means!

Jefferson City-Mid-Missouri

The Jefferson City-Mid-Missouri Alumni Chapter has had a busy charter year. Brotherhood has been evident as we have grown and become involved in many chapter activities.

Fraternal bonds were strengthened when several of our members attended area chapter initiations and the Midwestern Regional Conference. The second annual professional program was held March 9; area collegiate and alumni chapters were invited to listen to professional speakers and attend a party that evening. Other social activities, such as a wine and cheese party, ice skating party and Christmas party, were great successes. The "Toys-for-Tots" drive brought in many toys and games for less fortunate children in the area.

The Jefferson City-Mid-Missouri Alumni Chapter is extremely pleased with the granting of our charter. Our

calendar of events is full and our excitement is growing in anticipation of the Grand Chapter Congress in Dallas. We want to wish success to all our Brothers and invite them to join us in our Brotherhood if they are in the Mid-Missouri area.

—Karen L. Williams

St. Louis-Gateway

Our fourth annual Super Bowl party was held at the home of Janet Butts in January. On February 23, we celebrated with the Eta Nu and Eta Sigma Chapters at a Rose Ball.

Our biggest event this year was an Undergraduate Weekend on March 1 and 2. Deltasigs from several chapters in our area were invited to St. Louis for tours of the Federal Reserve Bank and Anheuser-Busch on Friday, with a St. Louis steamers Indoor Soccer game that night. Saturday we had a volleyball tournament and party.

We get together on the third Thursday of each month for a Happy Hour at Schmiezing's (1115 Hampton). If you're in town, join us!

Plans are being made for a picnic, float trip and a Cardinal baseball game this summer. For more information, call Hal Kutter at 772-6912 or Karen Barkey at 863-7760.

—Karen Barkey

SOUTHWESTERN REGION

Baylor

BETA IOTA—This year has proven to be a very exciting one for Beta Iota Chapter. The fall semester brought with it the addition of 21 new Brothers. Our professional activities have featured a field trip to Shreveport, Louisiana, an owner of a computer software firm and a seminar featuring speakers from the Arthur Andersen accounting firm.

Homecoming week was a very busy time for us. We sold the official Homecoming T-shirt, our most profitable fund raising project to date. Also, we entered a float, a first for us, in Baylor's 75th Homecoming Parade. Baylor's Homecoming Parade is the oldest and largest in the country.

Our field trip to San Antonio, annual racquetball tournament and our camp-out with handicapped children have helped to make this a very exciting spring semester for Beta Iota Chapter.

Congratulations and good luck to our

the chapters speak

graduating seniors. Each of you will certainly be missed.

We look forward to seeing each of you in Dallas at the Grand Chapter Congress in August.

—Yvonne N. Roberts

Texas Tech

BETA UPSILON—Service projects included visits to the local Brentwood Home for the Elderly. During the holidays we sponsored a food drive along with KCBD television. Popular fund raisers were credit card sales and the pledge class Christmas cards.

Professional speakers included Bill McDonald from Frito Lay in Dallas, Andrea Carter a systems analyst, Andy Krauss from Ernst & Winney and ex-cowboy Dave Manders. We also went on tours of Reese Air Force Base and Coors Distributors.

Also, the Beta Upsilon Chapter is proud to welcome our 19 wonderful new Brothers.

—Mary Beth Rowan

North Texas State

DELTA EPSILON—Delta Epsilon Chapter has started its 31st year and the Brothers have all worked hard to make it a great one.

The membership made a big impact upon the campus by winning the all-campus blood drive with 86 percent of the chapter donating.

Our professional program has been really outstanding this year. The trips included: the grand opening of the Infomart, the General Motors assembly plant in Arlington and the Apparelmart. In addition, we sponsored a panel of experts who discussed, "Resume's and getting your first job."

We're really looking forward to the Grand Chapter Congress.

—Jefferson E. Davis

Texas Christian

DELTA UPSILON—Last fall, Delta Upsilon Chapter participated in Hunger Week, Alcohol Awareness Week and hosted five great professional speakers. Our chapter was honored campus-wide by winning second place in the Homecoming parade.

The spring semester has been great with a reception for the founder of our business school, the hosting of Business Week, teaching 5th and 6th grade students Business Basics for Junior



Brothers Mike Mathews, left, Kent Davis, right, and Ron Wensel (alias Santa Claus), listen intently to Brother Steve Lambert as he assigns duties for the South Plains Food Bank. Beta Upsilon Chapter at Texas Tech University participated in a food drive and television commercial to promote the food bank.

Achievement and an Easter Egg Hunt for the All Church Home.

The Delta Upsilon Chapter is also helping local alumni to organize the Fort Worth Alumni Chapter. Any Deltasig alumnus in good standing who is currently living in the Fort Worth area is invited to participate in the new alumni chapter. Brothers who are interested should contact the Faculty and Alumni Committee of our chapter. Our first activity as a reception in late March where officers were elected and a delegate elected to the Grand Chapter Congress in August. We look forward to hearing from you, and we are excited about seeing everyone at the Grand Chapter Congress. We want to help all our Brother Deltasigs "DO DALLAS."

East Texas State

DELTA PHI—The Delta Phi Chapter at East Texas State University is very excited about our 11 energetic new members from last semester's initiation. The pledge class joined the members for a fund raiser at Six Flags Over Texas. The pledges and Brothers worked for Six Flags as a booster club to raise money for the benefit of the chapter.

We have planned a "Meet the Chapter" with guests speakers and a tour of the Mary Kay Cosmetics.

The chapter is looking forward to

planning activities with several other chapters in our region. It will be a great experience to learn about and meet other Deltasigs in the surrounding area.

—Debra J. Ward

Texas-Arlington

ZETA MU—This semester, we have added a new and very profitable sideline to our fresh donuts and hot coffee fund raising project. Candy has added \$100 more to our first week's net income of \$410 from the donuts and coffee. The Alpha Tau Pledge Class, capitalizing on St. Valentine's Day, offered "Love Calls" with a special message for that special person. For three days of hard work and promotion, the pledges showed a profit of \$209. For three weeks of work we are projecting an income of at least \$1300.

Fund raisers are an effective way to raise money for chapter activities. That added income comes in handy with the Grand Chapter congress coming up in Dallas this August. We hope to see everyone there.

