

The

DELTA SIG

O F D E L T A S I G M A P I

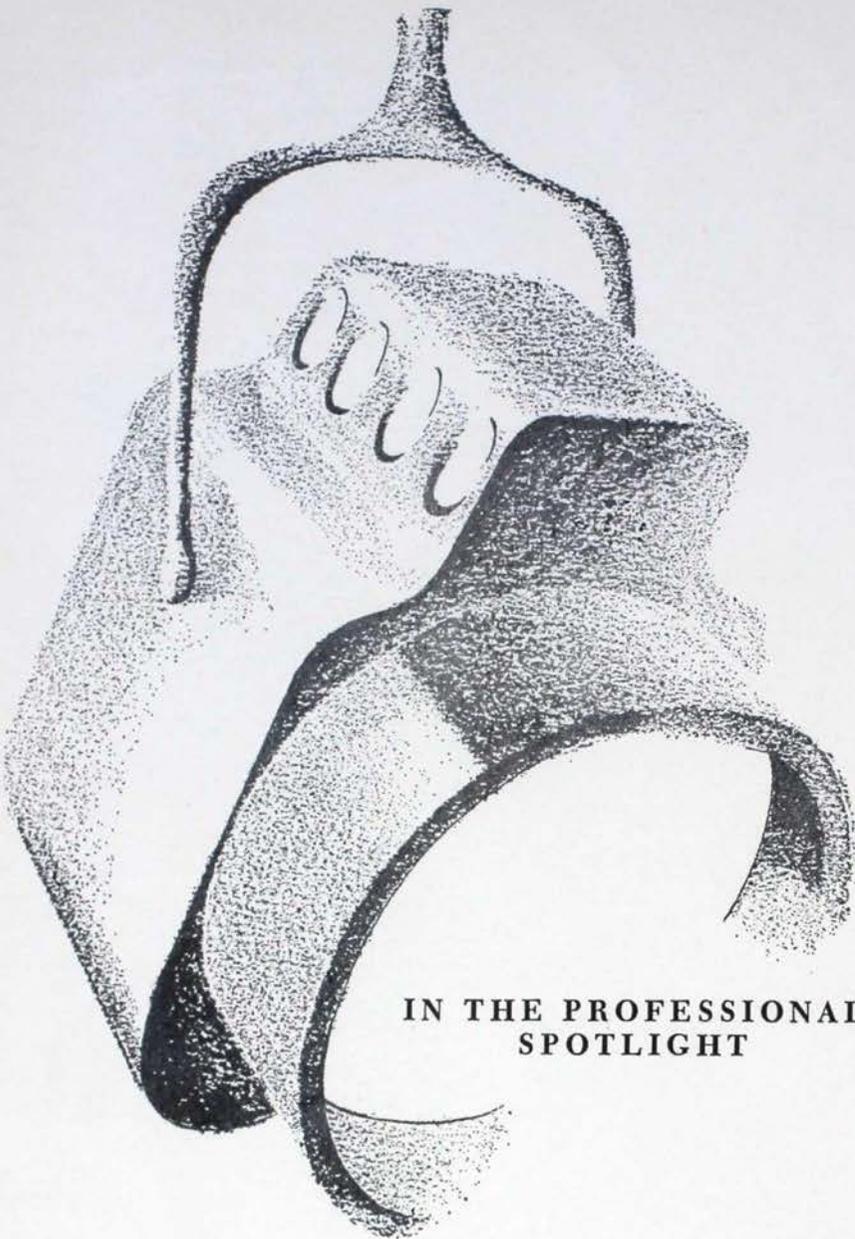


Northern Arizona University, Flagstaff, Arizona

PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY

FOUNDED 1907

NOVEMBER 1967



**IN THE PROFESSIONAL
SPOTLIGHT**

The International Fraternity of
Delta Sigma Pi

*Professional Commerce and Business
Administration Fraternity*

Delta Sigma Pi was founded at New York University, School of Commerce, Accounts and Finance, on November 7, 1907, by Alexander F. Makay, Alfred Moysello, Harold V. Jacobs and H. Albert Tienken. Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture, and the civic and commercial welfare of the community.

THE PROFESSIONAL aspect of the Fraternity is never forgotten, even at the Grand Chapter Congress. Here we see Grand President M. John Marko presenting the membership certificate to Honorary Member at Large Dr. Alton Ochsner following his address, "Where Do We Stand Today?" which he presented at the 26th Grand Chapter Congress banquet.



The DELTASIG

OF DELTA SIGMA PI

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The views expressed in The DELTASIG, except those of the Grand Council, are those of the writer and are not necessarily those of Delta Sigma Pi.

Our Cover

Featured on the cover of this issue of The DELTASIG is Northern Arizona University at Flagstaff, Arizona where Delta Sigma Pi recently installed its Zeta Omega Chapter.

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DELTA SIGMA PI is a charter senior member of the Professional Interfraternity Conference, organized in 1928. The members of the Conference comprise: ARCHITECTURE, Alpha Rho Chi; CHEMISTRY, Alpha Chi Sigma; COMMERCE, Alpha Kappa Psi, Delta Sigma Pi; DENTISTRY, Alpha Omega, Delta Sigma Delta, Psi Omega, Xi Psi Phi; EDUCATION, Kappa Phi Kappa, Phi Epsilon Kappa; ENGINEERING, Theta Tau, Sigma Phi Delta; LAW, Gamma Eta Gamma, Delta Theta Phi, Sigma Delta Kappa, Phi Alpha Delta, Phi Beta Gamma, Phi Delta Phi; MEDICINE, Alpha Kappa Kappa, Theta Kappa Psi, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Lambda Kappa, Phi Rho Sigma; MUSIC, Phi Mu Alpha Sinfonia; PHARMACY, Kappa Psi, Rho Pi Phi, Phi Delta Chi; VETERINARY MEDICINE, Omega Tau Sigma.

From The Desk of The Grand President

M. JOHN MARKO
Beta Rho-Rutgers



IN THE CLOSING LINES of my Grand President's report to the recent 26th Grand Chapter Congress, I stated—"We have had an excellent two years and, while our fraternity is in a very good condition, we are only on the threshold of an even greater future." A sentence or two later, I remarked—"That great future is yours, my Brothers. The opportunities to participate in and contribute to its fulfillment are unsurpassed."

Little did I realize at the time I was preparing the report that I would again have the privilege of speaking to you from this page, or that I would be so deeply involved with you in contributing to the fulfillment of that great future. It is an honor beyond comprehension and I am sincerely humbled by the confidence and trust which you have placed in me to serve as Grand President for two more years.

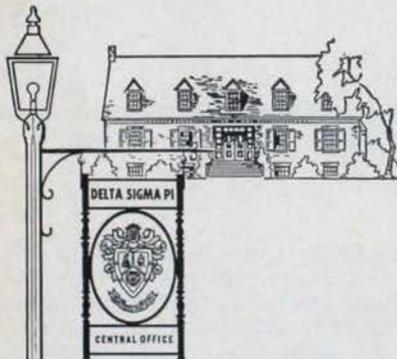
This past August we had a most successful Grand Chapter Congress in Biloxi. One of the many significant events of the meeting was the Grand Chapter Congress Banquet with well over 400 individuals in attendance. Viewed from the speaker's rostrum this assemblage presented an inspiring scene and a prelude befitting our 60th birthday which we are celebrating this month.

Even more striking, though, as I looked about me was the realization that joining us that evening was one of our four Founders, Brother Harold V. Jacobs. He represented that

small group of undaunted men who banded themselves together into an organization of their own. It was not just a passing fancy, nor the result of impulse. Theirs was an act which bore witness to a seriousness of purpose, an independence of thought and an appraisal of standards which made for union and permanence.

There about me also were the Golden Council members led by Grand Secretary-Treasurer Emeritus H. G. "Gig" Wright—men who nurtured our aims and ideals and launched our fraternity into the greatness of today. Times have changed since the founding years in many respects. Challenges faced them that were never dreamed of by our Founders—yet we would not be as great today if these builders had not overcome the difficulties of their years.

Challenges face us today also—challenges which were not dreamed of by those preceding us. We, too, can surmount these obstacles and realize that great future which is ours to be had just as those before us have overcome their uncertainties. I am looking forward on this our 60th Anniversary to bring, with you, that great future into the present. We need but look to the Scottish author George MacDonald, long since departed, for the simplest but most telling bits of counsel in these words—"The best preparation of the future is the present well seen to, and the last duty done."



A Word From The Central Office

THERE CAN BE no doubt that the highlight of the past summer for us at The Central Office was the 26th Grand Chapter Congress at Biloxi, Mississippi marking the beginning of our 60th year.

We have also completed the revision of Parts I and II of the Manual for Chapter Officers in addition to the Manual for Alumni Clubs. Additional office equipment has also been purchased to help us with the ever mounting volume of work at

The Central Office.

Our attention is now turned toward plans for what we hope will be another banner year for the Fraternity. Plans are now being made for the installation of Eta Iota Chapter at Nicholls State College, the Regional Meetings next year, the "Deltasig of the Year" award and many other activities. We trust that you are also planning for a successful year, not only academically but fraternally as well.—CHARLES L. FARRAR



The DELTASIG

O F D E L T A S I G M A P I

60th Anniversary Celebrated at Grand Chapter Congress in Biloxi

THE START OF THE 60TH anniversary celebration was held at the 26th Grand Chapter Congress of Delta Sigma Pi at the Edgewater Gulf Hotel in Biloxi, Mississippi, on August 22-25, 1967. Founder Harold V. Jacobs and wife Rose headed the list of 421 members, wives, children and guests who were on hand to mark the occasion.

Even though a number of the members and their families arrived over the weekend prior to the start of the Grand Chapter Congress the official program got underway on Tuesday afternoon, August 22, 1967, when Grand President M. John Marko called the meeting to order at 2:00 P.M. Brother Herbert W. Finney, chairman of the Committee on Alumni Activities, offered the invocation after which Grand President Marko introduced the Grand Council and Golden Council members in attendance. Each Regional Director also introduced the District Directors in attendance from his region. Executive Director Charles Farrar introduced Field Secretary Donald H. Vickstrom and the guests who had been invited from Nicholls State College, Thibodaux, Louisiana; Troy State College, Troy, Alabama, and the University of Missouri at St. Louis. Founder Harold V. Jacobs was then introduced and received a standing ovation from the members and guests in attendance.

On hand to welcome the members on behalf of the City of Biloxi was Mr. Dominic A. Fallo, Commissioner of Finance and Utilities, who was substituting for Mayor Daniel D. Guice who had been called out of town unexpectedly.

Following the roll call and the seating

of the undergraduate and alumni club delegates, Founder Harold V. Jacobs was called upon to relate some of the early background surrounding the founding of Delta Sigma Pi at New York University 60 years ago. Grand President M. John



GRAND PRESIDENT M. John Marko, calls to order the 26th Grand Chapter Congress held at Biloxi, Mississippi.

Marko succeeded Brother Jacobs with his state of the fraternity report. Also heard during the opening session were reports from Executive Director Charles L. Farrar; Herbert W. Finney, chairman of the Committee on Alumni Activities; William W. Myers, chairman of the Life Membership Committee; Ralph C. Hook, Jr., chairman of the Editorial Advisory Board and Robert G. Busse, president of the Delta Sigma Pi Educational Foundation.

The opening session was concluded when Executive Secretary Ben H. Wolfenberger, assisted by Field Secretary Donald H. Vickstrom, presented certificates to the Honor Roll chapters which

had achieved 100,000 points in the Chapter Efficiency Index.

The huge lobby of the Edgewater Gulf Hotel was the scene of the Grand President's reception held Tuesday evening, after which the activities switched to the hotel terrace for the seafood jamboree. The remainder of the first day was devoted to recreation and getting better acquainted with other members in attendance.

Each morning had been left free to provide the delegates with an opportunity to swim, play tennis, golf, shuffleboard, go sight seeing or simply enjoy doing nothing. An educational seminar was held during the morning for District Directors under the leadership of Executive Secretary Ben H. Wolfenberger, assisted by Executive Director Charles L. Farrar, Grand President M. John Marko and Field Secretary Donald H. Vickstrom.



FOUNDER HAROLD V. JACOBS opens the 60th anniversary celebration of Delta Sigma Pi with his address presented at the 26th Grand Chapter Congress.



RAYMOND A. BULLINGER of the Baltimore Alumni Club accepts the newly established Alumni Club Attendance Trophy from Executive Director Charles L. Farrar during the recent 26th Grand Chapter Congress.

The afternoon was devoted entirely to educational panels conducted by members of the Grand Council for both the undergraduate and alumni club delegates.

As usual, one of the highlights of all Grand Chapter Congresses was the Yellow Dog initiation for men and the Pink Poodle initiation for the ladies which were held on Wednesday evening. Held in conjunction with the Yellow Dog initiation was a Las Vegas party. Also held in conjunction with the ladies' initiation was a horse race party.

Thursday afternoon began as the undergraduate and alumni club delegates each assembled for the continuation of their respective educational programs. Upon conclusion of these programs the entire group was reunited for the report

of the Committee on Nominations by Chairman Robert A. Mocella, and additional nominations for national offices which were made from the floor of the convention.

The meetings were then recessed to allow for the initiation of Dr. Alton Ochsner, a prominent New Orleans businessman and surgeon, as the 12th honorary member at large. The ritualistic initiation was performed by Golden Council members. The activities moved quickly from the initiation to the Grand Chapter Congress banquet. There Grand President M. John Marko, acting as toastmaster for the evening, introduced Brother Ralph C. Hook, Jr., who offered the invocation. The highlight of the banquet was the address by Brother Alton Ochsner, "Where Do We Stand Today?" which is contained elsewhere in this issue of *The DELTASIG*. Following Brother Ochsner's address Grand President Marko presented him with his certificate of membership in Delta Sigma Pi.

Also commanding much attention at the banquet was the usual drawing for the diamond badge for men, the pearl badge for ladies, and a prize for the children. Michael Hefner, young son of Past Grand President Joe M. Hefner, was invited to assist Executive Director Farrar with the drawing. Winner of the prize for children was Howard Hughes, son of Past Regional Director Robert O. Hughes. The pearl badge was won by Dorothy Stauffer, wife of Robert M.



H. G. WRIGHT, Grand Secretary-Treasurer Emeritus, is recognized at the 26th Grand Chapter Congress Banquet for his long and devoted service to Delta Sigma Pi and for his attendance at twenty-two of the twenty-six Congresses.

Stauffer of Baltimore, Maryland. Excitement reigned high as the drawing continued for the diamond badge which was won by Edgar L. Walker of Beta Lambda Chapter at Auburn University. Silver bowls were then presented to staff members Mrs. Jane Nelson and Mrs. Viola T. Donovan for 10 years of loyal and devoted service to the fraternity. The usual attendance trophy to an undergraduate chapter was won by Alpha Omega Chapter at DePaul University in Chicago. The chapter delegate, Edward G. Maier, accepted the trophy on behalf of the 12 members of his chapter attending the Grand Chapter Congress. A new attendance trophy was then presented to an alumni club. Raymond A. Bullinger accepted the trophy for the Baltimore Alumni Club who was the recipient of this trophy.

Past Grand President Joe M. Hefner was then called upon to present a Certificate of Appreciation to Executive Director Charles L. Farrar in recognition of his noteworthy efforts, achievements and dedication while serving the fraternity since June 15, 1959, as Field Secretary, Executive Secretary and, currently, Executive Director. Concluding the activities of the Grand Chapter Congress banquet was the singing of the "Rose of Deltasig."

The final business session was called to order early Friday morning. After all old and new business had been dispensed with, the election of new officers pro-



GRAND CHAPTER CONGRESS registration proceeds as Robert R. Short, Arizona State, received his packet from Betty Herold and Jane Nelson of The Central Office staff.

ceeded. Grand President M. John Marko was overwhelmingly re-elected for another two-year term of office. After the voting results had been announced he was escorted back to the floor of the convention by Golden Council members Kenneth B. White, Robert G. Busse, Frank C. Brandes and H. Clyde Kitchens, where he received a standing ovation. Other officers elected were Director of the Eastern Region, H. Melvin Brown; Director of the Southeastern Region, James R. Westlake; Director of the East Central Region, Andrew T. Fogarty; Director of the Central Region, Thomas M. Mocella; Director of the South Central Region, Max Barnett, Jr.; Director of the Southwestern Region, Charles P. Foote; and Director of Alumni Activities, Herbert W. Finney. Grand President M. John Marko then announced that Ralph C. Hook, Jr., had been appointed to serve as the Director of Business Education. These newly elected members of the Grand Council, along with the other members of the Grand Council whose term of office do not expire until later dates, namely, Past Grand President Joe M. Hefner, Executive Director Charles L. Farrar, Executive Secretary Ben H. Wolfenberger, and Regional Directors LaVerne A. Cox, Warren E. Armstrong and R. Nelson Mitchell, were presented to the Grand Chapter Congress. Past Grand President Robert G. Busse then installed the new officers.



GRAND PRESIDENT M. John Marko greets Duane S. Maddox of Utah while Gary P. McMullen of Cincinnati looks on at the Grand President's Reception during the recent 26th Grand Chapter Congress.

With the installation of new officers the official program of the 26th Grand Chapter Congress was concluded. Already, plans are well underway for the 27th Grand Chapter Congress to be held at the Grand Hotel, Mackinac Island, Michigan, August 20-23, 1969. We hope

that you will plan to join us at that time.

MERGERS

Henry A. Panethiere II, *Missouri*, on July 23, 1966, to Sandra Lynn Belaka, at Rolla, Missouri.

Harold H. Wansing, *Missouri*, on November 24, 1966, to Linda Jean Wood, at Vienna, Missouri.

Joseph P. Zotter, *Santa Clara*, on July 8, 1967, to Renee Marie Chaput, at Menlo Park, California.

John S. Hudy, *Missouri*, on May 27, 1967, to Judith Ann Forbes, at St. Louis, Missouri.

James H. Blakeslee, *Indiana State*, in July, 1967, to Judith Kay Banta, at Waveland, Indiana.

Aldean A. Wahl, *North Dakota*, on July 15, 1967, to Mary Tschider, at Bismarck, North Dakota.

Pat Ellebracht, *Texas Tech*, on December 17, 1966, to Eleanor Kirks, at Sidney, Arkansas.

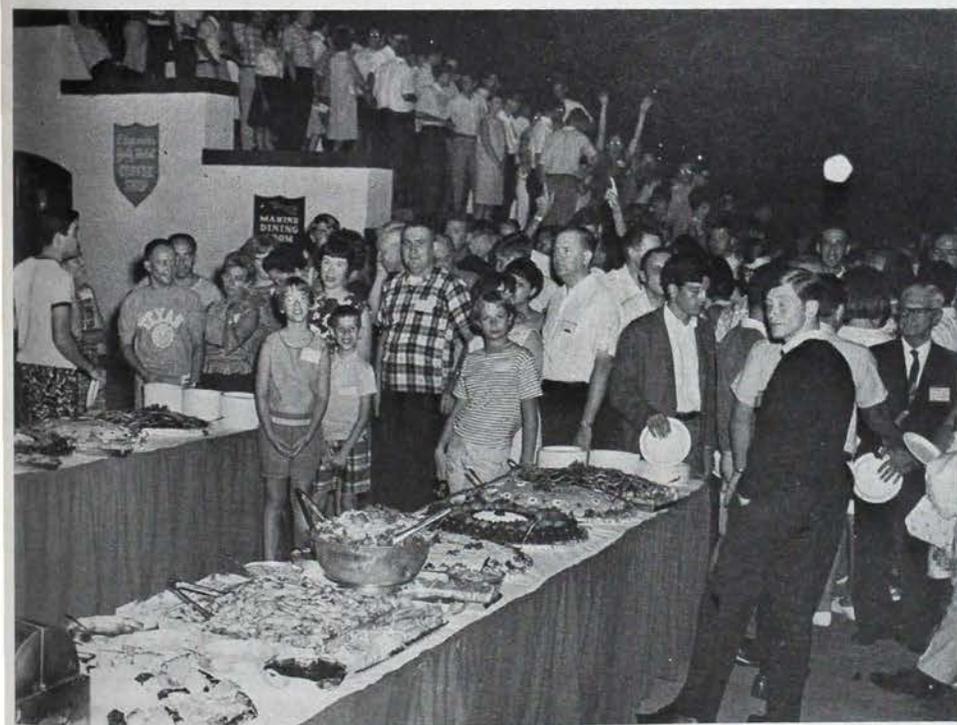
Robert C. Jones, *Oklahoma City*, on March 4, 1967, to Nell H. Robinson, at Oklahoma City, Oklahoma.