—Russell A. Oxford

Angelo State

ETA THETA—Spring semester has been exciting with the very successful recruiting of 14 new pledges. Tours to

the chapters speak

San Antonio and Old Mexico have been planned, as well. Steve Stevens, President of Town and Country Food Stores, and a candidate for the 1984 State Legislature, spoke about small business management. Town Hall, a campus-wide professional activity will top off our professional scene. More social functions and community service with the West Texas Boys Ranch are planned.

Eta Theta Chapter is also excited about the Grand Chapter Congress and hopes to send a large delegation to Dallas. We plan to give our Brothers from around the world a big Texas welcome and make this the best Grand Chapter Congress ever.

Finally, Eta Theta Chapter would like to thank those individuals at The Central Office, especially Rich Garber, and John Henik, our Provincial Vice President, for their continued and unwavering support. We hope to see you all in Dallas!

—David Scoggins

GULF WESTERN REGION

Texas-Austin

BETA KAPPA—The event of last semester was the Beta Kappa Chapter Alumni Party held in Dallas before the Texas vs. Oklahoma football game. The newly incorporated alumni association hopes to make this, as well as other events, a yearly tradition.

In November, we sponsored the Executive Cocktail Party with other business organizations. Over 600 firms from all regions of the state were invited. December saw the initiation of 23 fired-up pledges, ready to carry on the traditions of Brotherhood. The next weekend we combined our parents' day, the professional banquet, the Texas vs. A&M football game and our semester formal, all into one day. Yes, we were busy, but what a blast!

Congratulations to Walter Evans as outstanding pledge and Adam Bushong as winner of the Max Courtney outstanding member award for fall, 1984. We'll see everyone at the Grand Chapter Congress in Dallas this summer.

Lamar

DELTA ETA—It was a busy year for the Delta Eta Chapter at Lamar University under the leadership of our President, Brother Christene Zagone. We concentrated our committee efforts on

community service, fund raising and professional activities.

Our community services projects included walking door to door for the March of Dimes, a food drive, a toy drive, and a faculty appreciation banquet.

Nine-hundred dollars was raised by selling Gold C Coupon Books, which put us in a good financial position. Other fund raising activities included selling programs at the Bluebonnet Bowl with the Houston Alumni Chapter and a candy sale.

Along with several speakers, our professional program included an interesting and an informative field trip to the Wall Street Journal's Beaumont printing office.

We hope our next year will be as productive and enjoyable. Congratulations to all May and August graduates and a happy and safe summer to everyone.

—Mary M. Michel

Texas A&I

ZETA NU—Zeta Nu Chapter at Texas A&I University held its third annual Free Enterprise Symposium on December 6. The community, faculty members and the students in the College of Business Administration were invited. This event was sponsored by the College of Business Administration and Delta Sigma Pi.

The symposium supports the free enterprise system in our capitalistic society. It is held to remind us of the market system we live in and to present speakers who have contributed to the system.

Dr. Robert T. Nash, Dean, College of Business Administration, introduced the speaker and keynote speaker, Mr. Salvador Gomez, National Director, United States Hispanic Chamber of Commerce. He presented "Hispanic Business: A Vital Force in Our Economy." Dr. Richard Leshner, President, U.S. Chamber of Commerce presented "Keep America Growing." A question and answer session followed the keynote address.

—Eduardo Garcia

Houston

ETA PSI—In Eta Psi Chapter's pledge program this year, a new feature was added: A "Pledge Program Acquaintance Meeting" in which the pledges actually sat through one of our regular business meetings. This consti-



Brothers from Delta Eta Chapter at Lamar University celebrated Brother Roy and Karen Gustafson's wedding by singing the "Rose of Deltasig".

tuted an excellent means for pledges and members to get better acquainted and for the pledges to gain an insightful view of the organization.

Professionally, it was a very stimulating and interesting year. Among our speakers was a managing partner from Price-Waterhouse. Other speakers covered topics ranging from time management to real estate investing. Our professional agenda was also highlighted by a tour of the Federal Reserve Branch Bank of Houston.

Looking ahead, we are very optimistic about the coming year, and we certainly plan to keep striving for the excellence and enhancement of our chapter and to strengthen our fraternal bonds even more.

—Dennis P. Ung

St. Edward's

THETA OMEGA—The Theta Omega Chapter here at St. Edward's University in Austin, Texas, is active as always in the business community.

This past fall semester we visited the General Motors Plant in Arlington, Paul Harbor Homes, a home manufacturing plant, and a newspaper in San Antonio. Speakers were also kind enough to talk to the business students here at St. Edward's.

Brotherhood is very apparent in our chapter and is growing ever stronger with the initiation of 12 more Brothers. These new Brothers show great promise

the chapters speak

as future leaders of the commercial world. We have also had more than our share of social activities.

The Brothers of Theta Omega Chapter wish every chapter a fabulous 1985!

—Adam Guillen

Corpus Christi State

IOTA PSI—The Iota Psi Chapter at Corpus Christi State University received an invitation to assist the Texas Special Olympics Committee. On October 27, 1984, the local Special Olympics bowling tournament was held and we were there to help those special children. Iota Psi Chapter will be helping the Texas Special Olympics again in May with track and field events. We hope to make this an annual event.

At our fall initiation, Iota Psi Chapter initiated its 106th member. We finally

hit the 100 mark and would like to encourage all newly formed chapters never to quit; instead, bond together in Brotherhood to reach your goals.

—Armida V. Gomez

Houston

Our Fourth Annual Christmas party hosted by Vice President of Activities Sheridan Wendele and our 15th Annual Softball Tournament have headed our list of activities. We also had a Founders' Day celebration at the Grand Hotel, a New Year's Eve party hosted by Brother Joan Tillett and a party for the National Executive committee. As part of our community services, we participated in the March of Dimes Walkathon and held blood drives for the Blood Center. Led by Past Treasurer Tony Ferrer, we sold programs with the Delta Eta

Chapter from Lamar University at the Bluebonnet Bowl game and worked concession sales with the Eta Psi Chapter from the University of Houston.

Our chapter and the Eta Psi Chapter established a Scholarship Fund for business students at the University of Houston. We owe special thanks to Brother Sidney Sparks and his wife, Buttercup, for their donation.

Finally, we are gearing up for the 35th Grand Chapter Congress in Dallas. It's definite with us!

If you are in the Houston area, contact Tony Ferrer at 228-9211 or Fred Kipsey at 791-2833. Our meetings are held at 6:00 P.M. on the second Tuesday of each month at the Steak-and-Ale, Richmond and Loop 610W. Come join our fellowship and good times.