Harmon B. Miller, *Maryland*, on July 22, 1967, to Rebecca Bronstein, at Baltimore, Maryland.

Henry E. Marks, *De Paul*, on June 24, 1967, to Marilyn Mathews, at Bellwood, Illinois.

Frederick K. Becker, *Texas-El Paso*, on June 3, 1967, to Louise F. Harrison, at El Paso, Texas.

David C. Kennaday, *Pennsylvania State*, on February 11, 1967, to Carol Emmel, at Pittsburgh, Pennsylvania.



TYPICAL CONVENTIONEERS await the beginning of the Seafood Jamboree held during the 26th Grand Chapter Congress at Biloxi, Mississippi.

New Grand Council Elected at Biloxi Convention

THE GRAND COUNCIL which will administer the affairs of Delta Sigma Pi during the next two years was elected by the delegates to the 26th Grand Chapter Congress at Biloxi, Mississippi. By an overwhelming margin, the incumbent 22nd Grand President, M. John Marko of Elizabeth, New Jersey, was re-elected to serve the fraternity. Other members of the Grand Council either continuing in office or newly elected to their positions are as follows: Director of the Eastern Region, H. Melvin Brown, of Bowie, Maryland; Director of the Southeastern Region, James R. Westlake, of Atlanta, Georgia; Director of the East Central Region, Andrew T. Fogarty, of Cincinnati, Ohio; Director of the Central Region, Thomas M. Mocella, of Palatine, Illinois; Director of the South Central Region, Max Barnett, Jr., of New Orleans, Louisiana; Director of the Midwestern Region, LaVerne A. Cox, of St. Cloud, Minnesota; Director of the Southwestern Region, Charles P. Foote, of Fort Worth, Texas; Director of the Inter-Mountain Region, Warren E. Armstrong, of Albuquerque, New Mexico; Director of the Western Region, R. Nelson Mitchell, of San Mateo, California; Past Grand President, Joe M. Hefner, of Lubbock, Texas; Director of Alumni Activities, Herbert W. Finney, of Pittsburgh, Pennsylvania; Director of Business Education, Ralph C. Hook, Jr., of Tempe, Arizona; Executive Director Charles L. Farrer, of Oxford, Ohio; and Executive Secretary, Ben H. Wolfenberger, of Oxford, Ohio. Sketches of each of these members of the Grand Council follow:

M. JOHN MARKO

Grand President

Returning to lead Delta Sigma Pi for another two years is a man who has demonstrated his competency in dealing with the affairs of the fraternity, as well as having exhibited a heartfelt dedication to its aims and ideals. From a charter member of Beta Rho Chapter at Rutgers University, where he earned a B.B.A.

degree, and was chapter president, he has gone on to serve as president of the North Jersey Alumni Club, District Director, and Director of the Eastern Region. Prior to his first term as Grand President, he has, in addition to serving on the Grand Council, served on many committees, including the Executive Committee. He has also served as Director and Vice President of the Delta Sigma Pi Educational Foundation of which he is currently still a director.

During the past two years, the fraternity has shown marked progress through his inspiration and leadership along with his aptitude to understand the needs of the fraternity, his ability to seek out solutions and develop forward moving objectives, and his steadfast efforts to bring them to pass.

Similar attitudes and efforts toward his profession have also earned him a highly successful career in many management executive capacities with the Western Electric Company, during which time he has earned an M.B.A. degree from New York University. He is currently completing a program leading toward a doctorate. Both efforts are examples of his recognition of the need to continually develop professional competency in one's chosen field. In addition, he is a member of several foundations, and learned

professional and business societies and associations, serving on a number of national committees in their interest.

John is also active in many civic, church, and college activities in the Metropolitan New York-New Jersey area. His activities and consequent recognitions for contributive effort are too numerous to list. Among the latter he prizes most the Silver Beaver Award from the Boys Scouts of America and the Distinguished Alumnus Award from Rutgers University.

CHARLES L. FARRAR

Executive Director

As the Executive Director, Charles is the administrative head of the fraternity. His experience began when he joined The Central Office staff in 1959 as a Field Secretary. He was promoted to Executive Secretary in 1961, and became Executive Director in 1965. The Fraternity continues to make great forward strides in all areas of activity under his guidance.

Initiated into Delta Sigma Pi in 1957 by Beta Psi Chapter at Louisiana Polytechnic Institute, he served his chapter as the DELTASIG correspondent, vice president and, later, president. Prior to entering Louisiana Tech, he served with the armed forces and was employed by the Olin Mathieson Chemical Company in Arkansas.

He is active in the Masons and is a member of the Methodist Church. Though time does not always permit, he enjoys visiting the chapters and alumni, and is seen at many fraternity functions across the country.



M. JOHN MARKO
Rutgers University
Grand President



CHARLES L. FARRAR
Louisiana Tech
Executive Director



BEN H. WOLFENBERGER
Texas Tech
Executive Secretary



JOE E. HEFNER
Texas Tech
Past Grand President

HERBERT W. FINNEY
University of Pittsburgh
Director Alumni Activities

RALPH C. HOOK, JR.
Arizona State University
Director Business Educ.

H. MELVIN BROWN
Johns Hopkins University
Eastern Region

BEN H. WOLFENBERGER

Executive Secretary

Ben joined The Central Office on August 1, 1965, as a Field Secretary and served in that capacity until January 1, 1967, when he was appointed Executive Secretary.

A native of Weatherford, Texas, he attended Weatherford Public Schools before entering service in 1957. Upon completion of active duty with the U.S. Army, he attended Weatherford Junior College and Texas Technological College, Lubbock, Texas, where he received the B.B.A. degree.

He was initiated by Beta Upsilon Chapter at Texas Tech in 1959, and served as its secretary for three terms, in addition to other capacities. He was also active in departmental organizations in retailing and marketing in the School of Business Administration.

After graduation, Ben was employed in Lubbock and Dallas, Texas, during which time he was a District Director and a member of Lions International.

JOE M. HEFNER

Past Grand President

Joe is one of our most dedicated members and after such a fine record as Grand President from 1963 to 1965, he hardly needs an introduction. In his twenty years of service to the fraternity, he has served in almost every position of leadership in the Fraternity from the undergraduate chapter to The Grand Council. Most of the scholarship and incentive programs of Beta Upsilon Chapter at Texas Technological College, where he

was a charter member, bear his name and were created by him. From the chapter, he moved to the founding of the Lubbock Alumni Club and served as its president. From the position of District Director, he moved to Regional Director of the Southwestern Region and on to the Grand Council, the Executive Committee, and Grand President.

His career as an agent and special representative of the American-Amicable Life Insurance Company began 17 years ago and his success is reflected in his membership in many insurance associations such as the Million Dollar Round Table and the Texas Leaders Round Table.

Joe, his wife Tommy, daughter Janie, and son Mike live in Lubbock, Texas, where they are active in their church, the Civic Lubbock Club, Red Raider Club, and the Tech Alumni Club.

With the re-election of Grand President Marko, Joe will continue to serve on the Grand Council as the immediate Past Grand President and the fraternity anticipates many more years of loyal and devoted service from him.

HERBERT W. FINNEY

Director of Alumni Activities

Herbert W. Finney becomes the first Director of Alumni Activities, by a unanimous decision of the recent Grand Chapter Congress. This position on the Grand Council replaces the Director at Large.

Herb is a lifetime resident of Pittsburgh, Pennsylvania, where he was initiated into Lambda Chapter at the University of Pittsburgh. Since that time he

has been active with the chapter through the years and has served in all capacities in the Pittsburgh Alumni Club. Prior to his election to the Grand Council, Herb was chairman of the Alumni Activities Committee from 1963 to 1967, a position he now automatically holds by being Director of Alumni Activities.

He was a special lecturer for three years at the University of Pittsburgh in the Certified Public Accounting Preparatory Course, and is a retired auditor of the Pittsburgh National Bank. He and his wife, Anna, are active in their church in Pittsburgh. He has also served for many years with the Republican Party in his area.

RALPH C. HOOK, JR.

Director of Business Education

Ralph returns to the Grand Council with his second full appointment as Director of Business Education, as this position continues to gain prominence in the fraternity.

Brother Hook received his B.A. and M.A. degrees from the University of Missouri and his Ph.D. degree from the University of Texas. Prior to joining the staff of Arizona State University in 1958, he served on the faculties of the University of Missouri, Texas A and M University, the University of Texas, and the University of Kansas City.

He was initiated by Gamma Omega Chapter in 1960, and has served as its chapter advisor. He became Director of Business Education in 1964, and has held that position on the Grand Council since that time. He was also the first Chairman of the Editorial Advisory Board of the Fraternity.



JAMES R. WESTLAKE
Georgia State College
Southeastern Region



ANDREW T. FOGARTY
University of Cincinnati
East Central Region



THOMAS M. MOCELLA
Northwestern University
Central Region



MAX BARNETT, JR.
Tulane University
South Central Region

At Arizona State he has been Director of Business Research and Services, Chairman of the Department of General Business, and Associate Professor and Professor of Marketing. He is also the co-owner of Hook Buick and Hook Truck and Tractor Companies of Lee's Summit, Missouri.

Other fraternal and professional associations include Beta Theta Pi and Beta Gamma Sigma Fraternities, Blue Key, Vice President of The American Marketing Association and The National Council for Small Business Management Development. He is also a member of the American Society of Training and Development.

He and his wife, Joyce, and their two sons live in Tempe, Arizona.

H. MELVIN BROWN

Director

Eastern Region

Having been elected as Director of the Eastern Region in 1965 to fill the unexpired term left by John Marko's election to Grand President, Mel returns to The Grand Council for a full four-year term of office. He has also served as District Director and Director at Large.

As a member of Chi Chapter at Johns Hopkins University, where he was initiated into Delta Sigma Pi, he served as social chairman and president. He was also the official chapter delegate to the 20th Grand Chapter Congress in Detroit, Michigan.

He is currently a Systems Accountant with the Department of Health, Education, and Welfare responsible for the Automatic Data Processing installations in

over 38 different locations throughout the United States. He is now completing twenty years as a government employee. Mel and his wife Ruth live in Bowie, Maryland.

JAMES R. WESTLAKE

Director

Southeastern Region

Brother Westlake was chosen in 1966 to fill the unexpired term of William N. Brown who resigned at that time, and has been elected to a full term as Director of the Southeastern Region.

Jim was initiated into Kappa Chapter of Delta Sigma Pi at Georgia State College in December, 1956, and served as chancellor. Since graduation he has continued to participate in Delta Sigma Pi activities in the Atlanta, Georgia, area and was appointed District Director before becoming Regional Director.

He attended the University of Missouri and holds the B.B.A. and M.B.A. degrees from Georgia State. In other activities, he is a member of Beta Gamma Sigma and Sigma Chi Fraternities; a Regional Director of the Society of Chartered Property Casualty Underwriters; Chairman of the Public Business Commission; part time instructor on the staff of Georgia State; member of the Board of Georgia State College Foundation and the Georgia State College Athletic Association; and a member of the Legislative Commission of the Atlanta Agents Association.

He is the State Representative from the 119th District in the State of Georgia, and as a legislator serves on the University System of Georgia Board, the In-

urance Commission, and the Audit, Enrolling and Engrossing Commission.

Jim is also president of Southern Agencies, Inc., and Great Southern Investment Company. He and his wife Joyce and four children live in Ellenwood, Georgia.

ANDREW T. FOGARTY

Director

East Central Region

Re-elected to a four year term as Director of the East Central Region is Andrew T. Fogarty who has served on the Grand Council since 1963. Andy is an alumnus of Alpha Theta Chapter, is a member of the Cincinnati Alumni Club, and has served as District Director. Initiated into Delta Sigma Pi in 1950, he served as president and was twice elected the official delegate of his chapter to the Grand Chapter Congress. He has also served as treasurer, vice president, and president of the Cincinnati Alumni Club, having been a founder of that organization. Andy holds his degree from the University of Cincinnati, and is pursuing his master's degree at Xavier University.

After completion of his military training he joined International Business Machines in 1957; was a sales assistant, senior marketing representative, and recently became the Special Marketing Representative for Insurance. As the outstanding salesman for IBM for the Midwest Region he was awarded a trip to Hong Kong. He, his wife, Rosemary, and their four children live in Cincinnati, Ohio.

THOMAS M. MOCELLA

Director
Central Region

Thomas M. Mocella, returning to the Grand Council for another four year term, is employed as Marketing Service Officer in the Marketing Services Department of the Harris Trust and Savings Bank, Chicago, Illinois, and is a member of the faculty of Northwestern University Evening Divisions, from which he received his B.S. in B.A. degree. While doing undergraduate study at Northwestern, he received the Delta Sigma Pi Scholarship Key, the Commerce Club undergraduate award, the Commerce Club degree award, the H. G. Wright Scholarship Award, and the Northwestern University Service Trophy. He was also president of the senior class.

During World War II he served with the U.S. Army for three years, and spent most of this time in the European Theater of Operations as a staff sergeant in the 79th Infantry Division.

He currently serves Northwestern University in the capacity of Educational Counselor, director of Delta Mu Delta Scholastic Fraternity of which he is a member, and member of the Northwestern University Alumni Council.

He is a past president of the Chicago Alumni Club of Delta Sigma Pi and a past president of the Deltasig House Corporation. He is the past vice president of the Chicago Junior Association of Commerce and Industry and received its distinguished service award as its outstanding member in 1958. In 1959, he was named one of Chicago's ten outstanding young men and was a nominee

for one of the ten outstanding young men in the nation. He is also a past president of the Commerce Club of Northwestern University.

Current affiliations are Director of the Mail Advertising Club of Chicago, President of the Chicago Financial Advertisers Club, American Institute of Banking, Chicago Passenger Club, Art Institute of Chicago, Chairman of Publications Committee of the Illinois Bankers Association, and member of the International Professional Display Association.

Tom and his wife Lois live with their three children in Palatine, Illinois, a Chicago suburb.

MAX BARNETT, JR.

Director
South Central Region

Max Barnett, Jr., returns to the Grand Council for another full four year term as Director of the South Central Region. He continues the service that began in 1952, when he was initiated by Gamma Mu Chapter at Tulane University. He was appointed to fill the unexpired term of Regional Director Roy N. Tipton in 1961, and was first elected to a full four year term in 1963. Prior to that he had served as president of the New Orleans Alumni Club and had been a District Director for the South Central Region.

The dedication, activities, and philosophy of Max can best be stated as that of service. He has been an officer of Kiwanis Youth Foundation, Tulane Association of Business Alumni, the Chamber of Commerce, Civic Council, Boy Scouts of America, Japan Society, Executives Club of Louisiana, Safety Council, Mus-

cular Dystrophy Association of America, Circle K, and many other civic and cultural groups in the Crescent City. In addition, he has twice received the Outstanding Young Man Award given by the Louisiana Junior Chamber of Commerce. He has also traveled to many European and South American countries.

After completing service with the U. S. Army in 1955, Max has been associated with Harry Hyman Tailors to the Trade, Inc., and Foster's Travel Service, both of New Orleans. Max lives with his mother, Mrs. Ruth Barnett, in New Orleans.

LAVERNE A. COX

Director
Midwestern Region

LaVerne continues his service on the Grand Council and the Executive Committee of the Fraternity, having been elected in 1965 after filling the unexpired term of Midwestern Regional Director, George Eide, in 1963.

As a member of the Faculty at Nebraska for several years and being an alumnus of Alpha Delta Chapter there, he was able to serve his home chapter for many terms as its advisor and has served on its housing corporation board. He has also been active with the Lincoln Alumni Club.

While at Nebraska, Brother Cox completed work on his Ph.D. and became Assistant Professor of Business Organization and Management in the areas of Information Systems and Data Processing. Recently, he was named Chairman of the Department of Management and Finance of the School of Business, St. Cloud



LAVERNE A. COX
University of Nebraska
Midwestern Region



CHARLES P. FOOTE
Texas Christian University
Southwestern Region



WARREN E. ARMSTRONG
University of New Mexico
Inter-Mountain Region



R. NELSON MITCHELL
Johns Hopkins University
Western Region

State College, St. Cloud, Minnesota, and assumed this position in the fall of 1967.

Prior to his association with education, he worked with The United States Treasury Department and The Federal Security Agency. He has also been active in the National Association of Accountants, and the Systems and Procedures Association.

CHARLES P. FOOTE

Director

Southwestern Region

Charles joins the Grand Council as the new Director for the Southwestern Region for a two year term, having served as a District Director in the region. His fraternal association began with his initiation as a charter member of Delta Upsilon Chapter at Texas Christian University.

Brother Foote received his B.B.A. and M.S. degrees from East Texas State. He holds the CPA Certificate in Texas; and is completing doctoral work at North Texas State University. He is a member of numerous accounting societies, including the American Accounting Association. He is also a member of Beta Gamma Sigma, Beta Alpha Psi, Phi Sigma Epsilon, Phi Delta Kappa, and Pi Omega Pi Fraternities.

Charles, his wife Glenna, and their children live in Fort Worth, Texas, where he is Associate Professor of Accounting at Texas Christian University, and where the family is active in its church and in many civic activities.

WARREN E. ARMSTRONG

Director

Inter-Mountain Region

Warren's service to the Fraternity began with his initiation into Gamma Iota Chapter at the University of New Mexico in 1950, where he served as chapter president. He attended his first Grand Chapter Congress in 1953, served as a District Director from 1954 to 1961, and has been president of the Albuquerque Alumni Club. He was elected Inter-Mountain Regional Director in 1961 and re-elected in 1965, and will serve on the Executive Committee in the coming biennium.

He has attended college at the University of Indiana, the University of Southern California, and the University of New Mexico. He is now president of Armstrong Chemical Company, Arm-

strong Building Maintenance Corporation, Contract Cleaners Supply, and Navajo Lake Estates. He also owns Armstrong-Perla Land Developers.

Warren, his wife Millie, and their three children live in Albuquerque, New Mexico, where he is a Mason and a Shriner, past president of the Shrine Air Patrol of New Mexico, a member of Lions International, and a member of the National Institute of Building Maintenance.

R. NELSON MITCHELL

Director

Western Region

Elected at the 25th Grand Chapter Congress, and continuing as Regional Director of the Western Region is R. Nelson Mitchell. Born in Aberdeen, Maryland, "Mitch" is an alumnus of Chi Chapter at Johns Hopkins University, where he held several offices including that of Chancellor, and chairman of several committees. Later, he moved to Chicago where he was actively associated with Beta Chapter and the Chicago Alumni Club.

After serving in World War II, he was transferred to San Francisco where he helped found the San Francisco Alumni Club, serving as its Secretary-Treasurer and later as its President. As a District Director, and subsequently as Regional Director, he has assisted in every Western Region installation and reactivation since 1946.

Mitch is Supervising Underwriter, Fidelity and Surety Division, of the Travelers Indemnity Company in San Francisco. He and his wife, Brownie, live in San Mateo, where he is active in his church and in Masonic activities. They have two children, both of whom are Peace Corps volunteers.



HOWARD HUGHES, son of Robert O. Hughes, Pennsylvania, receives the child's drawing prize presented by Executive Director Charles L. Farrar during the 26th Grand Chapter Congress Banquet.

DIVIDENDS

To Brother and Mrs. Gary S. Fawkes, Missouri, on November 25, 1966, a daughter, Jill K.

To Brother and Mrs. Edmund R. Wood, Southern Methodist, on July 18, 1966, a son, Barry Burke.

To Brother and Mrs. Charles E. Pullen, Missouri, on February 16, 1967, a daughter, Jane.

To Brother and Mrs. Henry W. Mattox, Georgia, on March 17, 1967, a son, Mason Lee.

To Brother and Mrs. Ronald Ludders, Eastern Illinois, on July 17, 1967, a son, Tory Edward.

To Brother and Mrs. Lawrence H. Hampton III, Texas-Arlington, on July 12, 1967, a girl, Laura Dawn.

To Brother and Mrs. Oliver H. Sweeney, Missouri, on March 24, 1967, a daughter, Jennifer Lynn.

To Brother and Mrs. Henry A. Panethiere II, Missouri, on April 9, 1967, a son, Henry A. III.

To Brother and Mrs. Jeffrey A. Phillips, De Paul, on April 9, 1967, a daughter, Lisa Ann.

To Brother and Mrs. Frank L. Sibr, Jr., Drake, on July 19, 1967, a daughter, Marlene Francis.

To Brother and Mrs. John B. Carpenter, Michigan, on April 11, 1967, a son, Timothy John.

To Brother and Mrs. William L. Ashby, Arizona, on August 9, 1967, a daughter, Sandra Lynn.

To Brother and Mrs. Kenneth M. Briggs, Oklahoma, on May 26, 1967, a son, Michael Lance.

To Brother and Mrs. Marlin Y. Evans, Shepherd, on January 3, 1967, a daughter, Brenda Yvonne.

To Brother and Mrs. Alan W. Arend, Cincinnati, on March 23, 1967, a son, David William.

To Brother and Mrs. James C. Dumville, Georgetown, on May 24, 1967, a son, Kevin Curtis.

To Brother and Mrs. Everal G. Parmenter, Sacramento State, on July 26, 1967, a son, Edward Gary.

To Brother and Mrs. Paul E. Maxwell, South Carolina, on June 14, 1967, a son, Teddy.

To Brother and Mrs. James M. Lane, Drake, on December 9, 1966, a daughter, Lesley Ann.

To Brother and Mrs. Ronald J. Patten, Colorado, on April 12, 1966, a daughter, Charlene Denise.

To Brother and Mrs. W. L. Prather, Texas, on April 9, 1966, a daughter, Kristin Ann.

To Brother and Mrs. James Lee Leopold, Missouri, on June 24, 1966, a daughter, Patricia Elizabeth-Jean.

To Brother and Mrs. Harold Leach, Michigan State, on December 19, 1965, a daughter, Cynthia Louise.

To Brother and Mrs. Bruce G. Lokey, Texas Tech, on August 15, 1966, a daughter, Jennifer Marie.



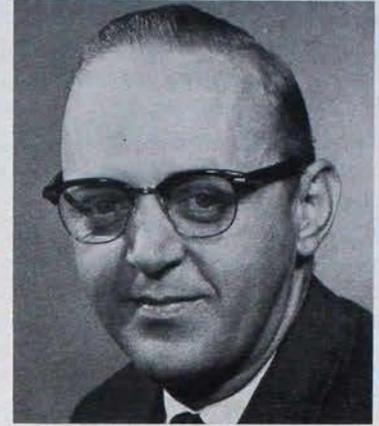
Through the Eyes of an Educator

The Business School's Relation to Business

by

F. VIRGIL BOYD

F. Virgil Boyd is the dean of the School of Business Administration at Loyola University, Chicago, Illinois. Born at Livermore, Iowa, he attended Iowa State Teachers College and Northwestern University where he received his B.A. and M.B.A. degrees, respectively. Prior to being named dean at Loyola, Brother Boyd taught at Northwestern University and was Associate Dean of the School of Business there. He was initiated into Delta Sigma Pi by Zeta Chapter while at Northwestern University.



HOW DO WE DEFINE "business" today? What is the role of the business man in today's society? A century ago this kind of question might easily have been answered, but in today's society the breadth of activity and responsibility thrust upon the business man makes a definitive description most difficult. He is expected to be a leader in political, social, and economic affairs of the community as well as an informed and effective administrator of a business.

Without question the expanded role of the business man has posed a real challenge to business education. To train young people for the breadth of activity which they will face in the business world, schools must provide education in a variety of areas which are ordinarily not associated with the academic areas of business. To do this in a meaningful way the schools must possess resources not only of high quality but of many different types. Even with the resources schools may find it most difficult to weave together various areas so that the student acquires an education which is meaningful and relevant in today's society.

Certainly no one would question that education for business must include a study of the many interrelated aspects of our society. History, economics, sociology, and political science are a must for the student of business. English, speech and mathematics are essential for communications. Some appreciation of the impact of technology and other environmental factors is also a must in today's changing world. All of these typi-

cally fall in the liberal arts portion of the curriculum. It is unnecessary to mention the areas of business which any one entering business should study. Within universities it is possible to draw upon the faculties of other colleges to teach in these various areas. However, the question remains whether in this academic setting the span of subjects can be woven into education which is relevant to business.

Many attempts have been made to use a variety of vehicles to provide integrated programs. Cases, team teaching, and interdisciplinary courses are a few of the methods which have been employed. Some of these have been most helpful in bridging the gap between the academic and the real world, but much remains to be done. Too often the professor is a specialist in an area, and he finds it difficult to offer material in a different context. The political scientist is much more comfortable teaching those aspiring to become political scientists than he is in providing students of business with an insight into the impact of the political climate upon business.

Certainly the specialist can and does contribute a great deal, but perhaps schools might look to closer ties with business as another means for developing relevancy in programs. After all the business man of today operates in a world in which he must carefully appraise the social, political, and economic environment. Through such ties education for business may not only be improved, but much might be done to correct miscon-

ceptions of the role of the businessman in today's society.

Schools have been relatively unsuccessful in developing effective programs of cooperation. Frequently the relationship is viewed as window dressing. Students are suspicious of a business man who is overly enthusiastic about his company. They view his remarks as an "oversell" and insincere view of what business is really like. Students quickly recognize and disregard the purveyor of platitudes. On the other hand students just as quickly recognize the individual who "levels" with them, one who finds his work exciting but who is willing to discuss problems as well as rewards. They can sense the value of remarks of some one who is "playing the game for real" if this person is sufficiently candid to allow them to learn.

Although there is much to be done, there have been several successful approaches to developing some effective means of cooperation. For example, an organization known as the Chicago Business Industrial Project provides groups of students with the opportunity to spend a weekend with several businessmen to discuss current issues facing business. Some schools, with the cooperation of businesses, have arranged for students to explore business problems which currently face these companies and to present possible solutions to representatives from these companies. In working on these "live" cases students are allowed the

(Continued on page 19)

Delta Sigma Pi Enters the State University of New York at Albany

ON APRIL 15, 1967, the second chapter of Delta Sigma Pi was installed at the State University of New York, this time at Albany. Alpha Kappa Chapter was the first chapter to be installed at the State University of New York at Buffalo nearly 42 years ago, although at that time it was known as the University of Buffalo. Zeta Psi Chapter at Albany thus becomes the 146th chapter of Delta Sigma Pi and the eighth chapter of the Fraternity in the State of New York. Other chapters in New York are Alpha Chapter, New York University; Alpha Kappa Chapter, State University of New York at Buffalo; Gamma Chi Chapter, St. Bonaventure University; Delta Lambda Chapter, Ithaca College; Epsilon Lambda Chapter, Rochester Institute of Technology; Zeta Omicron Chapter, C. W. Post College and Zeta Chi Chapter, Manhattan College.

The program for the day took place on the newly completed campus of the university, with activities centering in the campus student center and the nearby Humanities Building. Registration for members and guests began at 10:30, followed by a tour of the campus. Lunch found the group gathered informally in the campus student center dining room, with the informal and formal ritualistic ceremonies following in the Humanities Building.

National officers present for the installation were: Grand President M. John Marko, *Rutgers*; Executive Secretary Ben H. Wolfenberger, *Texas Tech*; Regional Director H. Melvin Brown, *Johns Hopkins*; and District Director Donald A. Groene, *New York*. Assisting delegations were also present from Alpha Chapter, New York University; Gamma Chapter, Boston University; Delta Kappa Chapter, Boston College; Delta Lambda Chapter, Ithaca College; Delta Psi Chapter, Suffolk University; Zeta Omicron Chapter, C. W. Post College; and Zeta Chi Chapter, Manhattan College. Also assisting were the following State University of New York at Albany faculty members: Chapter Advisor, Harold L. Cannon, *Chico State*; Co-Advisor Frank W. Kolmin; *Ithaca*; and Robert L. Miller, *Drake*.



GRAND PRESIDENT M. John Marko is shown here presenting the Zeta Psi Chapter Charter to President Fred Wander.

In the evening, the installation banquet program was opened by Regional Director H. Melvin Brown, who served as toastmaster. F. Barry Haber, the assistant dean of the school of business, offered the invocation. Greetings from the university to members and guests were extended by Dr. Milton C. Olson, the dean of the school of business. Fred B. Wander, vice president of Alpha Sigma Upsilon Fra-

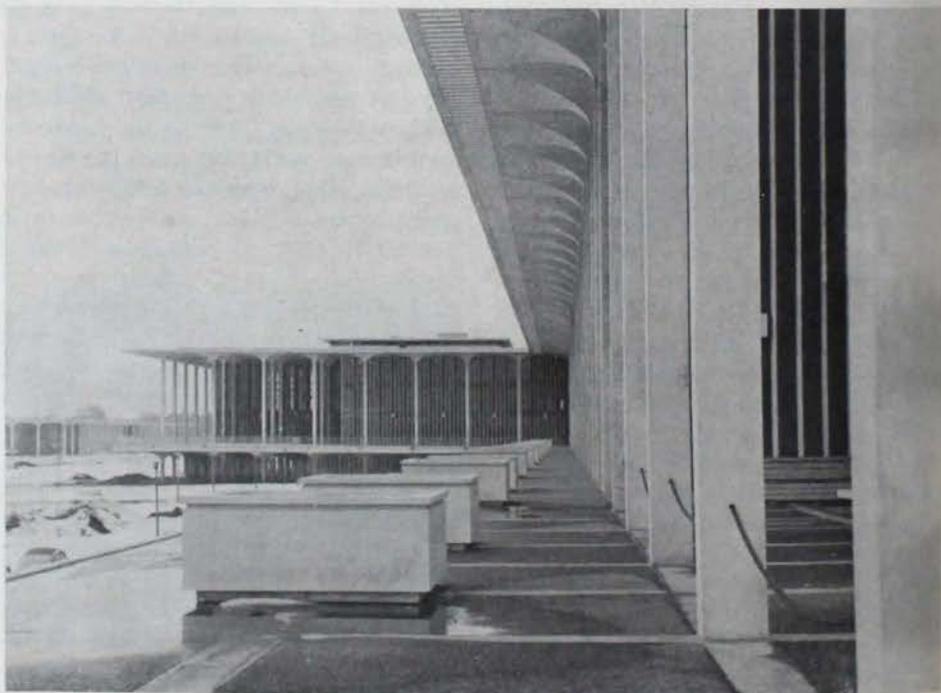
ternity, then presented a history of the school of business, and was followed by Randolph Kundmueller, historian of the local fraternity, who presented a history of Alpha Sigma Upsilon.

Grand President M. John Marko then presented the charge and charter to Zeta Psi Chapter. Accepting the charge and charter on behalf of the members was Jeffrey H. Warner, president.

Concluding the ceremony, Executive Secretary Ben H. Wolfenberger extended fraternal greetings from Founder Harold V. Jacobs, Grand Secretary—Treasurer Emeritus H. G. Wright, several past grand presidents, other national officers, alumni clubs, and chapters across the nation.

History of the State University of New York

The State University of New York was created by the Legislature of the State of New York in 1948. It is composed of four University centers located at Albany, Buffalo, Stony Brook, and Binghamton, which include two medical centers and a Graduate School of Public Affairs. There are also 23 state colleges of which



SHOWN HERE is the Academic Podium of the new campus of the State University of New York at Albany where Delta Sigma Pi recently installed its 146th undergraduate chapter.



THE UNUSUAL architecture of the State University of New York at Albany is shown here.

17 are two year colleges and six are four year colleges.

The State University is governed by a Board of Trustees who are appointed by the Governor. Each college and center is locally administered. In addition, the State University works with locally sponsored community colleges. The State University of New York has the second largest student enrollment in the country.

The present State University of New York at Albany was founded in 1844 as a Normal School whose purpose was to train teachers for the public schools of New York State. In 1890 it was granted status as a Normal College by the State Board of Regents and thus became the first normal college in the state.

The College was given the power to grant Bachelor of Arts and Bachelor of Science degrees in 1905.

On April 1, 1949, the New York State College for Teachers became part of the State University system. With the formation of the State University of New York, the administration for the Albany campus was placed in the hands of the Trustees of the State University. Ten years later, on September 1, 1959, the Trustees changed the name to State University of New York College of Education at Albany. Two years later the College of Education became the State University College at Albany. In August 1962, the name was again changed to the State University of New York at Albany.

The State University of New York at Albany is a modern university center. It

presently contains several schools within its structure. It has emerged from a pure teacher training institution to a university granting Bachelor of Arts and Bachelor of Science degrees. Masters and Doctorate degrees are also awarded.

Aside from its academic distinction, the new campus of the State University at Albany is getting national acclaim. The \$100 million complex, designed by Edward Durell Stone, is based on a centrally located academic podium. At each corner of the podium there is a residence hall complex. Each complex includes a dining hall, eight low rise, three story units, and a 23 story tower. The total number of residents in a quadrangle is approximately 1200. In addition, there is an infirmary with both in-patient and out-patient facilities and a physical education building.

The School of Business

The State University of New York at Albany was first established as a Normal College by the New York State Board of Regents in 1890. In 1904, the college began a curriculum in business. In 1905, the college was empowered to award the Bachelor of Arts and Bachelor of Science degrees.

The purpose of the curriculum was to prepare students to teach in the public schools. In performing this function, the Department of Business was established to fulfill the need for business teachers in the secondary schools. The school underwent some changes in name, and in Au-

gust, 1962, emerged a university center within the State University of New York complex. The School of Business was established at that time. In September, 1962, the program in business, previously limited to students preparing to teach, was opened to students with other educational objectives. At Albany, the theory of education has always been to provide a liberal arts background along with a highly developed proficiency in one area of concentration. Although the School of Business now provides the business world with a steady flow of highly capable talent, it hasn't neglected its teacher education.

The School of Business provides programs leading to undergraduate degrees in several basic areas. These include business administration, business and distributive education which includes courses in management, accounting, finance, law, marketing, economics, office administration, industrial social psychology and business and distributive education.

On the graduate level, the Master of Business Administration program provides areas of concentration in general management, accounting, marketing research, office administration, management science, personnel and industrial relations and marketing management.

The School of Business will be moved to one of the most complete facilities for education in the country when it takes its place on a completely new and greatly expanded university campus in 1967. The new facilities will feature closed circuit television, amphitheatres for large group lectures, and management, marketing, and office machine laboratories, as well as fully equipped seminar rooms. A modern computer center will supply services which will be a part of many business courses. These facilities will be occupied by the School of Business in September, 1967.



THIS SIGN greeted the national officers and guests as they arrived for the installation of Zeta Psi Chapter at the State University of New York at Albany.

History of Alpha Sigma Upsilon

In early January, 1966, a group of Deltasigs on the faculty saw the need for the establishment of a professional business fraternity on the campus of the State University of New York at Albany to supplement the expanding scope of the School of Business. As a result, Brother Harold L. Cannon corresponded with The Central Office to inform us of their intention and to seek promotional material for this purpose.

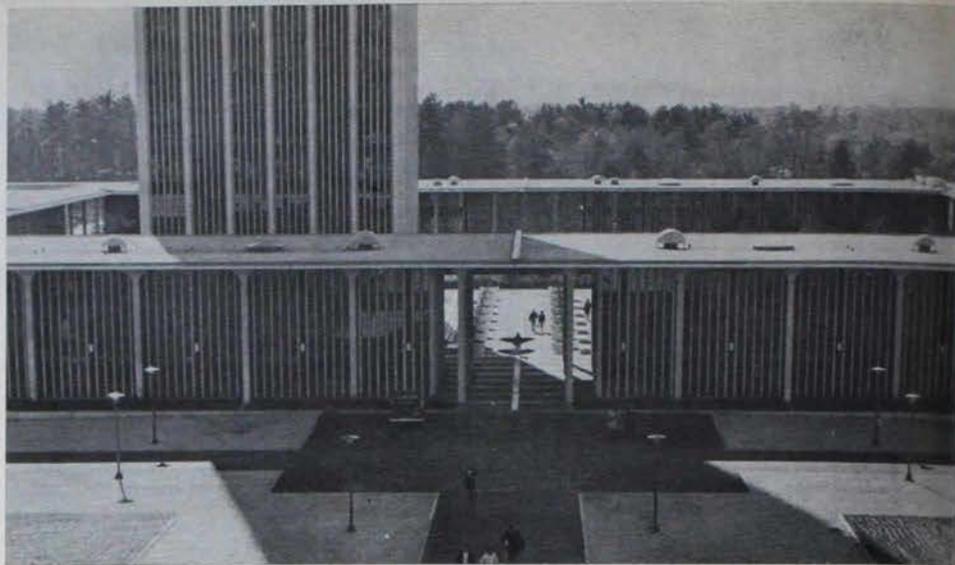
An ad hoc committee consisting of Dean Milton C. Olson, Dr. H. Lee and Brothers Roy A. Klages, J. Robert Miller and Harold L. Cannon was formed with Brother Cannon being named chairman.

The committee formed a list of all eligible students and on March 22, 1966, an informal meeting of the interested students and faculty was held. Brother Gordon Nelson, vice president of the State Bank of Albany, spoke to the group on the merits of a professional fraternity and of his experiences with Delta Sigma Pi. In late March a nominating committee was selected and arrangements were made for the election of officers to take place at the next meeting.

At the April meeting a slate of officers was elected. President Jeffrey Warner appointed various committees, one of which was assigned the duty of investigating the professional fraternities in business administration. These committees



A TYPICAL DORMITORY on the new multi-million dollar campus of the State University of New York at Albany is shown here. The campus consists of four of these dormitories which are surrounded by the academic buildings.



ONE OF THE dormitories surrounded by the academic buildings at the State University of New York at Albany is viewed here.

worked on bylaws and made arrangements for speakers from the various fraternities.

In May, the members of Alpha Sigma Upsilon voted to seek affiliation with Delta Sigma Pi. During the summer Grand President Marko met with the Executive Committee of Alpha Sigma Upsilon and assisted them by making helpful suggestions for planning their program and writing and submitting their petition to Delta Sigma Pi. Tentative plans were made for fall rush and pledging activities. Committees were also appointed to work on the petition.

Typical of the professional program of Alpha Sigma Upsilon is the one planned for the spring semester. On February 15, the members held a meeting with a representative of the International Electrical Workers union. In March the topic was the taxpayer, a very appropriate subject delivered by Mr. M. R. Killigan, a private tax consultant. Opportunities in insurance was the topic of the April meeting which featured Mr. John Ferron of the Aetna Life Insurance Company. The final program of the current academic year will be a discussion on banking and finance by Mr. Marshall Goldman, a local banker.

On Saturday, April 15, 1967, the brief history of Alpha Sigma Upsilon ended and the beginning of Zeta Psi Chapter of Delta Sigma Pi began when the following undergraduates and faculty members were initiated as charter members of Zeta Psi Chapter of Delta Sigma Pi: Jeffrey H. Warner, Fred B. Wander, Ross M. Kaufman, David H. Brady, William E. Russell, Paul R. Bailey, Michael D. Beebe, Larry E. Borsa, Richard P.

Brown, Richard W. Buley, Frederick E. Burlison, Richard J. Cunniff, Lawrence P. DeGrechie, Stephen E. Doling, Daniel S. Dubin, Lee A. Dunn, Dean W. Finch, Charles F. Foote, John G. Forbes, Michael Ginsburg, Martin J. Goldband, Richard G. Gray, Michael S. Graziade, Robert B. Gregory, Thomas E. Guthrie, Jacob E. Halpern, Jeffrey P. Kaplow, Mitchell Kloder, Gary J. Kochem, Randolph J. Kundmueller, Steven F. Ladin, Terry E. Lyon, Peter G. Merrill, Carl D. Miller, Gary Oberlander, Paul W. Patricca, Douglas J. Peet, Robert Platner, Paul A. Reichelt, Dennis A. Richardson, Eugene Reohr, Howard V. Safran, Joel E. Schweitzer, Vincent R. Valicenti, Kenneth A. Zulla, Henry J. Binzer, John E. Carlock, Regis P. Deuel, Roswell E. Fairbank, Hugh T. Farley, Franklin B. Haber, Reno S. Knouse, Hak C. Lee, Albert C. Mossin, Milton C. Olson and Irving H. Sabghir.



CHARLES L. FARRAR, Executive Director, receives a pleasant surprise at the 26th Grand Chapter Congress Banquet when he is presented a certificate of appreciation from the Grand Council by Past Grand President Joe M. Hefner.

Where Do We Stand Today?

Dr. Alton Ochsner
Honorary Member at Large

THE LIST OF 11 distinguished former honorary members at large of Delta Sigma Pi makes me realize even more how little I deserve this signal honor. Never has such a galaxy of successful business executives been chosen. I am additionally honored because I am the first physician to receive this great distinction. For almost half a century my efforts have been directed primarily in the health field, particularly in education, research, and the care of the sick.

The purposes of Delta Sigma Pi, set forth in 1914 when the nationalization of your fraternity began, are impressive indeed: "Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community." With such goals it is no wonder that Delta Sigma Pi has progressed so far and assembled such an eminent membership. I am indeed fortunate to have been chosen an honorary member at large.