—Tony Ferrer

COLLEGIANS OF THE YEAR REPORT

On your marks. Get set. Go. And they are off. Joe and Jim have just graduated from college and are about to start on their careers. Both went to the same university, both had the same major, both graduated in the top 10% of their class and both have entry level management positions in large firms. Who do you think will be more successful? It seems like they have an equal chance. However, Joe is in Delta Sigma Pi. Jim is not.

Joe is beginning his career with a competitive edge. He has had practice chairing meetings, giving presentations in front of large and small groups, and selling people on his ideas. He has worked at solving the problems of an organization and has tested his creativity to keep the organization growing. He has ex-

perienced first-hand, the political nature of an organization and the importance of its public image. He has practiced being a leader and a follower.

In addition, the vice president of Joe's division is a Deltasig and he has seen all the new employees' resumes. He noticed that Joe is a Deltasig too, and he remembers it when he meets Joe.

Joe knows that while in school, his experiences in Delta Sigma Pi helped him prepare for the business world. However, Joe recognizes that even though he has graduated, Delta Sigma Pi can continue to give him a competitive advantage.

Both Joe and Jim are starting these jobs in a new city. But Joe is already on the way to making new friends and establishing new contacts after attending a Deltasig Alumni Chapter meeting.

Each of us starts out in the business world with a better business awareness because of

our experiences in Delta Sigma Pi. As students we have built a solid foundation of Brothers who are our friends, who trust us and who respect us for our abilities. By remaining active in the fraternity after graduation, our social and professional relationships will continue to grow. Do not miss out on this powerful network. You can be a part of it all, just by being an active Deltasig.

If you would like to join an alumni chapter after you graduate, The Central Office can furnish you with the name and address of the person in charge of the chapter nearest you.

Well, back to the original question. Who do you think has a better chance of being successful, Joe or Jim? Would anyone like to make a bet?

Linda S. Alchek
Collegian of the Year-1983

Dwayne A. Hoffpauir
Collegian of the Year-1984

bits and pieces

merger

Michael J. Barranco, *Florida State*, on September 1, 1984, to Judy Treadray, at Montgomery, AL.

Michael P. Loeffler, *Florida State*, on July 14, 1984, to Kimberly A. Tomlin, *Florida State*, at Clearwater, FL.

Robin Griffith, *Baylor*, on December 31, 1984, to Travis Vennel, at Kemah, TX.

Bruce Davis, *Texas-Arlington*, on December 28, 1984, to Barbara Southall, *Texas-Arlington*.

Stan Reynolds, *Texas-Arlington*, on February 9, 1985, to Kathy Kibat, *Texas-Arlington*.

David Gaona, *Texas-Arlington*, on September 1, 1984, to Irene Gonzalez, *Texas-Arlington*.

Robert McCarthy, *Wisconsin-La Crosse*, on December 29, 1984, to Joyce Renslo, at Caledonia, MN.

Robert Timm, *Wisconsin-La Crosse*, on September 1, 1984, to Laura Wagner, at Oconomowoc, WI.

Thomas Schmitz, *Wisconsin-La Crosse*, on December 22, 1984, to Barbara Andrews, at La Crosse, WI.

Donna Moseley, *Wisconsin-La Crosse*, on December 26, 1984, to Jerald Kirk, at La Crosse, WI.

Daniel E. O'Keefe, *Minnesota*, on December 29, 1984, to Cyndie Moore, at

Bloomington, MN.

Richard Regan, *Texas Tech*, on January 5, 1985, to Cindy McNutt, at Dallas, TX.

Carla Hall, *Texas Tech*, on January 5, 1985, to Brian Cooper, at El Paso, TX.

Laurie Parrish, *Texas Tech*, on January 5, 1985, to Brady Thompson, at Austin, TX.

Timothy Littleton, *Ferris State*, on March 23, 1985, to Amy Jane Spykerman, at Grand Rapids, MI.

Kim Echimovich, *Southwest Missouri State*, on August 11, 1984, to Steve Katterhenry, at Florissant, MO.

E. A. Graves, *North Florida*, on September 1, 1984, to Lynda A. Browne, *North Florida*, at Jacksonville, FL.

William P. Simon, *Loyola-Chicago*, on October 29, 1984, to Catherine M. Cotter, at Chicago, IL.

Pamela Joy Bryant, *Southern Mississippi*, on June 2, 1984, to Denny Britt.

Leah A. Browning, *Northeast Missouri State*, on January 26, 1985, to Daniel K. Carr, at Salina, KS.

Sharon Krawczyk, *Cal State-Northridge*, on May 12, 1984, to Robert David Shuster, at Los Angeles, CA.

Scott Dieckgraefe, *Central Missouri State*, on September 1, 1984, to Jannet Dickey, *Central Missouri State*, at Union, MO.

Jeffrey A. Janoski, *Missouri-St. Louis*, on Oc-

tober 5, 1984, to Ann Skornia, at St. Louis, MO.

James W. H. Gerhardt, *De Paul*, on April 20, 1985, to Gayle A. Younger, *Cincinnati*, at Cincinnati, OH.

Dave Jayne, *Missouri-St. Louis*, on August 25, 1984, to Ruth Weber, at St. Louis, MO.

Robert S. Blakeny, *Houston*, on January 5, 1985, to Erica Tucci, *Houston*, at Houston, TX.

Diana M. Onka, *Northwest Missouri State*, on December 29, 1984, to Barry Reicher.

Shawn Eckerle, *Northeast Missouri State*, on June 26, 1984, to Annette Parmentier, *Northeast Missouri State*, at Washington, MO.

Kelli Gregory, *Northeast Missouri State*, on January 5, 1985, to Chris Woodson, at Macon, MO.

Julie Robinson, *Northeast Missouri State*, on August 11, 1984, to Scott Wickert, at Fremont, IA.

Cavidan Yilmazdalay, *Northeast Missouri State*, on August 10, 1984, to Erik Hansen, at Drammen, Norway.

Thomas H. Birdsall, *Cal State-Chico*, on June 9, 1984, to Deborah F. Hogue, at Concord, CA.

dividends

To Brother Guy W. Ballmoos, Jr., *Siena*, and Suzanne Ballmoos, on June

28, 1984, a son, Matthew Guy.

To Brother and Mrs. Jeffrey P. Waltz, *Miami-Ohio*, on May 4, 1984, a daughter, Elizabeth Marie.

To Brother Marla Fletcher Flynn, *Northeast Missouri State*, and Kevin Flynn, on May 27, 1984, a daughter, Elissa Marre.

To Brother Ronald J. Axelrod, *Rider*, and Rene E. Axelrod, on January 23, 1985, a daughter, Heather Stacey.

To Brother Mark Snead, *Virginia Tech*, and Debbie Snead, on September 27, 1984, a daughter, Kimberly Nicole.

To Brother Michael R. Melendez, *Cal Poly-Pomona*, and Irene Melendez, on May 4, 1984, a son, Matthew Michael.

To Brothers William and Jill Farley, *North Carolina-Greensboro*, on December 29, 1984, a son, William Matthew.

To Brother Dennis Johnson, *McNeese State*, and Mary Bell Johnson, on December 16, 1984, a daughter, Erica.

To Brother and Mrs. David Johansen, *Texas Christian*, on May 10, 1984, a son, Kyle David.

To Brother Kathryn Campbell Smith, *Northeast Missouri State*, and spouse, on October 9, 1984, a daughter, Andrea Nicole.

To Brother Robin M. Griffith, *Baylor*, and Travis Vennel, on February 8, 1985, a son, Forrest Griffith Vennel.

in memoriam

The fraternity, its officers, its staff and the editor of the magazine do not assume responsibility or liability for the accuracy of this column. Information in this column is printed as it is reported to The Central Office for record keeping purposes.

Warren K. Van Hise, *Rider*, 6-9-84

William G. Cronheim, *Rutgers*, 8-1-84

Joseph E. Saunders, *Nebraska-Lincoln*, 12-14-84

Robert A. Cameron, *Pennsylvania*

Theodore F. Fahlstrom, *Northwestern-Chicago*, 10-6-84

R. W. English, Jr., *Georgia*, 10-2-84

Charles Perry, *Georgia*

Joseph Kosnik, *James Madison*, 1-85

Max A. Leonard, *Nebraska-Lincoln*, 6-5-84

Henry C. Lucas, *Nebraska-Lincoln*, 1984

recalls

In the November, 1984, issue of The DELTASIG, Maurine Higley, *Washington*, was incorrectly identified as Maurine Goodrich and her husband, Mike Goodrich was incorrectly identified as a Brother.

OFFICIAL NOTICE

National Executive Committee Meeting

August 14-16, 1985

Board of Directors Meeting

August 17, 1985

Sheraton Park Central Hotel and Towers

Dallas, Texas

alumni in action

Roger P. Leider, *Adelphi*, has accepted a position as a staff accountant with Arthur Andersen and Company in New York, NY.

Douglas A. Spy, *Adelphi*, has accepted a position as a junior accountant with Werber and Gulterbarn, Public Accountants in Great Neck, NY.

Joanne Neborak, *Penn State*, has accepted a position as an accountant in the U.S. General Accounting Office in Washington, DC.

Pamela V. Adams, *North Carolina Greensboro*, has been named Assistant Office Manager for Piedmont Orthopedics in Greensboro, NC.

Angela Wilson, *Georgia College*, has accepted a position as assistant bookkeeper for the Morgan County Board of Education in Madison, GA.

Pamela Bryant Britt, *Southern Mississippi*, has accepted a position as an accountant with Saltmaish, Cleveland & Gund in Pensacola, FL.

Karen J. Bahle, *Nicholls State*, has been named Personnel Staff Assistant at the Tulane University Hospital/Clinic in New Orleans, LA.

George M. Hyatt, *McNeese State*, has been named Young Man of the Year by the chapter of Young Business Men of America in Lake Charles, LA.

Steven A. Engelbrecht, *Miami-Ohio*, has been named Controller at Imperial Adhesives and Chemicals, Inc., in Cincinnati, OH.

Warren V. Brown, *Miami-Ohio*, has been named Sales Manager at Uniglobe Carefree Travel in Cincinnati, OH. He was previously employed by American Airlines, Inc., in Cincinnati and Dallas, TX.

Jeffrey P. Waltz, *Miami-Ohio*, has been named Trust Tax Officer and Department Head of the Trust Tax Department at The Fifth Third Bank in Cincinnati, OH. Prior to joining The Fifth Third Bank, Jeff was employed by The First National Bank of Cincinnati, and Barnes, Dennig and Company, a local Cincinnati accounting firm.

Susan Kramer Douglas, *Miami-Ohio*, has accepted a position as auditor in the Air Force Audit Agency at Wright Patterson Air Force Base in Dayton, OH.

Douglas C. Pontsler, *Miami-Ohio*, has been named Production and Inventory

Control Manager at the Aeroquip Corporation in Rockford, OH. Doug previously held the position of Financial Planning and Analysis Manager with the same firm.

Annette Hinton Tung, *Miami-Ohio*, has been named Senior Analyst/Programmer at the Mead Corporation, Fine Paper Division in Miamisburg, OH.

Richard M. Douglas, *Miami-Ohio*, has been named Quality Assurance Manager at Creative Extruded Products, Inc., in Vandalia, OH.

Jeffrey P. Forche, *Miami-Ohio*, has accepted a position as a sales representative with A.B.F. Freight System in East Dearborn, MI.

Mary Gieser McCandless, *Miami-Ohio*, has accepted a position as a marketing representative with IBM in Washington, DC.

Jeffrey K. Elder, *Miami-Ohio*, has been named Auxiliary Patrolman at the Mason Police Department in Mason, OH. In addition, he is pursuing an Associate Degree in Fire Science at the University of Cincinnati.

Timothy G. Littleton, *Ferris State*, has been named Statistician I at the Fingerhut Corporation in Minnetonka, MN.

Louis E. Kerrins, *Ferris State*, has accepted a position with Modiflex Systems, Inc., in Evanston, IL.

Michael J. Owen, *Bellarmino*, has joined Professional Administrators Limited, a health care consulting firm in Lexington, KY, as a consultant.

Harold R. Kutter, Jr., *Southern Illinois-Edwardsville*, has accepted a position as Property Accountant for Bi-State Development Corporation in St. Louis, MO.

Annette Parmentier Eckerle, *North-east Missouri State*, has accepted a new position as a staff accountant with Touche Ross and Company in St. Louis, MO.

Shawn P. Eckerle, *Northeast Missouri State*, has accepted a new position with McDonnell Douglas Astronautics Corporation in St. Louis, MO.

Kevin K. Rockhold, *Northeast Missouri State*, has accepted a new position as an auditor with Texas Instruments in Houston, TX.