Since it is a professional business fraternity, one may wonder why Delta Sigma Pi is honoring a physician. I would like to think that it is because, in addition to my intense interest in good medical care, and education and research to further improve that care, for many years I have believed that everyone, and particularly physicians, should actively participate in cultural and civic affairs. This, obviously, is "old stuff" to you, because 53 years ago you proclaimed your intention "to further a higher standard of commercial ethics and cultural and civic and commercial welfare of the community." Regrettably, physicians are sometimes derelict in their cultural and civic duties because it is difficult for them to budget their time, since illness does not follow a schedule. Too often, however, I fear this is used as an excuse not to do one's duty. The physician's lack of participation is particularly regrettable because he, as a result of the high esteem with which he is held by his patients, is able to influence them in their civic and cultural thinking. The eminent medical educator, Archdall stated, "All men have the opportunities of influencing for good or for evil those with whom they

come into daily contact; their example and precept do not pass unheeded. Medical practitioners have larger opportunities than the majority of other men; they are brought into intimate relationship with the sick and the suffering at a time when the minds of the latter are receptive, when force of character can make lasting impressions; they are regarded by those who are ill as beings, intensely human, who may be used as a tower of refuge in time of trouble." Patients respect and admire their physician, who acts as a counselor not only in medical but also in civic affairs.

For some time many of us have been concerned about the increase in socialistic tendencies in this great nation of ours, which became great because of the free enterprise system established by our forefathers. Another monster which is endeavoring to destroy us is communism. With the passage of the Medicare act, socialism was given great impetus. I believe that the medical profession is probably more responsible for this legislation than any other group, because we did not propose a better plan until it was too late. Everyone, and particularly physicians, want good medical care for everybody. In fact, until the community or nation provided for it, the indigent were willingly treated by physicians without charge. The medicare program is helpful to physicians because they are now paid for services they previously rendered without charge. I am concerned, however, not about what this program will do to me as a physician, but what it will do to all of us as citizens and taxpayers. If medicare applied only to those unable to pay for medical care, it would be ideal. But for it to include everyone, regardless of ability to pay, could be fiscal suicide.

If there is any doubt in one's mind about what will happen, one need only observe what has and is happening in Great Britain, a relatively homogeneous and naturally law-abiding nation, as exemplified by the fact that the British queue up and, when restrictions are imposed, such as rationing, they strictly ad-

here to them. Because of the abuse of the National Health Act, the financial stability of Great Britain is in jeopardy, and medical care has deteriorated because of overcrowding of hospitals. In 1965, 100,000 patients awaited admission to hospitals for elective operations. Only one small hospital has been erected since the second world war. Although the estimated cost was less than 200 million dollars a year, in 1965 the actual cost was 2 billion dollars for care of 50 million people. How frightening it is to envision what will happen to our already over-extended national fiscal economy from abuse of the medicare program in our nation of conglomerate peoples, many of whom want everything they can get for nothing.

Another much more remote example is what happened to the brilliant Roman Empire two thousand years ago. Marcus Tullius Cicero stated before the Roman Senate, "We are taxed in our bread and our wine, in our incomes and our investments, on our land and on our property, not only for base creatures who do not deserve the name of man, but for foreign nations, for complacent nations who will bow to us and accept our largesse and promise to assist in the keeping of the peace—these mendicant nations who will destroy us when we show a moment of weakness or our treasury is bare, and surely it is becoming bare." How true this utterance is today!

It has distressed me to witness how our image in our sister American countries of Latin America has deteriorated during the past 40 years. On my early visits to Latin America, my friends there would say, "Why do you want us to like you? We will never like you because you are big and powerful and we are small and poor, but we respect you." Unfortunately, although our foreign aid programs have been well intended, because of mishandling in many instances, they have been actually harmful rather than beneficial. Also, it is well known that one cannot buy friends; it is disheartening to see how India to whom we have sent billions in aid, particularly food, turned



FIELD SECRETARY Don Vickstrom and Executive Secretary Ben Wolfenberger greet delegates and guests during the Grand President's Reception at the 60th anniversary convention of Delta Sigma Pi.

against us in the recent Middle East crisis. Cicero further told the Roman senate: "We are taxed to maintain legions on their soil—We keep them in precarious balance only with our gold. Is the heart-blood of our nation worth these?—They take our very flesh, and they hate and despise us. And who shall say we are worthy of more?" How prophetic, two thousand years later, are these words concerning our nation and friends to whom we have given vital assistance in the last two wars and who have been greatly benefited by our support of NATO.

In another session before the Roman senate, Cicero orated, "I tell you that freedom does not mean the freedom to exploit law in order to destroy it. It is not freedom that permits the Trojan Horse to be wheeled within the gate—He who is not for Rome and Roman law and Roman liberty is against Rome—He who plots against established authority and incites the populace to violence is against Rome—We cannot be for lawful ordinances and for an alien conspiracy at one and the same moment."

The senseless flag burning and selective service card burning are examples of lawlessness. If the word *Roman* were replaced with the word *United States* in Cicero's speech, it would describe accurately prevalent conditions in our great nation. The Stokely Carmichaels, and Martin Luther Kings, who, under the guise of civil rights and peace, incite race riots, had their counterparts in Cicero's time. H. Rap Brown, who succeeded Carmichael as chairman of the Student

Non-violent Coordinating Committee, stated in the June 10 issue of the *National Guardian*, "Not only the urban ghetto may explode, black America in total is ready to explode. We feel America is headed toward a race war and it becomes our responsibility to make black people aware of this—We feel that college students are the answer to our resource problem in SNCC—and we are going to step up our campus program." Could anything be more comparable to anarchy than such statements? To paraphrase Cicero, he who is against what the United States stands for, is against the United States.

Cicero continued before the Senate, "Though liberty is established by law, we must be vigilant, for liberty to enslave is always present under that very liberty. Our Constitution speaks of the 'general welfare of the people.' Under that phrase all sorts of excesses can be employed by lusting tyrants to make us bondsmen."

Justice Millard F. Caldwell of the Florida Supreme Court succinctly observed concerning this last statement, "That language must remind us of the incursions upon established law by the Supreme Court in the name of 'general welfare.'" As the result of the recent Supreme Court ruling, the criminal is frequently given more consideration than the victim.

A few months ago I was in the Far East as a consultant of the Surgeon General of the Air Force. I had the opportunity of meeting a number of the justices of the Supreme Court of the Philippines at a luncheon given in honor of one of



DISTRICT DIRECTOR, Monroe Landreth, his little yellow dog, Southeastern Region delegates, and hostesses ham it up during the Plantation Party at the recent 26th Grand Chapter Congress.



WIVES AND CHILDREN of convention delegates along with some of the men tour the House of Treasure on a rainy day during the 26th Grand Chapter Congress.



A FEW GRIM faces were mixed with the smiles until the big winners were known at the Las Vegas party during the 26th Grand Chapter Congress.

them who is to become president of the World Court. These gentlemen are extremely interested in our code in Louisiana, which is based on the Napoleonic code as is theirs. It is, in fact, the only one in the United States based on the Napoleonic code. During the discussion one of the justices stated that in the Philippines, "the raped is given more consideration than the raper." It is obvious to me from this discussion they disapproved of some of the decisions handed down by our Supreme Court.

Later, when it had been decreed that Cicero was to be exiled from Rome he stated, "You have succeeded against me. Be it as you will, I will depart—For this day's work, Lords, you have encouraged treason and opened the doors to free the traitors. A nation can survive its fools and even be ambitious. But it cannot survive treason from within. An enemy at the gates is less formidable, for he is known and he carries his banners openly against the city. But the traitor moves among those within the gates freely, his sly whispers rustling through all the alleys, heard in the very halls of government itself. For the traitor appears no traitor; he speaks in accents familiar to his victims, and he wears their faces and their garments, and he appeals to the baseness that lies deep in the heart of all men. He rots the soul of a nation; he works secretly and unknown in the night to undermine the pillars of the city; he infects the body politic so it can no longer resist. A murderer is less to be feared. The traitor is the carrier of the plague. You have unbarred the gates of Rome to him."

Two thousand years later the United States of America is confronted with the same problem. Our enemies today, both within our country and without, are

communism and complacency. Although most Americans consider communism a possible threat, they are really not concerned about it because they think it can never affect us. One need not speculate what the communist aims are, because the communists have, both by written and spoken word, vowed to destroy the free world and replace it with global communism. They have no five or ten year plan; in fact, they care not how long it will take, but they are determined, no matter how long it takes, to succeed. I believe that today we are living in the most critical period in our history.



THE DIAMOND BADGE of Delta Sigma Pi, a treasured remembrance of the 26th Grand Chapter Congress, is received by Edgar L. Walker, Jr., Auburn, from Executive Director Charles L. Farrar.

In spite of our great resources and wealth, we are rapidly becoming fiscally insolvent. Concurrently, we are putting much emphasis on leisure, which if wisely used, is desirable but if not, can breed discontent and boredom. Because we

have been the victors in every war in which we have been engaged, we have become complacent about danger. In fact, today our attitude is comparable to that of the Romans two thousand years ago. Even closer to home, it compares with that of the Cubans 15 years ago before Castro came into power. The Cubans did not fear communism because they knew it could not happen to them. Many of us also believe this, because communism is supposed to breed in poverty, which is indeed a fallacy. Communists are not desirous of converting the bankrupt nations; they want those with affluence and power. The Cuban economy was the highest of all Latin American countries; they had good labor laws, and were happy and devout Catholics, a religion which is the antithesis of communism. Castro repeatedly denied that he was a communist, professing to being a good Catholic. Disregard for the truth is an admitted communistic trait.

In the United States today probably most people who consider themselves well informed about world affairs honestly believe that communism is no threat to us. This complacency is our greatest hazard, as was the traitor to Rome two thousand years ago. Associated with many of the riots, both on campuses and in race demonstrations, are communistic agitators. The riots and demonstrations have been carefully planned with the idea of fostering race prejudice. On July 1, 1967, in the New Orleans *States-Item*, George S. Schuyler, a prominent Negro newspaperman, deplored the activities of some Negro leaders: "the Rev. Dr. Martin Luther King, the Nobel Peace Prize



DELEGATES AND THEIR families pause briefly for the photographer before invading the Seafood Jamboree at the 26th Grand Chapter Congress.



FOUNDER HAROLD V. JACOBS receives the bronze Coat of Arms of the Fraternity from Grand President M. John Marko, commemorating the opening of the 60th Anniversary Celebration at the 26th Grand Chapter Congress of Delta Sigma Pi.

winner who always leaves turmoil in his wake" and many others even more militant. According to their activities Schuyler stated, "While they palavered, the insurrections they could not control continued, the mobs and the cops exchanged gunfire in 30 cities, colored and white men were killed and wounded. Guardsmen with fixed bayonets, steel helmets and tear gas patrolled bedeviled Negro districts, arsonists gutted businesses, and enough plate glass was shattered to re-pane the United Nations headquarters in New York."

Justice Caldwell, in commenting on the situation today, stated, "I am not sure where this country is going nor what life in America will be like five, ten, fifty years from now. But it is clear that the old idea of obedience to law, public thrift and common honesty, the old laws of supply and demand, the old concepts of local self government and individual responsibility have been discarded.

And it staggers the imagination to contemplate the changes which have occurred in the last 30 years. Our manner of government and our way of life are, for the United States, new and novel, with little in common with what has gone on before. Our forefathers would be astounded by the insidious encroachments of centralized government in our every day life."

Approximately eight years ago, a group of us started an anticommunistic educational organization, the Information Council of the Americas (INCA), to try to prevent the further takeover of Latin American countries by communism. Because of our proximity to Cuba—which we had believed would never become communistic, but did—we thought that the other Latin American nations should be alerted about the threat. During this period of time we sent to 130 radio stations in 15 Latin American countries narrations (called truth tapes) by Cuban refugees in all walks of life. Many were former supporters of Castro. These broadcasts have been effective in alerting the Latin American nations and are credited with having

helped to prevent the communistic takeover in Venezuela nearly four years ago, and in Chile about three years ago. In the latter instance we were fortunate in having a recording by Juanita Castro, Fidel's sister, which is one of the most powerful recordings I have heard. For a female member of a Latin American family to go against her family is almost unheard. Juanita, who originally thought her brother was a liberator, became convinced of the harm he was doing. His refusal to give their mother a Christian burial was the straw that broke the camel's back.

Many people wonder about the necessity for a private organization such as



THE PEARL BADGE of the Fraternity is awarded by Executive Director Charles L. Farrar to a very happy Dorothy Stauffer, wife of Robert M. Stauffer of Baltimore, Maryland during the 26th Grand Chapter Congress Banquet.

INCA, because they think it should be our government's duty to combat communism, alone. There are several reasons why this is unsound thinking. Unfortunately, in the past our State Department has been infiltrated not only with communists, but also with anti-anticommunists, who often produce the same effect. Under such circumstances, our government could not do what we as individual citizens could do. Clever communistic propaganda through the years has depicted our country as an imperialistic, selfish nation which exploits every opportunity it has. As a result, anything that is done by representatives of our government is looked upon with suspicion, and the inevitable result is immediate resistance to it. This is why INCA was so effective in distributing the Juanita Castro recording, because INCA is private. Had the CIA used it as a part of their program, it would have immediately been negated. Since, however, it was released and sponsored by INCA, this effect did not result.



GRAND COUNCIL MEMBERS Andrew T. Fogarty, Thomas M. Mocella, and Charles I. Sutton accept bets from the women during the horse races at the 26th Grand Chapter Congress.

Every citizen in this country must be alerted to the danger of communism. The race riots, campus demonstrations, looting, and arson all tend to cause distrust and class distinction, which is a preliminary to revolution. Equally as important is the undermining of our fiscal stability, which will make us impotent as a nation, even without takeover of the government.

More recently, attempts have been made to undermine our government intelligence agencies (CIA and FBI). Immediately after the assassination of President Kennedy, a number of books were published by authors whose backgrounds are closely allied with the Communist Party, trying to undermine the validity of the Warren Commission Report. Probably no investigation has been so thoroughly conducted, completely documented, and viciously attacked as the study by the Warren Commission. Although one can question some of the omissions (this is true of every investigation), the critics of the Warren Report have been unable to disprove the central conclusion of the report. Even though such critics as Thomas Buchanan, Mark Lane, and Harold Weisberg have made a great deal of money from their efforts, they have not exonerated Oswald or shifted the blame to the anti-communists. Unfortunately, however, their criticism has instilled doubt in the minds of a number of people. Their accusation that the CIA was involved in the plot produces the exact effect the communists wanted to produce, suspicion—to undermine and destroy confidence in our own government, particularly the CIA and FBI. Without the CIA, America would be defenseless abroad against subversion and espionage. Without the FBI, riots would destroy our nation in weeks. It is preposterous to think that an intelligence agency of our government would plot to assassinate our President, but it is quite reasonable to believe Castro would incite such an act.

The Information Council of the Americas incidentally exposed Oswald as a communist. He was in New Orleans acting as an agent for a Cuban communist front, called "The Fair Play for Cuba Committee," which he represented in a debate on a radio program in New Orleans. Ed Butler, the executive director of the Information Council of the Americas, exposed Oswald as a defector to Russia, which he had previously denied. Because of this Oswald was discredited, left New Orleans, and went to Mexico.



EDWARD G. MAIER, of *De Paul*, accepts the undergraduate attendance trophy on behalf of his chapter from Executive Director Charles L. Farrar.

In the files of the Information Council of the Americas are letters from Oswald to the Communist Party-U.S.A. saying that he was leaving New Orleans because his exposure here as a communist made him no longer effective.

Another activity of the Information Council of the Americas is production of a documentary film entitled "Hitler in Havana." This is made of films smuggled out of Cuba by Castro's own photographer, who defected. It compares events in Germany under Hitler's regime with those in Cuba today under Castro, and has been sponsored throughout the nation on television by the Schick Safety Razor Co.

INCA files are filled with evidence linking Castro to urban guerilla warfare, which raged in American cities this Summer. It is exactly like the earlier campaign to violate Venezuela. Some people are trying to minimize Communist involvement, claiming "hot weather" or "poverty" triggered this campaign, which "just happened" to coincide with Castro's 26th of July celebrations. This is like blaming drafts for pneumonia, and then rushing about sealing all the cracks and crannies, while a patient dies. Make no mistake, Castro directed, coordinated, and controlled the current outbreaks in America.

The only way to combat communism is by revealing communist complicity, which deprives the relatively few communists of the dupes they must have—white and Negro—to run riots. And to do that, INCA is expanding its membership. I therefore invite those of you who are interested in INCA to write me, and I shall be glad to furnish full background data.

I am grateful to you, my new brothers in Delta Sigma Pi, for the signal honor that you have bestowed on me by mak-

ing me an honorary member at large. And if I may be permitted to do so, I should like to suggest that in addition to the promotion of "closer affiliation between the commercial world and students of commerce and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community" we, as a group and as individuals, carry on the fight to maintain our American way of living, that of free enterprise, because it is only through the concerted efforts of all of us as private citizens that we will be able to prevent the inroads of communism, which is bound to destroy us.

(Continued from page 11)

same access to information as an employee of the company. Other schools have arranged for their students to attend seminars which are designed and attended primarily by businessmen. Through panels conducted by the Young Presidents' Organization students may obtain the candid views of young chief executives. Robert Galvin of Motorola has undertaken a program of providing information about the field of business to young people primarily through letters. National High School Institutes have been successful in providing some education for business to the high school student.

The key to the success of any of these programs rests upon the involvement of the student in the realities of the business world. The student must be an active participant. If he is, he is likely to begin to see relevancies which never were observed before, relationships which seem so logical in the real situation and so remote in a strictly academic setting. Areas for discussion which never seem to fit regular classroom discussion are natural areas for inquiry.

Without attempting to enumerate the many possible types of programs of cooperation which could be used, it is suffice to suggest that there are many. It does seem that today as schools face the problem of meeting the need of providing a relevant education, they might well explore these possibilities. Although care must be exercised to develop meaningful cooperative programs, the benefits to the students, to business, to schools, and to the community can be most significant.

Zeta Omega Chapter Installed at Northern Arizona University

THE ZETA OMEGA CHAPTER of Delta Sigma Pi was installed at Northern Arizona University at Flagstaff, Arizona, on Saturday, April 29, 1967. The new chapter now joins Gamma Psi and Gamma Omega Chapters at the University of Arizona and Arizona State University as the only chapters of the Fraternity located in the State of Arizona. The first two chapters were installed on November 3 and 4, 1951.

The activities for the day began with an informal luncheon for the members, national officers and guests, followed by the registration of same in the Main Lobby of the College of Business Administration Building. Upon completion of the registration the guests were conducted on a tour of the ever-expanding campus of Northern Arizona University. Once the tour was completed the members returned to the College of Business Administration Building where the informal and formal ritualistic initiations were held.

Dr. Ralph C. Hook, Jr., Director of Business Education, acting as toastmaster opened the installation banquet program by introducing the members and guests seated at the head table. Dr. Eldon Ardrey, dean of the College of Creative Arts, substituting for President J. Lawrence Walkup, extended greetings to the new chapter and guests who were on hand for the installation. Dr. Walkup had been called out of town unexpectedly during the afternoon. Dean Author E. Hughes, Jr., was then called upon to give a history of the College of Business Administration which was followed by a history of Beta Alpha Nu presented by William C. Kimball, chancellor of the chapter.

As the snow began to fall around the Coconino Country Club, the tempo of the evening warmed up as Grand President M. John Marko presented the charge and charter to Zeta Omega Chapter President Kenneth M. Damm who accepted it on behalf of the charter members, with appropriate remarks. Regional Director Warren E. Armstrong was unable to reach Flagstaff because of weather conditions so District Director William E. Wilson, substituting for him,

presented the fraternal greetings, which had been received from throughout the fraternity, to the new chapter.

National officers and members on hand for the installation included Grand President M. John Marko, Executive Director Charles L. Farrar, Director of Business Education Ralph C. Hook, Jr., Director at Large Charles I. Sutton, District Director William E. Wilson, and members of the Phoenix Alumni Club and Gamma Psi and Gamma Omega Chapters. Also present were a number of wives and a guest from the Dallas Alumni Club.