Karen H. Kettler, *Northeast Missouri State*, has accepted a new position as a business applications programmer with the McAuto Division of McDonnell Douglas in St. Louis, MO.

Daniel D. Greenwell, *Northeast Missouri State*, has accepted a new position as a staff accountant-auditor with Peat, Marwick & Mitchell in St. Louis, MO.

Teresa L. Macrum, *Northeast Missouri State*, has accepted a new position as a staff accountant in the CPS Division of Price Waterhouse in St. Louis, MO.

Michelle L. Teter, *Northeast Missouri State*, has accepted a new position as the head of the Accounts Payable Department with Block & Company Real Estate in Kansas City, MO.

Kelli Gregory Woodson, *Northeast Missouri State*, has accepted a new position as a cost accountant with Orscheln Company in Moberly, MO.

Anthony L. Klote, *Northeast Missouri State*, has accepted a new position as a sales representative with Beecham Products in Cedar Rapids, IA.

Mary F. Monzyk, *Northeast Missouri State*, has accepted a new position with McDonnell Douglas in St. Louis, MO.

Charles M. Birdsell, *Northeast Missouri State*, has accepted a new position as Director of Purchasing for Moberly Regional Medical Center in Moberly, MO.

Alison K. Smith, *Northeast Missouri State*, has accepted a new position with the loan department of Citizen's Bank & Trust & Consultation.

Douglas J. Sperry, *Northeast Missouri State*, has accepted a new position with Jack's (Penn Daniels) in Iowa City, IA.

Trudy A. Wood, *Northeast Missouri State*, has accepted a new position with Jack's (Penn Daniels) in Iowa City, IA.

Rex D. Evans, *Northeast Missouri State*, has accepted a new position with Jack's (Penn Daniels) in Iowa City, IA.

Rhonda D. Reif, *Northeast Missouri State*, has accepted a new position as District Manager with Baskins-Robbins in Chicago, IL.

Roger A. Merritt, *Northeast Missouri State*, has accepted a position as a store manager of Gift Horse in St. Louis, MO.

alumni in action

Mary M. Hayes, *Northeast Missouri State*, has accepted a new position as a retail store manager with Curtain Country in Kansas City, MO.

Leah A. Browning, *Northeast Missouri State*, has accepted a new position as a manager at Foxmoor in Topeka, KS.

Tina U. Chappen, *Northeast Missouri State*, has accepted a new position as a manager-trainee with Osco Drug in Waterloo, IA.

Gail A. Stelle, *Northeast Missouri State*, has accepted a new position as a manager-trainee with Pizza Hut, Inc., in Brookfield, MO.

Brent M. Shetley, *Northeast Missouri*

State, has accepted a new position as a manager-trainee with Wal-Mart.

Brian R. Gardner, *Northeast Missouri State*, has accepted a new position with Jaccard's Jewelry in Kansas City, MO.

Brian E. Perryman, *Oklahoma*, has accepted a new position as stock broker with Edward D. Jones & Company in St. Louis, MO.

James R. Baliff, *Texas Christian*, has accepted a position as a sales representative with Proctor and Gamble in Jackson, MS.

Lawrence W. Blackburn, *Texas Christian*, has accepted a position as a staff accountant with Ernst and Whinney in Fort Worth, TX.

Caren M. Craig, *Texas Christian*, has accepted a position as a staff accountant with Weaver and Tidwell in Fort Worth, TX.

Robin M. Griffith, *Baylor*, has accepted a position as an underwriter with State Farm Insurance Companies in Austin, TX.

John Thomas Tamlyn, *Houston*, has been named Central Texas Sales Manager with R. H. Tamlyn & Sons, Inc., in Austin, TX.

Christy C. Bethany, *Cal State-Sacramento*, has accepted a new position as Personnel Interviewer for Life Insurance Company of the Southwest, in Dallas, TX.

NEW POSITION, MERGER, DIVIDENDS?

If so,

please let us know!

Send us press releases,
photographs and additional
information about yourself.

Share your successes
with other Brothers by sending them to:

EDITOR

The DELTASIG of Delta Sigma Pi
330 South Campus Avenue
P.O. Box 230
Oxford, Ohio 45056-0230

alumni in action

alumni chapter directory

As you end your collegiate years and finalize your plans to begin your professional career or if you are already in the business or academic world, don't forget to contact the alumni chapter nearest your home. The following directory of alumni chapters will assist you in continuing your fraternal experience. If you do not find an alumni chapter in your area, contact Director of Alumni Activities Anthony Z. Fernandez or Director of Chapter Services C. Dean Ferguson at The Central Office for information on forming one.

(The following alumni chapters have met or are meeting the franchise requirements for the 1983-85 biennium.)

AKRON-CANTON

President: Michael J. Davala
1616 Miami Court N.E.
Canton, OH 44714
PH: (216) 452-2547

ALBANY-CAPITAL DISTRICT

President: Leonard E. Stokes III
21 Emerick Lane
Loudonville, NY 12211
PH: (518) 458-1429

ALBUQUERQUE-ZIA

President: David L. Hahn
5312 Coal Avenue SE
Albuquerque, NM 87108
PH: (505) 256-1297

ATLANTA

President: Robert M. Drewniak
565 River Oak Way
Lawrenceville, GA 30245
PH: (404) 979-0677

BALTIMORE

President: Esther J. DiGiacinto
1115 Hollen Road
Baltimore, MD 21218
PH: (301) 433-0226

BATON ROUGE-RED STICK

President: Karl Thomas Bubrig, Jr.
Route 2, Box 606-C
Prairieville, LA 70769
PH: (504) 673-4125

BUFFALO

President: Robin Hunter
24 Traymore
Buffalo, NY 14216
PH: (716) 873-3074

CENTRAL FLORIDA

President: Steven M. Fogg
1250 S. Denning Drive
Winter Park, FL 32789
PH: (305) 628-8253

CHICAGO

President: Leslie A. Duggleby
214A Dartmouth Court
Bloomingdale, IL 60108
PH: (312) 529-9175

CINCINNATI

President: Robert L. Scheck
6036 North Glen Road
Cincinnati, OH 45248
PH: (513) 574-4241

CLEVELAND-NORTH COAST

President: Thomas Bauer
7824 Normandie Blvd., K-94
Middleburg Heights, OH 44130
PH: (216) 243-3422

COLUMBIA

President: Dale F. Mamele
112 Rock Hampton Road
Irmo, SC 29063
PH: (803) 781-1705

CORPUS CHRISTI

President: Joan M. Tey
6336 C.S.P.I.D.
Corpus Christi, TX 78408
PH: (512) 993-5656

DALLAS

President: Jeffrey S. Lerner
3787 Brookhaven Club Drive #243
Dallas, TX 75234
PH: (214) 243-8591

DENVER

President: Robert M. Lucero
1200 S. Monaco Pkwy #13
Denver, CO 80224
PH: (303) 759-0747

EL PASO-SUN CITY

President: James S. Shaheen
4008 Las Vegas
El Paso, TX 79902
PH: (915) 532-5770

FT. WAYNE

President: Fritz Krueger
6408 Covington Road C-117
Ft. Wayne, IN 46802
PH: (219) 432-3170

GREENSBORO

President: Janet R. Brooks
1110 Rucker Street
Greensboro, NC 27407
PH: (919) 299-2808

HARTFORD

President: John R. Ciak
39 Coppermine Road
Farmington, CT 06032
PH: (203) 677-0230

HOUMA-THIBODAU

President: Ashley Richard
Route 2, Box 382
Pierre Part, LA 70339
PH: (504) 252-6503

HOUSTON

President: Federick C. Lipsey
2250 Bering Drive #58
Houston, TX 77057
PH: (713) 974-6174

JEFFERSON CITY-MID-MISSOURI

President: Susan K. Hatcher
505 Ellis Blvd., Apt. D-8
Jefferson City, MO 65101
PH: (314) 635-7867

alumni in action

KANSAS CITY

President: Denise DeWitt
8613 W. Utopia Drive #B90
Raytown, MO 64138
PH: (816) 737-1056

LAKE CHARLES-BAYOU COUNTRY

President: Wayne Patterson
1708 15th Street
Lake Charles, LA 70601
PH: (318) 433-2862

LINCOLN-GREATER NEBRASKA

President: Kent E. Mattson
P.O. Box 94843
Lincoln, NE 68509-4843
PH: (402) 423-0842

LONG ISLAND

President: Richard Wolf
102-26 Park Lane South
Richmond Hill, NY 11418
PH: (212) 847-9508

LOS ANGELES-SOUTHERN CALIFORNIA

President: William R. Kinsella
7526 Kentwood Avenue
Los Angeles, CA 90045
PH: (213) 215-9391

MILWAUKEE

President: Joseph J. Dabrowski
720 Genesee Street
Delafield, WI 53018
PH: (414) 646-4575

MINNEAPOLIS-ST. PAUL

President: Susan L. Roth
14004-7 Chestnut Drive
Eden Prairie, MN 55344
PH: (612) 934-8035

NEW ORLEANS-CRESCENT CITY

President: Kenneth J. Vergas
6001 Louis XIV Street
New Orleans, LA 70124
PH: (504) 486-8014

NEW YORK-METROPOLITAN

President: Allan F. Cameron
P.O. Box 1862
Grand Central Station
New York, NY 10163
PH: (212) 484-9007

NORMAN-OKLAHOMA CITY FRONTIER COUNTRY

President: Michael L. Marcotte
524 W. Symmes
Norman, OK 73069
PH: (405) 329-8069

NORTHERN VIRGINIA

President: Stephen Spector
1101 Jackson Court
Falls Church, VA 22046
PH: (703) 653-2147

OHIO VALLEY

President: Bruce D. Stewart
RD4 Boggs Hill Road
Wheeling, WV 26003
PH: (304) 336-8142

PHILADELPHIA

President: Arthur P. Pasquarella
604-36 Washington Square
2210 Hopkinson
Philadelphia, PA 19106
PH: (215) 627-7256

PHOENIX-THUNDERBIRD

President: Linda Kay Vawter
3108 N. 21st Street
Phoenix, AZ 85016
PH: (602) 955-3776

RALEIGH-DURHAM

President: William Donald Sparrow
1801 Williamsburg Road., Apt. 46-G
Durham, NC 27707
PH: (919) 489-5864

SACRAMENTO

President: Mary Nowell
8932 Talisman Drive
Sacramento, CA 95826
PH: (916) 361-9354

SAN ANGELO

President: Lonnie L. Perkins
19 Clare Drive
San Angelo, TX 76904
PH: (915) 949-4029

SAN ANTONIO-ALAMO CITY

President: Jack L. Shahbazian
4212 Medical Drive 1502
San Antonio, TX 78229
PH: (512) 692-1678

SEATTLE-TACOMA

President: Tony R. McCreary
10636 Main Street #361
Bellevue, WA 98004
PH: (206) 643-4080

SHEPHERDSTOWN

President: Richard W. Crutchley
5907 Denise Lane
Fairfax, VA 22030
PH: (703) 425-5705

ST. LOUIS-GATEWAY

President: Harold R. Kutter, Jr.
3733 Morganford Road, Apt. H
St. Louis, MO 63116
PH: (314) 772-6912

STAMFORD

President: Lisa Gorzkowski
22 Cove Road, Apt. 5
Stamford, CT 06902
PH: (203) 325-8375

SUN CITY-ROADRUNNER

President: Paul Eskew, Jr.
9602 Hidden Valley Circle
Sun City, AZ 85351
PH: (602) 974-8378

TAMPA BAY

President: William H. Andree
4191 Pompano Drive SE
St. Petersburg, FL 33705
PH: (813) 822-0596

TUCSON-OLD PUEBLO

President: Daniel A. Spitzer
401 W. Lavery Lane #25
Tucson, AZ 85704
PH: (602) 742-5474

WASHINGTON, DC

President: Jonathan B. Haber
2104 Paul Edwin Terrace #303
Falls Church, VA 22043
PH: (703) 448-1313

WESTERN MICHIGAN

President: Dennis R. Nienhuis
1611 Bristol NW
Grand Rapids, MI 49504
PH: (616) 453-8906

The 35th Grand Chapter Congress commences on Sunday, August 18 with REGISTRATION opening at 10:00 A.M. and continuing until 5:00 P.M. Those convention participants who register in advance will be able to take advantage of the lower Advance Registration Fee and will be able to quickly move through the registration process on the opening day of the convention. Morning and afternoon arrivals will have time to check into their rooms around 3:00 P.M. and to relax and have dinner before the evening functions.

At 9:00 P.M., the Grand President's Reception and Grand Chapter Congress Dance will give everyone an opportunity to become acquainted. The dance itself will have a Western theme and jeans, boots and ten-gallon hats will be the dress most prevalent that evening. During this time, both the Yellow Dog and Pink Poodles initiations will be held.