History of Northern Arizona University

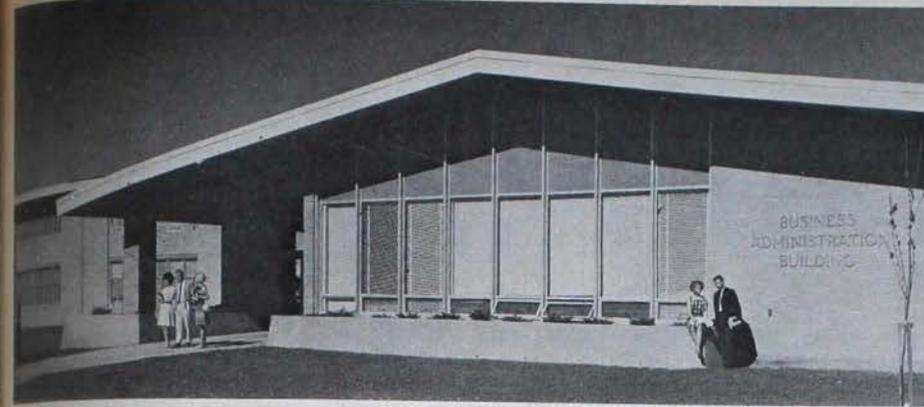
The first concrete evidence that Flagstaff was to receive some type of institution came in 1893. The Seventh Territorial Legislature authorized the creation of a reform school, but this idea was dropped. The same year plans were made to organize a territorial normal school, but little came of it until the townspeople took positive action in 1899. The first school term began September 11, 1899, with an enrollment of 23 students. The first graduation class was in 1901.

The State Legislature, on May 7, 1925, changed the status of the school from a normal school to a four year degree granting college, conferring the Bachelor of Education. In 1929 the degree was changed in name to the Bachelor of Arts in Education. The name of the school was also changed to Northern Arizona State Teachers College in 1925 and to Arizona State Teachers College at Flagstaff in 1928. In 1937 the State Legislature granted the College the right to establish and conduct courses carrying graduate credit which would permit the conferring of the Master of Arts in Education degree.

In March, 1945, the name was changed to Arizona State College at Flagstaff, and the Legislature placed the three state institutions of higher learning under the control of one Board of Regents. In a general meeting on November 28, 1964, the Board of Regents unanimously approved the changing of Arizona State College to university status, which became effective on May 1, 1966. At that time it was decided that the university would be known as Northern Arizona University. The University academic area involved the establishment of four colleges and two schools; the College of Arts and Sciences, College of



CONTRARY TO WHAT most people believe all of Arizona is not exactly a warm winter paradise as this picture of the Northern Arizona University campus will reveal.



SHOWN HERE is the office wing of the College of Business Administration Building at Northern Arizona University at Flagstaff where Delta Sigma Pi recently installed its Zeta Omega Chapter.

Business Administration, College of Creative Arts, College of Education, School of Forestry, and the School of Applied Science and Technology.

The institution has grown from its start as a one building normal school to a 270-acre campus. During the period from 1955 to 1964 the enrollment increased more than 408 per cent. At the present time there are approximately 6,000 students enrolled at the University. By 1975 the University expects an enrollment of approximately 15,000 students.

The institution is a member of the North Central Association of Colleges and Secondary Schools, the American Association for Teacher Education, the Association of State Colleges and Universities, and the American Council of Education.

The College of Business Administration

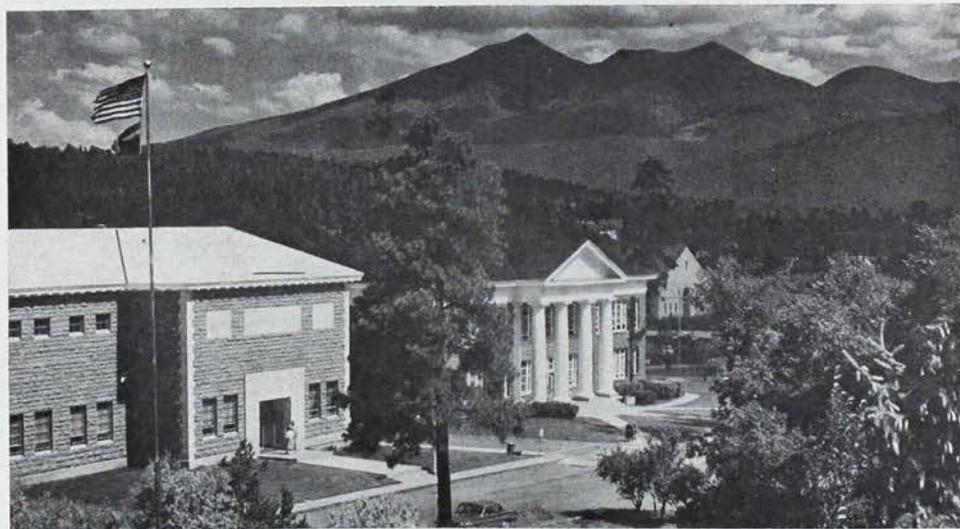
During the early history of the institution, courses in business education and/or commerce were offered. In 1935, courses in the areas of accounting, economics, marketing, management and finance, and secretarial science were being offered. In 1959, the Division of Business Administration was established and was authorized to offer work leading to the Bachelor of Science or the Bachelor of Arts degree with a major in business administration. A Bachelor of Science in Education degree was also offered for those preparing to teach in high school. In addition to the degree programs, one and two year terminal programs in secretarial studies were offered.

In 1963, the name was changed to the School of Business Administration and major programs were offered leading to

the Bachelor of Science degree in accounting, economics, finance, general management, production management, marketing, personnel and industrial relations, and secretarial studies. The Bachelor of Science in Education and the



ZETA OMEGA CHAPTER President Kenneth Damm is shown here receiving the chapter charter from Grand President M. John Marko during the installation banquet held at the Coconino Country Club.



THE SAN FRANCISCO peaks in Flagstaff, Arizona, form a backdrop for the beautiful campus of Northern Arizona University, home of Zeta Omega Chapter of Delta Sigma Pi.

Bachelor of Arts in Economics, and the one and two year terminal programs in secretarial studies continue to constitute the offerings of the College of Business Administration. One of the most important minors offered is the two year data processing program.

The present College of Business building was constructed in the Fall of 1962. Plans now are for the College of Business to be relocated and be in operation by 1970. The present enrollment is approximately 1100 with an expected 1300 for the Fall of 1967.

History of Beta Alpha Nu

Beta Alpha Nu at Northern Arizona University was formed during the early part of the 1966 Fall semester under the guidance of District Director William E. Wilson and Charles Phillips, a member of the faculty. During the semester the fraternity worked, grew and improved to the point where it was well known on campus and in the community.

In addition to the regular business meetings, the fraternity sponsored educational programs, including lectures and tours, some of which were open to the entire university. They also participated in Homecoming activities, pep rallies, the annual "Snow Carnival" and the lighting of the luminarios at Christmas which is a long standing tradition at Northern Arizona.

Members of Beta Alpha Nu worked with the Flagstaff Chamber of Commerce in testing local business to improve their efficiency. They also collected and donated food to the Salvation Army for presentation to local needy families. The fraternity was active in sports by en-

(Continued on page 26)



WITH THE

ALUMNI

THE WORLD OVER

PITTSBURGH

THE PITTSBURGH ALUMNI Club notes with great pleasure the return of Brother Marko for a second term as Grand President. Our congratulations and best wishes for another successful term go to Grand President Marko. We also want to congratulate Brother Fogarty who was returned as Director of East Central Region.

We are very proud that Brother Herb Finney, Pittsburgh Alumni Club, has been elected to Director of Alumni Activities and now serves on the Grand Council. Brother Herb is a shining example of "he profits most who serves best." Congratulations and much success to the second Pittsburgher to serve on Grand Council.

Pittsburgh was well represented at the Grand Chapter Congress in Biloxi with Brothers Finney, Langer, Lentz and Miller in attendance. Brother Langer still serves us as District Director and is doing a top notch job for the fraternity.

Recently elected officers of the Alumni Club are: President, Ed Munford, Beta Upsilon; Senior Vice President, Joe Wilson, Lambda; Junior Vice President, Al Miller, Lambda; Secretary, Dick Schultheis, Lambda; and Treasurer, Stuart Levy, Beta Omega.

Alumni and their families enjoyed the annual picnic at South Park. Approximately 150 men, women and children joined in the races, games, and fellowship of the ever popular affair.

We are looking forward to a banner year under Brother Munford's leadership. He and the other officers are getting ready for the upcoming initiation of new alumni members and Founders' Day celebration. He has extended an open invitation to all graduating Deltasigs who will be residing in the Pittsburgh area to join with us in the continuation of the fraternal bonds of Delta Sigma Pi.—B. J. MICHALEK

OMAHA

THE OMAHA ALUMNI CLUB of Delta Sigma Pi, comprising graduates of the University of Nebraska, Creighton University and the University of Omaha, opened its summer schedule of events with a Las Vegas party at Omaha's Palazzo on June 9, 1967. Monsoonlike rains reduced attendance somewhat, but those who braved the elements enjoyed an evening of music, games and refreshments. Those more successful at the games of chance were able to use their play money winnings to bid on a glittering array of prizes at the end of the evening.

The evening of August 25 saw about

forty alumni and ladies gathered at Hill Haven for a luau. By the flickering light of Tiki torches, generous portions of egg roll, roast pig, Polynesian chicken, fried rice and other delicacies were enjoyed by all. Well sated guests then engaged in a laughable session of limbo dancing, with prizes going to those who were able to sink to new lows.

On September 30 two chartered buses took about eighty members to Lincoln to cheer on the Big Red of the University of Nebraska in its football tussle with Minnesota.

Once again, membership inquiries are invited to the Omaha Alumni Club at P.O. Box 1281 DTS, Omaha, Nebraska 68101.—JOE LECHNER

DALLAS

REPRESENTING THE DALLAS Alumni Club at the 26th Grand Chapter Congress in Biloxi, Mississippi were Russ Brown, Jack Knight, Emory Walton, Kenneth B. White, and Mrs. Barbara Merrick. In addition to the fellowship, many ideas to improve our group's effectiveness were obtained through the alumni educational panels presented.

The Dallas Alumni Club is preparing for one of the best years in its history with the following list of officers to lead it: President, Gary Dockery; Vice President, Ken Murphy; Secretary, Dale Wooten; and Treasurer, Russ Brown.

Tentative plans call for a balance of professional, social, and civic activities for the 1967-68 year to be highlighted by Founders' Day, football games, and a retreat. We urge active participation by all Deltasigs in the greater Dallas area.—C. H. HERMANN

CHICAGO

THE CHICAGO ALUMNI CLUB inaugurated the '67-'68 season at the 26th Grand Chapter Congress held in Mississippi the end of August. Before the Plantation Party Brother Tom Mocella gave a swinging party for the men from the Central Region with alumni from Chicago, Detroit and Milwaukee in attendance. Prior to the Grand Chapter Congress banquet we were hosts to all alumni for our traditional party in honor of the Grand Council. To find a room large enough we borrowed Grand President Marko's suite.

Tuesday evening, September 12, Round-Up Night was held at the Deltasig House, at 42 East Cedar Street. Ken Vadovsky, chairman, set up three charcoal grills in the back yard and kept three chefs turning out the steaks. Free beer was on tap in the kitchen. There was a crush in the House and later

on the brothers enjoyed fun and games.

On Thursday, November 9, a professional meeting and banquet will be held at the Illinois Athletic Club to celebrate Founders' Day. The calendar for the balance of the season will include two dinner-theater parties, January 13 and May 11, when we will enjoy the pleasure of the ladies' company. On Tuesday, March 12, Past Presidents' Night will be a dinner and professional meeting at the Illinois Athletic Club. On Thursday, June 20, the club will have the annual golf outing, banquet and election of officers at the Midwest Country Club.

President Howard Hight and all members of the Chicago Alumni Club extend the welcoming hand of brotherhood to all Deltasigs in the Chicago Metropolitan Area. Contact us at 42 East Cedar Street, Chicago, Illinois, 60611.—DON F. HOLEM

PHILADELPHIA—Epsilon Sigma

THE EPSILON SIGMA Alumni Club of Philadelphia is an infant one still in its first year, and filled with enthusiasm for the coming year. High hopes and expectations are accompanied by confidence based on the success of these brothers who have built Epsilon Sigma Chapter at LaSalle College from infancy in 1963 to first on campus.

Last year the foundation was laid for the Epsilon Sigma Alumni Club and this year it will be built. Planning by President Harry Pearce, his vice president and secretary calls for an extensive social and professional program. A Halloween party and a New Year's Eve party will be a small part of the social program while various business meetings including one to welcome the 1967 graduates scheduled for mid-September will help fill the 1967-68 calendar.

Let's now look to the past happenings. As I said the business side was primarily concerned with the planning of the club's development, while the social side found the membership represented at virtually every undergraduate function. The 1967 undergraduate sponsored New Year's Eve party, and Spring dinner dance certainly highlight the past year. A day on the beach on July 1 at Ocean City, New Jersey was considered a complete success by all who attended, and the recent mergers of Jerry Csulik and Ed-dine Kratzer, Will Cochrane and Cathy Crumm, and Max Sewald and Jean Barr saw the Alumni Club presenting a toast to three of its most active and concerned members.

We had a year of planning and socializing. This year will be a telling one: one of further planning and socializing, but most of all, one of expansion.—LEE MULLEN

CINCINNATI

ALPHA THETA CHAPTER'S Annual Family Alumni Picnic in May was a big success. The "old men" won the baseball game with the undergraduates.

Brother Dick Davis, past president and member of the Executive Committee, had a rather unique experience in August; he played golf with Sam Snead at the Greenbriar Hotel, White Sulphur Springs, West Virginia.

Throughout the summer, our new officers have been working on our 1967-68 program of meetings. Our meetings are held on the third Friday of every other month, starting with a meeting on September 15.—NEIL F. HART

SAN FRANCISCO

THE SAN FRANCISCO ALUMNI Club had a very active and enjoyable 1966-67 year. Not only did we have monthly luncheons, but we also had a Founders' Day Dinner, a fellowship night at the Schlitz Brewery, an essay contest for the undergraduate chapters, a picnic with the Sacramento Alumni Club, our annual installation banquet at the San Francisco Playboy Club, and our annual San Francisco Giants baseball game. In addition, the San Francisco club published a directory containing the names of all of the Delta Sigma Pi alumni in Northern California.

We expect the 1967-68 year to be just as active for our club. Our new slate of officers includes: President, Bob Lovejoy; 1st Vice President, Dick Burkhart; 2nd Vice Presi-

dent, Ted Wiedemann; 3rd Vice President, Dick Skidmore; Secretary, Dave Borelli; and Treasurer, Jerry Freschi. Our monthly luncheons are held at the "Inn the Alley" restaurant in San Francisco on the first Thursday of each month and talks are presented to the group by brothers who are experts in their field. We would like to extend an invitation to any brother who may be in San Francisco on our meeting dates.—GERALD J. FRESCHI

Dr. James F. Kane Appointed Dean at South Carolina

DR. JAMES F. KANE, a charter member of Delta Tau Chapter at Indiana State University, was recently appointed Dean of the College of Business Administration at the University of South Carolina at Columbia.

A native of Minneapolis, Minnesota, he earned the Bachelor of Science degree from Indiana State University in 1958 and the Master of Arts degree the following year from the same institution. He later attended Washington University in St. Louis, Missouri, where he earned the Doctor of Business Administration degree in 1964.

Prior to his appointment at the University of South Carolina Dr. Kane was the Executive Secretary of the American Association of Collegiate Schools of Business, a position he had held since 1964. During this same period he was



DR. JAMES F. KANE, *Indiana State*, is the new dean of the College of Business Administration at the University of South Carolina.

also Executive Secretary of Beta Gamma Sigma.

He was the first to receive a Teaching Fellow Award given by Indiana State University where he started his teaching career. During the year 1959-60 he was a lecturer in marketing at Washington University, followed by four years as assistant professor of Marketing at St. Louis University.

His many publications, to mention a few, include "Celestial Navigation Training Project Outline," published by the U.S. Air Force, "A Revised Marketing Curriculum," which he co-authored, "Why Johnny Can Sell," "Marketing Strategy and the Environment," and "An Ecological Study of the Adaptive Behavior of Marketing Agencies."

He is a member of Beta Gamma Sigma, the American Association of University Professors, American Economic Association and the American Marketing Association. He is married and the father of four children.

PHOENIX

A BIG YEAR is in the making for the Phoenix Thunderbird Alumni Club. Activities such as poker parties, Las Vegas Nite, and wine tasting parties are in the works.

President Bill Leonard will lead the way through what looks like our biggest year yet. The welcome mat is out to all Deltasigs in the Phoenix area.

Last year's activities which included a brewery tour, Las Vegas Nite, and several speakers was a great year. Past President George Yama deserves our thanks.—ALLEN J. GREB



HAROLD V. JACOBS and his charming wife Rose, greet Grand President M. John Marko during the Grand President's Reception held during the 26th Grand Chapter Congress.

Emerson O. Henke Succeeds Aldon S. Lang as Dean at Baylor

DR. EMERSON HENKE, *Baylor*, was recently appointed Dean of Hankamer School of Business at Baylor University succeeding another Deltasig, Dr. Aldon S. Lang, long time dean of the School of Business.

Born on a farm near Stendal, Indiana, he attended the Stendal public school and spent his summers doing farm work. Long interested in sports he played basketball during his high school and college



THE NEW DEAN of the School of Business at Baylor University is Brother Emerson O. Henke.

years and coached basketball for three years.

He received his Bachelor of Science degree from Evansville College and his Master of Science and Doctor of Business Administration degrees from Indiana University. He is a Certified Public Accountant in both Indiana and Texas. He began his teaching career in the Fall of 1940 when he was offered an instructorship at Evansville College. He remained at Evansville from 1940 through 1948, advancing from the rank of instructor to that of full professor. During his tenure there he served as a visiting professor at the University of Miami in Coral Gables, Florida, during the summer of 1946.

He went to Baylor in 1948, where he has served as chairman of the Accounting Department until being named Dean. During his teaching career Brother Henke has received a number of honors and awards and has been active in working with various professional organiza-

tions. He has participated in two Ford Foundation seminars, and served on the AICPA Panel dealing with the definition of the common body knowledge desired for accountants. He has also served as the national secretary-treasurer and the national president of Beta Alpha Psi. He has written a number of articles for professional journals and a textbook entitled "Accounting for Nonprofit Organizations." He has served as a research consultant for the American Institute of CPA's, national committee chairman of an American Accounting Association research committee, and is presently serving as a member of the American Accounting Association committee on accounting for nonprofit organizations.

He married the former Beatrice Arney of Evansville, Indiana. They have two children, a son, Michael, who is a graduate of the academic and law schools at Baylor University and a daughter, Pamela, who is a graduate of Trinity University.

Deltasigs Head Budget Executives Institute

Recently elected as president of the Budget Executives Institute is Vernon K. Kowalsky, *Minnesota*. He previously served as the Executive Vice President of this society of corporate executives who are engaged in the budgeting, planning and control of their companies. Also sworn into office at the Institute's International Conference in Atlanta were George M. Rayburn, *Omaha*, who will serve as treasurer; and James D. Thomson, *Northwestern-Beta*, who will continue to fill the post of Executive Secretary which he assumed three years ago.

The Budget Executives Institute is a



DELTA SIGS who are officers of the Budget Executives Institute are left to right, George M. Rayburn, Treasurer; Vernon K. Kowalsky, President; and James D. Thomson, Executive Secretary.

relatively new organization, but it already has 2,600 members representing approximately 1,800 of the largest corporations in the United States and Canada. There are also a number of members from Europe, Asia and South American corporations making it international in scope. Most of the members, who are responsible for the budgeting and planning of their companies, actively participate in the technical programs of the 52 chapters scattered throughout the United States and Canada.

The new president, Vernon K. Kowalsky, is manager of the Minneapolis office of Ernst & Ernst, Certified Public Accountants, while George M. Rayburn is the Secretary-Treasurer of the St. Louis-San Francisco Railroad. James D. Thomson, who served Delta Sigma Pi in The Central Office for 19 years, the last 9 of which were in the capacity of Executive Director, is the Executive Secretary of the Budget Executives Institute and in charge of its offices in Oxford, Ohio.

NEW YORK

THE NEW YORK ALUMNI Club had its second of two summer meetings on July 19th. At this meeting new Governors and Officers for 1967-1968 were elected. The officers are as follows: Chairman, William J. Gorey; President, Edward A. Uhler; 1st Vice President, Kerwin B. Stallings; 2nd Vice President, William V. Smalley; Secretary, James J. McMurray; Treasurer, Donald A. Groene; and The DELTASIG Correspondent, Harry A. Cuff. Before the meeting was adjourned, primary plans were also made for the upcoming Founders' Day.