On Monday morning, the business of the convention will commence. At the OPENING BUSINESS SESSION, the official convention delegates will be seated and several reports including those of the Grand President and the Committee on Nominations will be presented. A special segment of this session will be the KEY-NOTE ADDRESS which will be given by Dean Michael H. Mescon of the College of Business Administration at Georgia State University. Brother Mescon is a well known speaker and we are especially pleased that he will be serving as our convention Keynote for a third time.

At Noon on Monday, all national awards and special recognitions will be given at the NATIONAL AWARDS LUNCHEON. Included in the presentations will be the Most Outstanding Chapter Award, the Most Improved Chapter Award, the community service awards and recognition of the Honor Roll chapters.

On both Monday afternoon and throughout the day on Tuesday, EDUCATIONAL SEMINARS will be conducted for both collegiate and alumni members. A total of sixteen different topics will be among the choices for collegiate members and alumni members will have three seminar sessions. Collegiate members will be pre-registered for their seminar selection so early convention registrants will have the best choices.

On Monday evening, after participants break for dinner on their own, the REGIONAL MEETINGS will be held with part of the Regions meeting from 7:00 P.M. until 9:00 P.M. while all other Regions will meet from 9:00 P.M. until 11:00 P.M.

On Tuesday morning, the biennial meeting of the Delta Sigma Pi Educational Foundation will be held. On Tuesday evening after the conclusion of the collegiate and alumni seminars, all attendees will be free. Members may participate in the COUNTRY-WESTERN EXTRAVAGANZA which consists of a night of dining and entertainment,



The Sheraton Park Central Hotel & Towers

Western-style at Billy Bob's in Fort Worth. This event is available on an optional basis.

Wednesday, August 21 will be an event-filled day beginning with the LEGISLATIVE BUSINESS SESSION, at which amendments to the Laws of the fraternity will be considered and final nominations will be accepted. Members will be on their own for lunch and, afterward, the MEET THE CANDIDATES FORUM will be conducted which will provide an opportunity for the candidates for national office to make their presentations and answer questions. Also on this day will be the INITIATION OF THE NATIONAL HONORARY MEMBER which will occur immediately after the Meet the Candidates Forum.

On Wednesday evening, THE GRAND CHAPTER CONGRESS BANQUET will be held and it is a convention event that has been the most memorable experience for convention attendees. In addition to a sumptuous meal, an excellent program including an address by the newly-initiated National Honorary Member will be presented.

The FINAL BUSINESS SESSION of the convention will be held on Thursday, August 22. National Officers will be elected for the 1985-87 biennium and the new Board of Directors will be installed. After the resolutions, the new Grand President will sound the gavel to officially close the business of the 35th Grand Chapter Congress.

The final event of the Convention will be the FAREWELL LUNCHEON. At this event, a few final awards and recognitions will be given including the collegiate and alumni convention travel trophies and, then, the time to exchange goodbyes will have come.

The Grand Chapter Congress is the most important event of the biennium and you do not want to miss it! Rather than this author attempting to describe his experiences from his participation in six previous conventions, here are a few of the comments received from Brothers describing what they liked best about the 1983 Grand Chapter Congress. Their words say it all . . .

*"Meeting, Laughing, Talking
With Over 600 Brothers!"*

*"New Friendships That Will
Last Forever"*

*"Getting Good Ideas From
Other Chapters!"*

"Made My Year!!!!"

"Can't Wait Until '85!"

See You In Dallas!!!



The Lobby Lounge

35th Grand Chapter Congress Agenda

SUNDAY, AUGUST 18, 1985

10:00 A.M.— 5:00 P.M.
8:00 P.M.—12:00 MIDNIGHT
9:00 P.M.—12:00 MIDNIGHT

MONDAY, AUGUST 19, 1985

9:00 A.M.—3:30 P.M.
8:45 A.M.—12:30 P.M.
12 NOON — 1:30 P.M.
3:30 P.M.— 5:00 P.M.
7:00 P.M.— 9:00 P.M.
9:00 P.M.—11:00 P.M.

TUESDAY, AUGUST 20, 1985

8:30 A.M.—10:00 A.M.
9:00 A.M.—12 NOON
10:30 A.M.—12 NOON
1:30 P.M.— 3:00 P.M.
3:30 P.M.— 5:00 P.M.
6:00 P.M.

WEDNESDAY, AUGUST 21, 1985

9:00 A.M.—12 NOON
10:00 A.M.—12 NOON
1:30 P.M.— 4:00 P.M.
4:00 P.M.— 5:00 P.M.
7:00 P.M.—10:30 P.M.

THURSDAY, AUGUST 22, 1985

8:30 A.M.—12 NOON
12 NOON —2:30 P.M.

REGISTRATION

Grand President's Reception & Dance
Yellow Dog & Pink Poodle Initiations

Opening Business Session & Keynote Address
Spouse & Guest Tour of Dallas & Southfork Ranch (optional)
National Awards Luncheon
Educational Seminars
Regional Meetings—First Segment
Regional Meetings—Second Segment

Educational Seminars
Delta Sigma Pi Educational Foundation Meetings
Educational Seminars
Educational Seminars
Educational Seminars
Departure for Country-Western Extravaganza (optional)
Evening Free for Personal or Optional Activities

Legislative Business Session
Spouse Activity
Meet The Candidates Forum
Initiation of National Honorary Member
GRAND CHAPTER CONGRESS BANQUET

Final Business Session
Farewell Luncheon

Staff Office Will Be Open Sunday Thru Thursday
Texas Hospitality Center Will Be Open Sunday Thru Wednesday

Convention Information

Transportation

Surface transportation to Dallas is available via I-10, I-20, I-30, I-35, and I-45 as well as many secondary routes. By air, Dallas is served by an extensive number of air carriers at both D/FW Airport and Love Field. D/FW is the home of American Airlines, our official convention airline. All major bus companies have service to Dallas and there is limited Amtrak Train service as well.

Convention Registration

An ADVANCE REGISTRATION FORM appears for your use elsewhere in this issue and includes information on the advance registration cost as well as optional events.

Registrations received after July 14, 1985 or made at the convention will incur the Regular Registration Fee which is \$15.00 per person over the appropriate Advance Registration Fee.

Advance Registrations cancelled by August 2, 1985 will be fully refunded less a \$5.00 per person handling fee. Cancellations after August 2, 1985 will not be refundable.

Hotel Rates & Reservations

All hotel reservations are to be handled directly with The Sheraton Park Central Hotel & Towers by attendees. Room reservations are required in advance of your arrival at the hotel. Upon receipt of your Advance Registration Form, a Hotel Reservation Card will be sent to you for completion and return to the hotel. The rooms currently set aside for Deltasis convention attendees will be released for renting to the general public after July 14, 1985. Reserve early to assure a room in our convention hotel!

The Daily Room Rates shown below are on a per person basis and are on the European Plan (no meals included).

Appropriate state and local taxes are included in this table.

SINGLES (one person, one bed)
\$69.12

DOUBLES (two persons, one bed)
\$39.96 per person

TWINS (two persons, two beds)
\$39.96 per person

TRIPLES (three persons, two beds plus rollaway)
\$30.24 per person

There are no quad rooms available. A major credit card must be presented upon check-in for each account.

Optional Events

The response to the Optional Events at the last convention was "let's have them again!" These offer attendees a chance to get away as a group from the convention hotel and to experience the variety of Dallas.

Dallas Mini-Tour & Southfork Ranch

Leaves the hotel at 8:45 A.M. on August 19th and provides a tour of the high-lights of Dallas with an extended stop at Southfork Ranch where exterior scenes of the "Dallas" series are filmed. Returns to the hotel at 12:30 P.M. Delegates, alternates and national officers should not attend this event which conflicts with the Opening Business Session and the National Awards Luncheon.

Country-Western Extravaganza

This event provides an opportunity for all convention participants to enjoy a night of entertainment together at Billy Bob's Texas—the largest and most famous country-western spot in the Dallas area. Our caravan of busses leaves the hotel at 6:00 P.M. on August 20 and heads West to Fort Worth.

At Billy Bob's, a Texas BBQ (that's "barbeque" to you city slickers) will be served and, afterward, dancing and entertainment abound. So practice your two-

step, cotton-eyed joe and other Western dances! Note that alcoholic beverages are not included in the price of this event.

Don't be left out from these group events and register now as tickets are not expected to be available for them when you arrive in Dallas.

Personal Costs

- Your hotel bill including taxes.
- Transportation to and from Dallas. Collegiate Chapter Delegates are eligible for a travel allowance announced directly to each chapter.
- All meals and gratuities except those group meal functions included in the Official Program for the registration category for each participant.
- Incidental expenditures such as, shopping, Optional Events, souvenirs, entertainment, beverages, airport, limousine, cabs, and other items not a part of the Official Convention Program.

General Information

Convention registrants will receive complete information on a variety of items including, transportation options, wardrobe needs, dress requirements, climate, available activities, area guides and other useful items.

**INTERNATIONAL FRATERNITY OF DELTA SIGMA PI
35TH GRAND CHAPTER CONGRESS
ADVANCE REGISTRATION FORM**

- MEMBER REGISTRATION—\$95.00 per person**
includes Reception & Dance, Awards Luncheon, Grand Chapter Congress Banquet & Farewell Luncheon \$ _____ (31-01)
- SPOUSE, GUEST OR CHILD (16 or older)—\$80.00 per person**
includes Reception & Dance, Grand Chapter Congress Banquet & Farewell Luncheon \$ _____ (32-01)
- CHILD UNDER AGE 16—\$40.00 per person**
includes Grand Chapter Congress Banquet & Farewell Luncheon.
Children under 16 not wishing to participate in included events need not be registered \$ _____ (33-01)

OPTIONAL EVENTS (registration for these events may not be available on-site)

- SPOUSE & GUEST TOUR OF DALLAS & SOUTHFORK RANCH—\$15.00 per person**
Monday, August 19, 1985—includes mini-tour of Dallas & Admission to Southfork grounds \$ _____ (35-01)
- COUNTRY-WESTERN EXTRAVAGANZA—\$30.00 per person**
Tuesday, August 20, 1985—includes transportation to Billy Bob's Texas in Fort Worth, entry fee, BBQ dinner and live entertainment. \$ _____ (35-02)
(35-03)
- PINK POODLES LUNCHEON—\$15.00 per person**
Wednesday, August 21, 1985—Open to current and newly-initiated members of the Pink Poodles ONLY. Spouses of male members are eligible for membership. \$ _____ (34-04)
- TOTAL FEES \$ _____ (32-01)

FORM OF PAYMENT (check one)

CHECK VISA MASTERCARD

_____ Credit Card Number

_____ Expiration

_____ Full Name On Card

NOTE:

- Registration and optional event fees do not cover any portion of hotel costs nor meals not a part of the Official Convention Program under the appropriate registration category.
- Cancelled registrations will be refunded in full less a \$5.00 per person handling charge if cancellation notice is received at The Central Office by August 2, 1985.
- Cancellations received after August 2, 1985 are not refundable.
- Advance Registration cutoff date is July 14, 1985. Registrations received at The Central Office after this date or made at the convention will be at the Regular Registration Rate which is \$15.00 per person added to Advance Registration Rates stated on this form.
- Transfer of registration will incur a \$5.00 per registration handling fee. Registration cannot be transferred without the written approval of the original registrant.

Please give full names for all registrants and complete all other requested information. Providing complete information will assist the registration staff in promptly processing your registration. Seminar Selection Form, Hotel Reservation Card and other convention information will be sent after receipt of Advance Registration at The Central Office.

All hotel reservations are to be made directly with The Sheraton Park Central Hotel & Towers using Reservation Card.

NAME: _____

NAME: _____

ADDRESS: _____

ADDRESS: _____

STATUS:

STATUS:

FRATERNITY MEMBER
Collegiate—Alumni (circle one)

FRATERNITY MEMBER
Collegiate—Alumni (circle one)

Chapter & Number _____

Chapter & Number _____

Alumni Chapter _____

Alumni Chapter _____

SPOUSE

SPOUSE

GUEST

GUEST

CHILD 16 OR OVER

CHILD 16 OR OVER

CHILD UNDER 16

CHILD UNDER 16

PLEASE USE PHOTOCOPIES FOR ADDITIONAL REGISTRATIONS

**SEND TO: DELTA SIGMA PI
P.O. BOX 230
OXFORD, OHIO 45056-0230
ATTENTION: GCC**

ADVANCE REGISTRATION CUTOFF IS JULY 14, 1985

35th Grand Chapter Congress
The Sheraton Park Central
Hotel & Towers
Dallas, Texas
August 18-22, 1985