A delegation of two was appointed to represent the New York Alumni Club at the 26th Grand Chapter Congress in Biloxi Mississippi. These were David S. Rosenthal and New York's District Director Donald A. Groene. The New York Alumni Club is now looking forward to the start of another prosperous year for all Deltasigs in the Greater New York area.—HARRY A. CUFF

Richard R. Weeks is new Dean of Roosevelt University College of Business

DR. RICHARD R. WEEKS, *Oklahoma State*, has been named dean of the College of Business Administration at Roosevelt University, Chicago. Versed in marketing research, consumer behavior, promotional strategy, and marketing management, he will carry the rank of professor of marketing. He succeeds Brandel L. Works who had served as acting dean since 1966.



DR. RICHARD R. WEEKS, *Oklahoma State*, was recently appointed Dean of the College of Business at Roosevelt University in Chicago.

A native of Champaign, Illinois, Brother Weeks earned the Bachelor of Science degree in marketing at the University of Illinois, and the Master of Business Administration and Doctor of Business Administration degrees from Washington University in St. Louis. He was the first annual recipient of the American Association of Collegiate Schools of Business Doctoral Fellowship in business administration and was honored by membership in Beta Gamma Sigma.

Prior to assuming his duties at Roosevelt he recently served as Assistant Dean, Director of the MBA Program, and Associate Professor of Marketing at Oklahoma State University. He has also served as Executive Secretary of the American Association of Collegiate Schools of Business and Beta Gamma Sigma and Secretary-Treasurer of the Council for Professional Education for Business.

His professional memberships include the American Marketing Association, Southern Marketing Association, Southern Economic Association, Southwest Social Science Association and Mu Kappa Tau, in addition to Delta Sigma Pi.

THE CENTRAL OFFICE REGISTER

The following is a list of recent visitors to The Central Office:

PAUL F. PFEFFER, *Beta Pi*, Kent, Ohio; JOHN C. RAMSEN, *Chi*, Hyattsville, Maryland; THOMAS M. WOODHAMS, *Delta Pi*, Castle AFB, California; HAROLD V. JACOBS, *Alpha*, Miami Beach, Florida; GARY P. MULLEN, *Alpha Theta*, Cincinnati, Ohio; EDWARD H. HENRY, *Epsilon Tau*, Dayton, Ohio; GARY FRIEDERS, *Epsilon Tau*, Dayton, Ohio; RICK LOUGHLIN, *Epsilon Tau*, Dayton, Ohio; KENNETH W. DEAN, *Phi Delta Theta*, Chicago, Illinois; JOE BYRNE, FRED SAAH, JERRY VANDENYT, ROBERT W. FORTMAN, RALPH CAMADO, TOM KNAPKI, PAUL J. CALLAHAN, JOHN KAWA, and TOM OLSEN, all of *Epsilon Tau*, Dayton, Ohio; LAVERNE A. COX, *Alpha Delta*, Lincoln, Nebraska; JOE M. HEFNER, *Beta Upsilon*, Lubbock, Texas; M. JOHN MARKO, *Beta Rho*, Elizabeth, New Jersey; CHARLES I. SUTTON, *Gamma Omega*, Scottsdale, Arizona; JOHN ARNSPARGER,

Alpha Omicron, Athens, Ohio; RICHARD FOLEY, and JOHN DOWNES, *Epsilon Tau*, Dayton, Ohio; JEHANGIV D. POCHA, *Zeta Tau*, Oakland, California; GEORGE R. KING, *Alpha Upsilon*, Marion, Ohio; HOWARD SETTLE, BOB LIVESAY, and RICK FOX, *Eta*, Lexington, Kentucky; MICHAEL STEWART, *Delta Omega*, Wheeling, West Virginia; DON VICKSTROM, *Zeta Kappa*, Gunnison, Colorado; MICHAEL W. FADDEN, DANIEL V. GUESENMEYER, JOHN F. MALONE, and TOM MICHAEL, *Epsilon Tau*, Dayton, Ohio; JERALD SCHIENING, Dunlap, Ohio; G. M. BELLER, *Alpha Upsilon*, LaGrange, Illinois; PAUL WHEATCRAFT, JOHN KRUCZEK, CARL A. WELLMAN, DAVID S. DEDINSKY, GEORGE D. BICKFORD, TERRY S. PARKER, JAN OLIVER, and PAUL THISTLETHWAITE, *Epsilon Xi*, Muncie, Indiana; LARRY C. JONES, *Phi Kappa Tau*, Oxford, Ohio; JEFF, PENNY, AMY, and DAVE HOWARD, Oxford, Ohio; JACK JAREO, *Phi Kappa Tau*, Oxford, Ohio; LEE O. LOWNSBERRY, *Alpha Eta*, Dearborn, Michigan; JAMES H. BYRES, *Delta Tau*, St. Mary of the Woods, Indiana; DON N. LAIDLAW, *Gamma Theta*, Detroit, Michigan; JOHN M. TREFF, LARRY LIPSITZ, RICH LUTHER, *Gamma Theta*, Detroit, Michigan; SHERMAN D. HARMER, JR., *Sigma*, Salt Lake City, Utah; WESTON L. HARRIS, *Phi Delta Theta*, Oxford, Ohio; HERBERT H. VOLLENDORF, JR., *Beta*, Chicago, Illinois; VIRGINIA PUCKETT, Trenton, Ohio; MRS. PAUL JUDD, Trenton, Ohio; CHARLES F. BENGSTON, *Beta Rho*, Placentia, California; JOHN B. NICKEL, *Gamma Eta*, Cincinnati, Ohio; GERRY and BARRY SULLIVAN, Chicago, Illinois; SHARON RAMSEY, Trenton, Ohio; and PHIL SEYLLER, *Beta Sigma*, St. Louis, Missouri.

Lamar Tech President, R. W. Setzer, is Deltasig

DR. RICHARD W. SETZER, *Lamar Tech*, former Dean of the School of Business at Lamar State College of Technology in Beaumont, Texas, was recently appointed president of that institution. He succeeds the late Dr. Florin L. McDonald who was also a member of Delta Sigma Pi.

Brother Setzer is a native of Williamsburg, Virginia. He received his Bachelor of Arts degree from Lenoir Rhyne College, Hickory, North Carolina, and his Master of Arts and Ph.D. degrees from George Peabody College, Nashville, Tennessee.

His educational experience includes two years as a high school teacher, 12 years as a college professor, six of which he served as Dean of the School of Business at Lamar Tech, three years as Dean of the College and three years as Vice President of Academic Affairs, all at Lamar Tech.

He holds membership in Phi Kappa Phi, Phi Delta Kappa, Kappa Delta Pi, the Southern Economics Association and

the Southwest Social Science Association. He is also active in community affairs in Beaumont and Jefferson County, Texas.



DR. RICHARD W. SETZER, *Lamar Tech*, was recently named president of Lamar State College of Technology.

Harold S. Hook Named U. S. Life Vice President

Harold S. Hook, *Missouri*, has been elected Executive Vice President and Director of the United States Life Insurance Company. He was also appointed a member of the Executive Committee of the Board. As Executive Vice President, he will serve as chief administrative officer of the company.

Brother Hook was initiated by Alpha Beta Chapter of Delta Sigma Pi at the University of Missouri, and was a faculty member there, receiving both his B.S. and M.A. degrees from that university. He is a ten year veteran of the life insurance business, having been with National Fidelity Life of Kansas City as President, until his recent appointment with United States Life.

He resides in Madison, New Jersey with his wife and children, and is the brother of Ralph C. Hook, Jr., who is Director of Business Education for Delta Sigma Pi.

Burell C. Johnson Named VP of Zep Aero

Former Western Regional Director Burell C. Johnson, *Alabama*, has been named executive vice president of Zep Aero it has been announced by Wilbur J. Zepp, president. Brother Johnson was the San Francisco district manager of the National Cylinder Gas Division of Chemetron Corporation.

Zep Aero, manufacturer of breathing systems and related equipment for aircraft, was recently acquired by Chemetron and operates as a unit of that Chicago based company.

Burell joined the National Cylinder Gas sales organization in 1950, specialized in medical equipment sales, and became an assistant district manager in 1955. He was born in Bessemer, Alabama and attended the University of Alabama where he was initiated into Delta Sigma Pi on April 30, 1949, by Alpha Sigma Chapter. He later attended the University of Southern California and received his degree there.

(Continued from page 21)

tering teams in a number of the intramural events on campus.

Realization of a goal for the members of Beta Alpha Nu came on Saturday, April 29, 1967, when the following un-

dergraduates and faculty members became charter members of Zeta Omega Chapter of Delta Sigma Pi: Kenneth M. Damm, Ralph L. Hathaway, Stephen G. Krahe, James N. Gulley, Larry D. Vernier, William C. Kimball, John M. Bergamo, Craig G. Bennett, Jerry G. Borders, Larry R. Clifton, Ellis L. Cohen, Gary H. Dodson, Daniel J. Downing, Michael S. Holmes, John K. Humphrey, Michael J. Kelly, Craig J. Larkey, Robert E. Leek, Kurt A. Malizio, Robert F. McCampbell, Darrell L. McClaughry, Jay L. Messick, Ruben M. Moreno, Lawrence C. Potter, Jay W. Ridgley, Jr., Jeffery C. Shafer, Edward Scott, David G. Thornton, Randolph M. Uchida, Gary W. Wagner, Terry A. Way, Paul B. Weiss, John J. Zulfer, Author E. Hughes, Philip E. Bartow and David D. Chase.



PAST GRAND PRESIDENT Joe M. Hefner, on behalf of the members of Beta Upsilon Chapter at Texas Tech, presents a sheepskin to the Brothers of Eta Theta Chapter on the occasion of their installation.

Donald J. Hart is Installed President of AACSB at 49th Annual Meeting

THE 49TH ANNUAL meeting of the American Association of Collegiate Schools of Business, held last Spring in St. Louis, ended with the installation of Brother Donald J. Hart, dean of the College of Business at the University of Florida, as the president for the coming year. Dr. Floyd A. Bond, dean of the Graduate School of Business Administration at the University of Michigan, was elected vice president, and Brother Paul V. Grambsch, dean of the School of Business Administration at the University of Minnesota, secretary-treasurer.

The Association, as a result of its long range planning, created the office of executive vice president. The first appointment to this important position was Dr. Arthur M. Weimer, special assistant to the president of Indiana University. A past president of AACSB, he is the former dean of the School of Business at Indiana University.

Dr. Cyril C. Ling was appointed the new executive secretary, replacing Brother James F. Kane who resigned to become Dean of the College of Business Administration at the University of South Carolina. Dr. Ling comes to AACSB from the University of Richmond, where he was associate professor and director of the Management Center.

Elected to full membership in the Association were the Drexel Institute of Technology College of Business Admin-

istration, East Carolina University School of Business, University of Hawaii College of Business Administration, Purdue University Graduate School of Industrial Administration, San Jose State College Division of Business, and Texas Southern University School of Business.

Grants from Sears Roebuck Foundation, Ford Motor Company Fund and General Electric Fund were made to the Association to finance a week long seminar for new deans. The seminar will provide an opportunity for dialogue between new deans, experienced deans, faculty, business executives and university administrators.

Over 600 delegates from all regions of the United States and various foreign countries participated in the 49th annual meeting. Self appraisal through special lecturers, panel presentations and group discussion was utilized to develop the theme, "Image and Impact of Education for Business". The three special lecturers were Dr. William G. Cole, president of Lake Forest College; Dr. Gerald L. Philippe, chairman of the Board of General Electric Company and Congressman Thomas B. Curtis, representative from Missouri.

The 50th Annual Meeting of the American Association of Collegiate Schools of Business will be held April 19-24, 1968, in Miami Beach, Florida.

"The Management of Change"

Gerald L. Phillippe
Chairman of the Board
General Electric Company

The following is the text of the address which was presented at the 49th Annual Meeting of the American Association of Collegiate Schools of Business in St. Louis. A member of Alpha Delta Chapter of Delta Sigma Pi, Brother Phillippe was honored by the Fraternity in 1964 as "Deltasig of the Year."

I HAVE THE pleasant assignment today of speaking to you on the "Impact of Business Schools on Business."

It is pleasant because we have accomplished so much together in the past several years.

But it is also a challenging topic because the academic and business communities are deeply involved in one of the great fundamental upheavals in history, and finding the concepts to cope with it is not easy.

As a businessman, I find much to applaud in the business school community. Through the efforts of your leadership, a graduate with a business education is now a thorough-going professional in his attitudes about business and the skills he brings to his job. I note with considerable satisfaction in a Ford Foundation publication that one out of five undergraduates is majoring in business, and that one of five men in graduate school is working for an advanced business degree. The business major is no longer regarded as an "orphan" on campus; he has to meet exacting requirements to qualify for a business education.

These figures are impressive, and they help me to bring into focus some of the recent, widely publicized reports that students think business is "for the birds"—and not for them. I'm sure there are many students who are skeptical about business, but according to a February, 1967, study by the Opinion Research Corporation, almost four-fifths of technically oriented students—the primary source of business manpower in the past—say that business has the kind of jobs they are looking for. Over half of them list business as their first choice for a job after graduation. The same survey quotes 69 per cent of major college placement directors as saying that although students are, indeed, more interested in teaching and in government careers than they used to be, they are far from reluctant about business careers.

I don't mean to say that we don't have a continuing problem in maintaining stu-

dent interest in a business education and a business career, but I do say that things are not as black as the headlines paint them. And I think your long standing efforts in this respect are paying off.

Last November, Paul Grambsch (Dean of the School of Business Administration, University of Minnesota), speaking at the Southern Business Administration Conference, said this:

In my opinion, the greatest single achievement of the AACSB over the past fifty years is its successful promotion of the concept of the business school as an integral part of a college or university—firmly in the mainstream of higher education in America.

I can only echo this and hope, as I am sure you do, that this provides a strong foundation for future progress.

The business schools and the business community have always held some great concepts in common: we are both interested in the world of new ideas, and we are both interested in the development of people.

There has also grown up between us over the past several years an easy, and yet provocative communication—a kind of "free market" of thought. You have listened to our pleas for a broader foundation in a man's business education. Many of you now conceive that a man who wants to major in marketing, for instance, should not only take courses in finance, or economics, but also, perhaps in anthropology and motivational psychology. On the other hand, we businessmen have listened and tried to heed many of your suggestions about giving young men responsibility commensurate with their talents, and so forth.

It is the spirit of this "free market of ideas" that prompts me this afternoon to discuss what I hope your impact on business affairs will be in the future.

We are, after all, pulling on the same oar, and neither of us can afford to rest, and just glide along for a spell.

I thought that what I might do for a few minutes is to talk about some of the

new directions in which we find ourselves moving at General Electric in the hope that you may glean something useful for your activities on campus.

In general, we at General Electric can see no greater need down the road for at least the next ten years than the need for men with management potential. And the greatest need of all, we think, is going to be for men who can manage change.

This, we think, has become the first condition of leadership, not only in business, but in every other organized endeavor in our society.

For some time now, we have all been committed to the idea that the business environment is changing rapidly and radically. I do not think I need to elaborate much on that, but we need people who understand it and believe it. If we think of the Class of 1970 as the Management Generation of the 1990's and the 21st Century, it is pretty clear that a manager candidate ought to be educated and trained to cope with change. To do this, a man will have to accept and promote change in his own life and in his own career to an extent that he doesn't even imagine today.

It was astonishing to us to learn that the world of General Electric is changing so fast that 6 out of every 8 employees on our payroll, as of January 1, were working in different jobs than the ones they held just one year before. Three of the eight were new employees and the other three changed jobs within the Company. And I'm speaking here of a work force of more than 350,000 worldwide.

That's mobility!

In the past, security ranked high in the motives people gave for seeking a career in business. In the past, a man could look forward to getting an education in a single discipline and having it stand him in good stead all of his life. Now it is clear that success in business will require education on a more or less continual basis—and probably an education in several careers. Both the business and aca-

democratic worlds have important roles to take here, and I think an important topic in our dialogue ought to deal with the kind of people we will need as business managers.

Let me suggest some of the qualities that I think the future manager will have to possess.

First, he must have an ability to learn fast, and to understand what he has learned. It is only a slight exaggeration to say that a decade after a man has received his college degree, half of what he learned in school is obsolete, and the other half of what he needs to know has not yet been invented.

Second, the manager will develop his membership skills as well as his leadership skills. He will lead some programs, and be a member in others. The common thread of his activities is participation, and in encouraging those around him to give their best.

Third, a successful manager of the future will be inventive about his work. His education, training, and work will teach him to analyze problems, evolve solutions, and communicate those solutions to others for action.

Fourth, he will have to be able to make decisions in an environment where considerations of distance and time are no longer barriers. And he will make decisions in a world where there probably is no such thing anymore as a problem that only belongs to business, or to labor, or to government, or to education.

Fifth, he will make decisions across national and international boundaries as part of his daily routine. He will have to be well versed in the geo-politics of our time, as well as the monetary policies, tariff practices, and the economics of international business.

Finally, he will have to be as skilled and familiar with the new analytical and measuring tools such as the computer and electronic communications, as he is now with the telephone. Using these things as everyday working equipment will be the only way he can get his job done successfully.

I hope that the development of such men does not sound impossible to you, for I am sure it is not.

Let me try to tell you why.

As you know, General Electric is a technologically-oriented Company. We are, for instance, one of the largest users of the computer and of most of the new types of electronic communications

equipment that are coming at us from every side now.

Over the years, we have built up a considerable history of experience with these exotic pieces of equipment, and we think we are getting some clues now as to the management of change.

We are finding, for instance, that one of the effects of using these tools is that the tempo of our entire business has increased tremendously.

We are also discovering that these new tools can significantly improve the performance of men who know how to use them. People who have become skilled at using data processing equipment, for instance, can increase their productivity by as much as 100 per cent, although I would concede that 50 per cent gain is more nearly the average.

It is also possible now to perform research and design work, and thus make certain business decisions that simply could not have been made ten years ago: we couldn't have hired enough men to do the job.

It is even possible to say now that our sophisticated new tools have helped to open up developing markets much faster than we could estimate even five or six years ago. Our nuclear power business is a good example. For the first time in 1966, nuclear power station orders reached 50 per cent of the total orders placed in the industry. This meant that the orders actually received by electrical

equipment manufacturers were an astounding 12 times the forecasts for 1966 made in 1960. Much of the work in advanced plant design and fuel development were accelerated through use of the computer.

And yet for all this, our computer research people say we have not nearly realized the potential of this equipment in any area. This means that we can confidently upgrade our expectations again and again in what our businesses, and our managers, ought to be.

In the past, the people in a business organization seemed to change more rapidly than the job descriptions. That is to say, many men might be expected to pass through a certain job on the organization table, but the job itself remained more or less fixed as to its requirements.

Just the reverse situation seems to be the case now: job content is changing faster than the people we can find to fill the assignments.

This is because the world we live in and must do business in is changing with almost unbelievable swiftness.

Does it seem possible that less than ten years have passed since the first man-made objects were hurled into space?

Does it seem possible that in fewer than 1,000 days from now, an American, in all likelihood, will stand on the moon?

The long and the short of it is that today's businessman finds himself in-

(Continued on page 31)



GRAND PRESIDENT M. John Marko accepts the gavel from Past Grand President Joe M. Hefner upon his re-election as Grand President for the coming biennium.

Fourteenth Chapter in Texas Installed at Angelo State College



ETA THETA CHAPTER President Chester L. Lee is shown here receiving the chapter charter from Grand President M. John Marko.

THE STATE OF TEXAS remains the largest in Delta Sigma Pi, as the fourteenth chapter of the Fraternity was recently installed at Angelo State College, San Angelo, Texas. Only the State of California with ten chapters comes close to this record. Other chapters in the State of Texas are Beta Iota at Baylor University, Beta Kappa at the University of Texas at Austin, Beta Upsilon at Texas Technological College, Beta Phi at Southern Methodist University, Gamma Phi at the University of Texas at El Paso, Delta Epsilon at North Texas State University, Delta Eta at Lamar State College of Technology, Delta Upsilon at Texas Christian University, Delta Phi at East Texas State University, Epsilon Zeta at Midwestern University, Epsilon Mu at Sam Houston State College, Zeta Mu at the University of Texas at Arlington and Zeta Nu at Texas A&I University.

In San Angelo for the installation were Grand President M. John Marko, Past Grand Presidents Joe M. Hefner and Kenneth B. White, Executive Director Charles L. Farrar, Regional Director John A. Fincher, District Director Robert L. Burdette, Jr., and members of the Lubbock Alumni Club, Beta Upsilon, Delta Upsilon, Delta Phi and Zeta Mu Chapters.

The activities for the day began with the registration of the members and guests which was held in the Student

Center. Following a tour of the campus an informal luncheon was held in the Student Center for the members and guests. The activities then moved to the Science Building where the informal and formal ritualistic initiations were held.

The evening program began when Regional Director John A. Fincher, acting as toastmaster, introduced the members and guests seated at the head table. Dr. R. M. Cavness, president of Angelo State College, was called on to extend the greetings on behalf of the College to the new chapter and members assembled. He was followed on the program by Thomas O. Kirkpatrick who gave a brief history of the Department of Business Administration, after which Charles L. Harless, chancellor of the chapter, presented the history of Alpha Sigma Chi.

The evening was climaxed with the presentation of the charge and charter by Grand President M. John Marko to Eta Theta Chapter President Chester L. Lee. The many fraternal greetings which had been received from throughout the fraternity were presented by Executive Director Charles L. Farrar.

History of Angelo State College

In September, 1928, San Angelo College opened its doors for the first time. The people who were involved in that first small college had a dream of a four year college for San Angelo which came true 37 years later when San Angelo Col-

lege became Angelo State College.

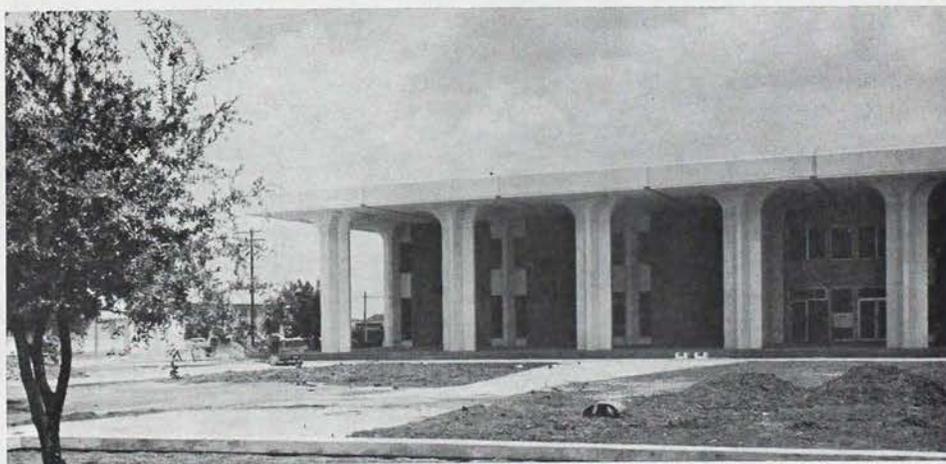
Originally organized as a part of the city schools of San Angelo, San Angelo College had an initial enrollment of 112 students. It later became a separate Junior College District encompassing the entire area of Tom Green County. The 58th Legislature of Texas created a new state-supported four year institution offering the bachelor's degrees, to be known as Angelo State College. The transfer of authority from the local Board of Trustees to the Board of Regents of State Teachers Colleges became effective September 1, 1965.

Located in the City of San Angelo on the West Texas plains, Angelo State College presently has an enrollment of approximately 2,100 students.

History of the Department of Business Administration

The Department of Business Administration had its beginning with the creation of Angelo State College in 1965. Prior to that time Angelo State College, or San Angelo College as it was known, was classified as a junior college. Business preparation courses were offered with an Associate Degree after the completion of two years of study.

Brother Bill Bishop, an alumnus of Alpha Beta Chapter at the University of Missouri, was appointed the first head of the Department of Business Administra-



TYPICAL OF THE expansion taking place on the Angelo State College Campus is the new library shown here.



THIS MODERN structure is the student center at Angelo State College, San Angelo, Texas, where Delta Sigma Pi recently installed its 148th chapter.

tion. After being head of the Department for one year he resigned and returned to the University of Missouri.

In September, 1966, Robert See became acting head of the Department and served in this capacity until November, 1966, when he was replaced by R. B. Vinson, the present head of the Department of Business Administration.

The Department programs include general business, secretarial science and accounting. The general business program includes finance, marketing, banking and management. Plans are already in process for the addition of a number of new programs in the Department. At present the enrollment in business is approximately 300.

History of Alpha Sigma Chi

Like the institution where it is located, the history of Alpha Sigma Chi Fraternity is indeed a brief one. Conceived during the early part of the Fall of 1966, the fraternity grew rapidly in both stature and acceptance by the students and faculty in the Department of Business Administration.

Affiliation with Delta Sigma Pi foremost in the mind of each member, work began almost immediately on gathering the information for submitting a petition. As the year continued the professional program and organization were improved and new members added. Finally in the late Spring the petition was completed and submitted to Delta Sigma Pi for approval. Once approved, the installation

date was set. On Sunday, April 30, 1967, the following members of Alpha Sigma Chi became charter members of Eta Theta Chapter of Delta Sigma Pi: Chester L. Lee, Jerry M. Baker, James D. Edwards, Melvin D. Dodson, Jerry W. Rozzle, Charles L. Harless III, Lloyd R. Snow, Lee E. Bradley, Jerry A. Byrd, John Caskey, Richard H. Chafey, Stanley C. Crawford, John C. Godwin, Danny E. Kuss, Jerry A. Lee, Lemont E. Nodwell, Richard F. Ray, David J. Samuelson, Joe R. Seidel, William C. Sibley, Jerry L. Stouffer, Mike H. Swanke, Larry L. Taylor, Larry D. Tester, Robert L. Vidler, Jr., Michael G. Von Willer, Gary L. Wallace, Troy D. Williams, Ferris L. Grooms, Thomas O. Kirkpatrick and R. B. Vinson.



SHOWN HERE is the Administration building at Angelo State College, San Angelo, Texas.

PERSONAL MENTION

Harry W. Mattox, *Georgia*, is employed as an Organization Specialist with the Office of Management Services, U. S. Department of Agriculture, Washington, D.C.

Lawrence J. Lynch, *Rutgers-Beta Rho*, has been named general merchandising manager of Heublein, Inc.

James A. Russell, *Oklahoma State*, has completed the Adjutant General Officer basic course at Fort Benjamin Harrison, Indiana.

William W. Myers, *Rutgers-Beta Rho*, has been promoted to Administrative Assistant of Insurance Services by Prudential Insurance, Newark, New Jersey.

Jack A. Knight, *Southern Methodist*, has assumed the position of corporate wage and salary manager of Gifford, Hill and Company, Dallas, Texas.

George Sternleib, *Rutgers-Beta Omicron*, has become the director of the newly established Research Center of the Rutgers Graduate School of Business Administration.

Ralph D. Waddell, Jr., *North Carolina*, has been graduated from the Armed Forces Staff College, Norfolk, Virginia, and has been assigned to Takhli Royal Thai AFB, Thailand.

Salomon J. Flink, *Rutgers-Beta Omicron*, is conducting a survey of banking for the New Jersey Bankers Association.

Harlan E. Schwake, *Colorado*, has completed his machine operator course at Fort Leonard Wood, Missouri.

In recognition of outstanding achievement in 1966, Thomas K. Leach, *Rutgers-Beta Omicron*, of the Management Development Division of Home Life Insurance Company, New York, has been named to the President's Council for 1967. Membership in the President's Council is Home Life's highest honor, reserved for the top men in the company's field organization.

Jerome Shapiro, *Rutgers-Beta Omicron*, has been appointed executive chief accountant for Orange Memorial Hospital, Orange, New Jersey.

Kendall E. Andrews, Jr., *Texas Christian*, has been promoted from Assistant Vice President to Vice President at City National Bank, Fort Worth, Texas.



HOME OF ETA THETA Chapter of Delta Sigma Pi is the Department of Business building at Angelo State College, San Angelo, Texas.

Lawrence H. Cyr, *Florida*, has been designated Advanced Audit Techniques Specialist for Honeywell, at Clearwater, Florida.

Maury F. Wind, *Ithaca*, has been named to customer relations at Popular Merchandising Company, Ithaca, New York.

Ronald E. Beach, *Cincinnati*, is now an auditor for Arthur Andersen and Company, at Cincinnati, Ohio.

James H. Magee, Jr., *Johns Hopkins*, has formed a partnership firm, Watkins and Magee Architects, Baltimore, Maryland.

John J. Leone, *Boston College*, is now a territorial salesman for Humble Oil Company, Northampton, Massachusetts.

John S. Davis, *Ball State*, is presently serving with forces in Viet Nam.

Fred C. Jackson, *Miami-Ohio*, has become manager for Connecticut General Life Insurance Company, at Jacksonville, Florida.

Wallace J. Gordon, III, *Suffolk*, is presently a salesman for the Carnation Company, at New Haven, Connecticut.

Edward S. Moersch, *Western Michigan*, is now Operations Officer with the U. S. Naval Facility, Nantucket, Massachusetts.

Richard W. Balch, *Miami-Florida*, has been transferred from King Salmon AFS, Alaska, to Eglin AFB, Florida.

Mike Dudley, *Oklahoma City*, has been admitted to the firm, David M. Helme and Company, CPA's.

Edward B. Dillman, *Loyola-Chicago*, was recently elected investment officer in the trust department at Harris Trust and Savings Bank, Chicago, Illinois.

J. Wesley Bergey, *Pennsylvania State*, was recently elected President of the Lehigh Valley Chapter of Certified Life Underwriters, Allentown, Pennsylvania.

James M. McNamara, *Marquette*, has been named a Peace Corps Associate Director in Nigeria.

(Continued from page 28)

volved in everything from space exploration to social problems; from global politics to the nuclear physics of the stars. And he is involved in building new relationships with every part of the world: his own organization, governments at every level and in every part of the globe, with labor, with education, and, of course, with his customers.

It is a relevant business question now to ask how industry can help improve medical treatment and reduce its cost.

It is a business concern that school costs are expected to rise by 60 per cent in the next decade, while enrollments are increasing by only 19 per cent.

It is of concern to the businessman now that cities be made safer and easier to travel; that our water and air be freed of pollutants.

Is it any wonder that the greatest need of business and of organizations of all kinds is for men who can manage change?

Frankly, I think we are seeing fresh evidence on every side that the business community—and the business education community—is exerting an ever-increasing influence on our environment.

I don't suppose many of you missed the recent comment by Former Commerce Secretary John Connor to the effect that the federal government at all

levels needs the kind of thinking that is going on in business today. And I see that the cost effectiveness concept that Robert McNamara introduced into Pentagon planning has now been extended to the Department of Health, Education, and Welfare, and other sectors of government.

This trend in business-government relations is most encouraging. Government is recognizing the contributions business can make to solving public problems, and business is stepping up to these opportunities.

What these things add up to is a growing recognition of the value of the business approach to a wide range of problems. But it also adds up to a new challenge to us in business and to you in Academia to keep on top of this era of change.

I noted with interest recently that the University of California at Santa Barbara has re-established its school of business as The School of Management.

It is a good sign that as one of the principal agents in our society, we are conscious of the need to change, and to manage change, in our own affairs.

It is part of our common challenge now to lead, not merely belong, to the advance movements within our society.

And this, I am confident, the schools of business are going to continue to do.



HAROLD V. JACOBS with delegates and guests pass through the serving line at the Seafood Jamboree held during the 26th Grand Chapter Congress.

48 Chapters Place on Honor Roll in Chapter Efficiency Index; Another 16 Chapters Receive Honorable Mention

A RECORD NUMBER of 48 undergraduate chapters have placed on the Honor Roll in the Chapter Efficiency Index for achieving 100,000 points or more in 1967. Another 16 chapters have also received Honorable Mention for scoring 85,000 points or more. With 132 chapters participating in the 1967 Chapter Efficiency Index, 48.5 per cent of the chapters achieved the Honor Roll or Honorable Mention. All together 78 chapters exceeded the all fraternity average of 78, 591 points.

The five major divisions of the Chapter Efficiency Index are professional activities, scholarship, membership, finances and general activities. The highest

average for the fraternity recorded in the five divisions was in membership with 16,944 points, closely followed by 16,405 points in finance.

It was felt that the complete revision of the Chapter Efficiency Index rules last year has made it more equitable for all chapters in the fraternity, whether large or small. A continued effort is also being made to make the Chapter Efficiency Index even more equitable.

Chapters maintaining a perfect score of 100,000 points since the inception of the Chapter Efficiency Index in 1931-32 or since the installation of the chapter are Kappa Chapter at Georgia State College, Epsilon Iota Chapter at Mankato

State College, Epsilon Omega Chapter at Eastern Illinois University, Zeta Kappa Chapter at Western State College, Zeta Xi Chapter at Lewis College and Zeta Phi Chapter at Florida Atlantic University. Other chapters that have placed on the Honor Roll 20 times or more are Beta Chapter at Northwestern University, Alpha Beta Chapter at the University of Missouri and Alpha Delta Chapter at the University of Nebraska. Needless to say, other chapters that have been installed more recently than these have also amassed substantial records in the Chapter Efficiency Index.

LIFE MEMBERS

- 3957 Frank R. Pisciotta, *Gamma Omicron*, San Francisco
- 3958 Donald A. Groene, *Alpha*, New York
- 3959 Robert B. Docking, *Iota*, Kansas
- 3960 William H. Wilson, *Alpha Theta*, Cincinnati
- 3961 Nolan J. Clemens, Jr., *Zeta Mu*, Arlington State
- 3962 Joe A. Bautsch, *Epsilon Nu*, Louisiana State
- 3963 William B. Locander, *Upsilon*, Illinois
- 3964 Gregory R. Evans, *Beta Pi*, Kent State
- 3965 Brian C. O'Leary, *Delta Sigma*, Loyola-Los Angeles
- 3966 Stephen H. Newman, *Delta Upsilon*, Texas Christian
- 3967 Larry V. Curneal, *Gamma Kappa*, Michigan State
- 3968 Warren B. Cutting, *Alpha Gamma*, Pennsylvania State
- 3969 Curtis N. Painter, *Alpha Beta*, Missouri
- 3970 William H. Arlitt, *Beta Kappa*, Texas
- 3971 Theodore D. Vatsis, *Gamma Theta*, Wayne State
- 3972 Daniel H. McGrath, Jr., *Gamma Sigma*, Maryland
- 3973 Edward W. Preston, *Beta Tau*, Western Reserve
- 3974 Wayne E. Thomas, *Alpha Beta*, Missouri
- 3975 Jeffrey D. Jones, *Epsilon Iota*, Mankato State
- 3976 Hopkins P. Breazeale III, *Beta Zeta*, Louisiana State
- 3977 Carl R. Bartel, *Epsilon Theta*, Chico State
- 3978 Dixon B. Dann, *Alpha Upsilon*, Miami-Ohio
- 3979 Bruce W. Wollman, *Gamma Omega*, Arizona State
- 3980 Leon A. Streng, *Omega*, Temple
- 3981 John A. Fincher, *Delta Epsilon*, North Texas State

1967 Winners

Life Memberships in Delta Sigma Pi were awarded to the following presidents of the 48 chapters that placed on the Honor Roll in the 1967 Chapter Efficiency Index:

- *CHARLES D. KOBERG, Epsilon—Iowa
- *RICHARD L. LINCOLN, Epsilon—Iowa
- *WILLIAM F. GARNER, Kappa—Georgia State
- *THOMAS L. BOMBICH, Lambda—Pittsburgh
- *DAVID J. CZARNECKY, Rho—California
- *KEVIN R. O'CONNOR, Rho—California
- *KENNETH SORESENSEN, Sigma—Utah
- *DUANE S. MADDOX, Sigma—Utah
- *ROBERT M. STAUFFER, Chi—Johns Hopkins
- *GARY W. CALER, Alpha Beta—Missouri
- *MICHAEL G. GERKEN, Alpha Beta—Missouri
- *DWIGHT W. CLARK, Alpha Delta—Nebraska
- *DONALD G. MOES, Alpha Delta—Nebraska
- *DENNIS S. ZYLLA, Alpha Epsilon—Minnesota
- *JEFFREY J. DYPWICK, Alpha Epsilon—Minnesota
- *MICHAEL L. KEHRWALD, Alpha Eta—South Dakota
- *ROBERT L. SEELY, Alpha Eta—South Dakota
- *RICHARD L. KINSTLER, Alpha Theta—Cincinnati
- *GENE N. FULLER, Alpha Iota—Drake
- *C. RICHARD GOTTLIEB, Alpha Pi—Indiana
- *RICHARD A. CLEMENTS, Alpha Pi—Indiana
- *JOHN R. ALLEN, Alpha Upsilon—Miami (Ohio)
- *EDWARD G. MAIER, Alpha Omega—DePaul
- *LARRY C. BRANDT, Beta Gamma—South Carolina
- *JAMES K. SHEALY, Beta Gamma—South Carolina
- *RICHARD J. FLYNN, Beta Theta—Creighton
- *RALPH W. SEVELIUS, Beta Omega—Miami (Florida)
- *DON C. ELLIOT, Beta Omega—Miami (Florida)
- *TOM W. ROBINSON, Gamma Iota—New Mexico
- *DAVID E. FARNER, Gamma Kappa—Michigan State
- *JOSEPH J. OWENS, Gamma Kappa—Michigan State
- *STEPHEN W. PETTIT, Gamma Lambda—Florida State
- *THOMAS M. HALL, Gamma Rho—Detroit
- *GEORGE F. WRIGHT, Gamma Tau—Southern Mississippi
- *RICHARD S. SIMS, Gamma Tau—Southern Mississippi
- *DOUGLAS M. CONLAN, JR., Gamma Phi—Texas (El Paso)
- *GEORGE R. RIPPS, Gamma Psi—Arizona
- *WILBUR K. BULLOCK, Gamma Omega—Arizona State

- *KENT D. MANBY, Delta Eta—Lamar Tech
- *WALTER D. NELSON, Delta Theta—Oklahoma City
- *JACK W. SPURGIN, Delta Theta—Oklahoma City
- *ROBERT E. GALL, Delta Nu—Loyola (New Orleans)
- *GARY W. SCHOMER, Delta Tau—Indiana State
- *MICHAEL E. MONTGOMERY, Delta Chi—Washburn
- *HERB W. STEWART, Delta Chi—Washburn
- *JOHN E. HART, Delta Psi—Suffolk
- *MICHAEL P. STEWART, Delta Omega—West Liberty State
- *G. WILLIAM ROEHR, Epsilon Theta—Chico State
- *MICHAEL A. DELAPLAIN, Epsilon Theta—Chico State
- *STEVEN P. SCHMIDT, Epsilon Iota—Mankato State
- *RUSSELL A. SCHNEIDER, Epsilon Iota—Mankato State
- *DON C. PONTIUS, Epsilon Kappa—Shepherd
- *JOSEPH L. FUTRELL, Epsilon Xi—Ball State
- *CARL WELLMAN, Epsilon Xi—Ball State
- *WILLIAM J. AIKEN, Epsilon Omicron—Western Michigan
- *E. DON HICE, Epsilon Upsilon—New Mexico State
- *WILLIAM H. MCGOWAN, Epsilon Phi—Sacramento State
- *ORRIN R. EVERHART, Epsilon Phi—Sacramento State
- *JAMES E. GROBMYER, Epsilon Psi—Christian Brothers
- *FRANCES J. DUMAS, Epsilon Omega—Eastern Illinois
- *STEVEN MIDDLEMAS, Epsilon Omega—Eastern Illinois
- *ANTHONY B. MARRANO, Zeta Eta—St. Peter's
- *DONALD E. YALE, Zeta Kappa—Western State
- *WILLIAM T. DONALD, Zeta Kappa—Western State
- *JAMES G. BRUMIT, Zeta Lambda—Georgia Tech
- *JIMMIE R. CARROLL, Zeta Lambda—Georgia Tech
- *RONALD M. CANTER, Zeta Mu—Texas (Arlington)
- *ROBERT D. JENKINS, JR., Zeta Mu—Texas (Arlington)
- *FRANCIS J. ZELLER, Zeta Xi—Lewis
- *DAVID J. BAILEY, Zeta Phi—Florida Atlantic

*In cases where two or more presidents served a single chapter during the year, each received partial credit toward the cost of a Life Membership.

- 3982 John R. Harris, *Beta Iota*, Baylor
 3983 James P. McCormick, *Zeta Nu*, Texas A & I
 3984 Lawrence C. Hanratty, *Chi*, Johns Hopkins
 3985 Milledge B. Hart, Jr., *Zeta Nu*, Texas A & I
 3986 Raymond J. Hosek, *Gamma Pi*, Loyola-Chicago
 3987 Arthur F. Neff, Jr., *Gamma Theta*, Wayne State
 3988 Charles J. Emery, *Beta Rho*, Rutgers
 3989 John J. Poropat, *Zeta Xi*, Lewis
 3990 Gerhard H. Siebert, *Chi*, Johns Hopkins
- 3991 Marvin G. Heebe, *Gamma Tau*, Southern Mississippi
 3992 John E. Pajkos, *Epsilon Omega*, Eastern Illinois
 3993 Patrick R. O'Dowd, *Delta Nu*, Loyola-New Orleans
 3994 Robert W. Law, *Beta Iota*, Baylor
 3995 Pasquale F. Eodice, *Beta Omega*, Miami-Florida
 3996 Peter J. Morrison, *Beta*, Northwestern
 3997 Ralph Olleo III, *Zeta Omicron*, C. W. Post
 3998 Lawrence L. Koontz, *Gamma Omega*, Arizona State
- 3999 Howard E. Wheeler, *Zeta Nu*, Texas A & I
 4000 Henry E. Marks, *Alpha Omega*, DePaul
 4001 Harvey M. LoSasso, *Delta Pi*, Nevada
 4002 Amador Gutierrez, Jr., *Zeta Nu*, Texas A & I
 4003 Kenneth W. Lutz, *Alpha*, New York
 4004 Gerard T. Haff II, *Gamma Omicron*, San Francisco
 4005 Richard L. Knode, *Epsilon Kappa*, Shepherd
 4006 Peter A. Butler, *Beta Omega*, Miami-Florida

DELTA SIGMA PI CHAPTER EFFICIENCY INDEX

Previous Winners

The dates following the names of the chapter and university denote the previous years in which the chapter has placed on the Honor Roll. The Chapter Efficiency Index was not conducted during the war years of 1943, 1944, 1945, and 1946.

- ALPHA, New York—1947, 1955, 1963
 BETA, Northwestern (Chicago)—1934, 1935, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1956, 1957, 1959, 1960, 1961
 GAMMA, Boston—1953
 DELTA, Marquette—1934, 1939, 1940, 1941, 1942, 1949, 1952, 1953, 1954, 1955, 1956, 1960, 1961, 1962, 1963, 1966
 EPSILON, Iowa—1949, 1950, 1951, 1952, 1953, 1960
 ZETA, Northwestern (Evanston)—1949, 1950, 1951, 1957, 1962
 THETA, Detroit—1951, 1952, 1953, 1961
 IOTA, Kansas—1954, 1955, 1956
 KAPPA, Georgia State—1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966
 LAMBDA, Pittsburgh—1963, 1964, 1965
 MU, Georgetown—1948, 1949, 1952, 1956, 1964, 1965
 NU, Ohio State—1948, 1949, 1950, 1951, 1958
 XI, Michigan—1947, 1948, 1949, 1950, 1952, 1953, 1954, 1955, 1958
 PI, Georgia—1937, 1938, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1962, 1963
 RHO, California—1956, 1959
 SIGMA, Utah—1965, 1966
 UPSILON, Illinois—1959, 1961, 1963, 1966
 PHI, Southern California—1953, 1954, 1955, 1956
 CHI, Johns Hopkins—1940, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958
 Psi, Wisconsin—1949, 1950, 1953, 1955, 1956, 1959, 1960, 1962
 OMEGA, Temple—1952
 ALPHA BETA, Missouri—1937, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966
 ALPHA GAMMA, Pennsylvania State—1949, 1950, 1951, 1953, 1954, 1957, 1958, 1959, 1960
 ALPHA DELTA, Nebraska—1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1953, 1954, 1955, 1959, 1960, 1961, 1962, 1963, 1964, 1966
 ALPHA EPSILON, Minnesota—1940, 1941, 1942, 1947, 1950, 1951, 1954, 1966
 ALPHA ETA, South Dakota—1950, 1951, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966
 ALPHA THETA, Cincinnati—1952, 1953, 1954, 1956, 1957, 1959, 1964, 1965, 1966
 ALPHA IOTA, Drake—1952, 1953, 1958, 1959, 1962, 1963, 1964
 ALPHA KAPPA, Buffalo—1952, 1953, 1954, 1955, 1956, 1957, 1958, 1960, 1962
 ALPHA LAMBDA, North Carolina—1951, 1954, 1955, 1960, 1965
 ALPHA MU, North Dakota—1962, 1964
 ALPHA NU, Denver—1948, 1950, 1951, 1965
 ALPHA XI, Virginia—1952, 1953, 1954, 1955
 ALPHA OMICRON, Ohio—1954, 1955, 1956, 1957, 1963, 1964
 ALPHA PI, Indiana—1949, 1950, 1951, 1964
- ALPHA RHO, Colorado—1939, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1958, 1960, 1966
 ALPHA SIGMA, Alabama—1940, 1949, 1950, 1953, 1955, 1958, 1959, 1960, 1961
 ALPHA UPSILON, Miami (Ohio)—1941, 1942, 1949, 1952, 1957, 1958, 1963, 1966
 ALPHA PHI, Mississippi—1950, 1951, 1952, 1955, 1963
 ALPHA OMEGA, DePaul—1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1959, 1966
 BETA GAMMA, South Carolina—1948, 1956, 1957, 1958, 1960, 1962, 1963, 1964, 1965, 1966
 BETA EPSILON, Oklahoma—1940, 1941, 1956, 1959, 1960, 1961
 BETA ZETA, Louisiana State—(Baton Rouge)—1959, 1965, 1966
 Beta Eta, Florida—1932, 1950, 1956, 1957, 1958, 1959, 1960
 BETA THETA, Creighton—1948, 1949, 1950, 1951, 1952, 1954, 1955, 1957, 1958, 1959, 1960, 1961, 1966
 BETA IOTA, Baylor—1941, 1942, 1952, 1957
 BETA KAPPA, Texas (Austin)—1939, 1942, 1947, 1949, 1950, 1960, 1961, 1962, 1963, 1965, 1966
 BETA LAMBDA, Auburn—1954, 1959
 BETA XI, Rider—1948, 1949, 1950, 1951, 1952, 1953, 1955, 1956, 1957, 1962
 BETA OMICRON, Rutgers—1940, 1947, 1948, 1949, 1950, 1951, 1953, 1954, 1956, 1965
 BETA PI, Kent State—1948, 1949, 1950, 1951, 1952, 1953, 1956, 1958, 1964, 1965
 BETA RHO, Rutgers—1953, 1954, 1955, 1958, 1959, 1960, 1961, 1962, 1963, 1965
 BETA SIGMA, St. Louis—1955, 1956, 1958, 1959, 1960, 1962, 1964, 1966
 BETA TAU, Western Reserve—1948, 1949, 1951
 BETA UPSILON, Texas Tech—1950, 1952, 1953, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1965, 1966
 BETA PHI, Southern Methodist—1953, 1959
 BETA CHI, Tulsa—1954, 1956
 BETA PSI, Louisiana Tech—1950, 1956, 1957, 1958, 1959, 1960, 1961, 1963, 1965
 BETA OMEGA, Miami (Florida)—1953, 1954, 1955, 1957, 1958, 1959, 1964, 1965, 1966
 GAMMA DELTA, Mississippi State—1950, 1953, 1955, 1956, 1961
 GAMMA EPSILON, Oklahoma State—1966
 GAMMA ZETA, Memphis State—1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963
 GAMMA ETA, Omaha—1950, 1951, 1956, 1958, 1961, 1962, 1965
 GAMMA THETA, Wayne State—1950, 1951, 1952, 1953, 1955, 1957, 1951, 1965
 GAMMA IOTA, New Mexico—1955, 1957, 1959, 1961, 1962
 GAMMA KAPPA, Michigan State—1950, 1951, 1952, 1953, 1954, 1955, 1956, 1964, 1965, 1966
 GAMMA LAMBDA, Florida State—1963, 1964, 1965
 GAMMA MU, Tulane—1951, 1952, 1953, 1954, 1955, 1957, 1958, 1959, 1960, 1961
 GAMMA XI, Santa Clara—1951, 1953, 1954, 1955, 1956, 1958, 1959, 1960, 1961
 GAMMA OMICRON, San Francisco—1952, 1953, 1954, 1955, 1956
 GAMMA PI, Loyola (Chicago)—1952, 1953, 1954, 1955, 1956, 1958, 1959, 1960, 1961
 GAMMA RHO, Detroit—1955, 1956, 1957, 1958, 1959, 1961, 1962, 1963
 GAMMA SIGMA, Maryland—1954, 1957, 1958, 1963
 GAMMA TAU, Southern Mississippi—1953, 1959, 1962, 1963, 1964, 1965, 1966
 GAMMA UPSILON, Babson—1952, 1959, 1960, 1961, 1962, 1963
 GAMMA PHI, Texas (El Paso)—1955, 1965, 1966
 GAMMA PSI, Arizona—1957, 1961, 1962, 1963, 1964, 1965, 1966
 GAMMA OMEGA, Arizona State—1953, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966
 DELTA EPSILON, North Texas State—1955, 1956, 1960, 1961, 1962, 1963, 1964
 DELTA ZETA, East Carolina—1958
 DELTA ETA, Lamar Tech—1959, 1960, 1961, 1962, 1963, 1964, 1966
 DELTA THETA, Oklahoma City—1960, 1961, 1962, 1963, 1964, 1965
 DELTA IOTA, Florida Southern—1958, 1959, 1962
 DELTA KAPPA, Boston College—1960, 1962, 1963, 1964
 DELTA LAMBDA, Ithaca—1959, 1960
 DELTA MU, U. of Americas—1959, 1960
 DELTA NU, Loyola (New Orleans)—1962, 1963, 1964, 1965, 1966
 DELTA XI, East Tennessee State—1965
 DELTA OMICRON, San Francisco State—1962, 1964
 DELTA RHO, Ferris State—1960, 1961, 1962, 1963
 DELTA TAU, Indiana State—1961, 1962, 1964, 1965, 1966
 DELTA UPSILON, Texas Christian—1960, 1961, 1963
 DELTA PHI, East Texas State—1963
 DELTA CHI, Washburn—1962, 1963, 1964, 1965
 DELTA PSI, Suffolk—1961, 1963, 1964, 1965
 DELTA OMEGA, West Liberty State—1961, 1962, 1966
 EPSILON ZETA, Midwestern—1962
 EPSILON ETA, Eastern New Mexico—1961, 1962, 1963, 1964, 1965
 EPSILON THETA, Chico State—1962, 1963, 1964, 1965, 1966
 EPSILON IOTA, Mankato State—1961, 1962, 1963, 1964, 1965, 1966
 EPSILON KAPPA, Shepherd—1964, 1966
 EPSILON LAMBDA, Rochester Tech—1962, 1965
 EPSILON MU, Sam Houston State—1963, 1964, 1966
 EPSILON NU, Louisiana State (New Orleans)—1963
 EPSILON XI, Ball State—1964, 1965, 1966
 EPSILON OMICRON, Western Michigan—1963, 1964, 1965
 EPSILON PI, Monmouth—1963, 1964
 EPSILON SIGMA, LaSalle—1966
 EPSILON TAU, Dayton—1964, 1965
 EPSILON UPSILON, New Mexico State—1964
 EPSILON PHI, Sacramento State—1966
 EPSILON CHI, Georgia Southern—1964, 1965, 1966
 EPSILON PSI, Christian Brothers—1966
 EPSILON OMEGA, Eastern Illinois—1965, 1966
 ZETA ETA, St. Peter's—1965
 ZETA THETA, Western Kentucky—1966
 ZETA KAPPA, Western State—1966
 ZETA NU, Texas A&I—1966
 ZETA XI, Lewis—1966

Oklahoma State Dedicates New Business Building

OKLAHOMA STATE UNIVERSITY at Stillwater dedicated its new College of Business Building in late April 1967. Designed to stimulate an atmosphere of innovative learning, the building is a four story structure containing the latest in modern physical facilities. It has 75,000 square feet of floor space and was built at a cost of \$1,250,000.

The building houses 83 faculty offices, seven classrooms, three graduate seminar rooms, three especially equipped accounting rooms, two statistics laboratories and two conference rooms. It also includes three computer rooms, the deans' offices, 60 graduate carrels, and the business extension offices. Moreover, the building houses the Manpower Research and Training Center, the Economic Research Center, the Small Projects Research Area, and the Sociology Research Laboratory. The location of these research areas in the College of Business Building has helped to stimulate the already fruitful partnership between business, economics, and the social sciences at Oklahoma State.

A separate case study annex at the rear of the building contains five "case classrooms" with multitiered, U-shaped seating. Equipped with fixed tables and chairs, these rooms seat from 30 to 145 students. Audio visual equipment permits flexible use of each of the case rooms, while a unique behavioral science laboratory adjoins one of the case rooms making it pos-

sible for unseen observers to study the interactions of small groups working on case materials.

Realizing the importance of art appreciation and the humanities in general the new College of Business building offers various art forms and aesthetically pleasing interior decorations. Designed for the student, faculty, staff and visitor, the new building attempts to provide for both educational and cultural needs.

The School of Commerce and Marketing was established in 1914, 23 years after the founding of Oklahoma Agricultural and Mechanical College. There were 37 students enrolled in the school during its first year. The College of Business received its present name in 1955. The present enrollment in the College of Business in the undergraduate and graduate levels exceeds 2400 under the guidance of more than 50 full time faculty members.

The entire building program was spared approximately two years of detailed committee work when Dr. Dwight E. Stevens, professor of architecture at the College of Engineering, assigned his graduate architectural class the task of designing the new College of Business. The results of this effort were threefold: (1) a realistic and rigorous definition of building objectives, (2) the generation of many creatively useful ideas, and most important, (3) a master building program.

Dean of the College of Business at Oklahoma State is Dr. Richard W. Poole,

a member of Gamma Epsilon Chapter of Delta Sigma Pi. The College of Business is the home of Gamma Epsilon Chapter of the Fraternity. It was installed there on March 19, 1949 and now has nearly 400 members.



DEAN RICHARD W. POOLE cuts the ribbon signifying the official opening of the new College of Business building at Oklahoma State. He is being assisted by Oklahoma State President Robert Kamm.

PERSONAL MENTION

William Haeseler, III, *State U. of New York-Buffalo*, has been elected president of the Certified Finance Company, Buffalo, New York.

Beryl Wagner, *Georgia Southern*, has assumed a position with Massachusetts Mutual Life Insurance Company, at Chattanooga, Tennessee.

J. C. Weithaus, *Pennsylvania State*, recently retired as vice president of Calgon Corporation, Pittsburgh, Pennsylvania.

Lee A. Dunn, *State U. of New York-Albany*, has joined the Controller's Department of the Armstrong Cork Company, Lancaster, Pennsylvania.

Joseph F. Hayess, III, Babson, is serving with the 22nd Infantry Division in Viet Nam.

Frederick L. Rushing, *Florida State*, recently completed a combat engineering course at Fort Leonard Wood, Missouri.

George R. Rowan, *Georgetown*, recently completed Army Command and General Staff College at Fort Leavenworth, Kansas.

Lonny L. Giesen, *Mankato*, has been awarded the U.S. Air Force silver pilot wings upon graduation at Webb AFB, Texas, and has been assigned to a unit in Minnesota.

Charles E. Kleinpeter, *Georgia Southern*, has recently completed a supply course at Fort Knox, Kentucky.

James H. Hull, *Maryland*, is on duty at Nakhon Phanom Royal Thai AFB, Thailand.

David C. Ladd, *Rider*, has completed combat training at Fort Dix, New Jersey.



SHOWN HERE is the new College of Business building at Oklahoma State University.



ONE OF THE MANY outstanding features of the new Oklahoma State College of Business building is this lounge.

Richard M. Smith, *Mankato*, has completed the administration course at Fort Leonard Wood, Missouri.

Henry J. Dethlefs, III, *Creighton*, is currently a student at the U.S. Army Command and General Staff College, Fort Leavenworth, Kansas.

William H. Taylor, *North Carolina*, has been awarded the U.S. Air Force silver pilot wings upon graduation at Sheppard AFB, Texas, and has been assigned to Bergstrom AFB, Texas.

Claude W. Pollock, *Georgia State*, has completed Officer Training School at Lackland AFB, Texas, and has been assigned to Craig AFB, Alabama.

Cecil C. Voils, *Nebraska*, is attending the Air University academic instructor course at Maxwell AFB, Alabama.

John R. Walker, *Baylor*, has completed Officer Training School at Lackland AFB, Texas, and has been assigned to Tyndall AFB, Florida.

Colonel F. Betz, *San Francisco State*, has been graduated from the U.S. Air Force technical training school at Sheppard AFB, Texas, and has been reassigned to Hayward, California.

Paul D. Melhuish, *Miami-Florida*, has completed a radio relay and carrier operation course at Fort Gordon, Georgia.

James A. Rogers, *Florida State*, has completed advanced infantry training at Fort Dix, New Jersey.

Ernest C. Miller, *Denver*, is attending the Air University academic instructor course at Maxwell AFB, Alabama.

Joseph J. Mann, *Marquette*, has completed the U. S. Air Force Officer Training School at Lackland AFB, Texas and has been assigned to Barksdale AFB, Louisiana.

William M. Creech, *Virginia*, has graduated from Officer Training School at Lackland AFB, Texas, and has been assigned to Keesler AFB, Mississippi.

Donald E. Lee, Jr., *Texas Christian*, has been assigned to Altus AFB, Oklahoma, following graduation from the U. S. Air Force

Medical Service Corps Officers School at Sheppard AFB, Texas.

Phillip A. Nicolai, *Michigan*, has been assigned to Lowry AFB, Colorado, following graduation from Officer Training School at Lackland AFB, Texas.

Arnold R. Fox, *Monmouth*, has completed Officer Training School at Lackland AFB, Texas, and has been assigned to Chanute AFB, Illinois.

Richard H. Heartwell, *Texas Christian*, has completed the U. S. Air Force Officers Medical Service Corps School at Sheppard AFB, Texas, and has been assigned to Orlando AFB, Florida.

Robert C. Dean, *Pennsylvania State*, has received the Air Medal at Lockbourne AFB, Ohio, for air action in Southeast Asia.

Harold R. Tollefson, *South Dakota*, has completed Officer Training School at Lackland AFB, Texas, and has been assigned to Lowry AFB, Colorado.

Fred L. Bauer, *Michigan State*, has received the Vietnamese Medal of Honor First Class for his assistance to the Vietnamese Air Force.

Michael K. Banham, *Sacramento State*, has been assigned to Moody AFB, Georgia, following graduation from Officer Training School at Lackland AFB, Texas.

David E. Dummer, *Mankato State*, has completed Officer Training School at Lackland AFB, Texas, and has been assigned to Keesler AFB, Mississippi.

Lyle J. Ortner, *Creighton*, has been decorated with the U. S. Air Force Commendation Medal at Richards-Gebaur AFB, Missouri.

Chester A. Reeves III, *Rider*, has been assigned to Wurtsmith AFB, Michigan, following graduation from flight school at Vance AFB, Oklahoma.

Darold K. Manion, *Washburn*, has completed Officer Training School at Lackland AFB, Texas, and has been assigned to Williams AFB, Arizona.

Earl F. Thompson, *Florida Southern*, has been assigned to Cannon AFB, New Mexico,

following graduation from flight school at Webb AFB, Texas.

David K. Warman, *Southern Methodist*, has received six awards of the Air Medal in addition to the Purple Heart for action in Southeast Asia.

John A. Lindstrom, *Mankato State*, has received the Air Medal at Ubon Royal Thai AFB, Thailand, for meritorious action under hazardous conditions in Southeast Asia.

Norman S. Neill, *Arizona*, has received the U. S. Air Force Commendation Medal at U-Tapao Royal AFB, Thailand.

Robert A. Engelbrecht, *Kansas*, has completed the U. S. Air Force technical training School at Keesler AFB, Mississippi, and has been assigned to McCoy AFB, Florida.

Gary Skibicki, *Oklahoma*, has been commissioned a Second Lieutenant at Lackland AFB, Texas, and has been assigned to Hill AFB, Utah.

Albert N. Lindstrom III, *Arizona State*, has been assigned to Williams AFB, Arizona.

Richard F. Von Haden, *Wisconsin*, has completed Officer Training School at Lackland AFB, Texas, and has been assigned to Keesler AFB, Mississippi.

Steven C. Lackey, *Maryland*, is attending the Air University Squadron Officer School at Maxwell AFB, Alabama.

Dean M. Goishi, *California*, has completed the Adjutant General Officer school at Fort Benjamin Harrison, Indiana.

Edward D. Markytan, *Nebraska*, has been named Assistant Vice President of the Union Bank, Los Angeles, California.

Peter Guy Evans, *Rutgers-Beta Rho*, secretary and treasurer of Maple Industries, Inc., is serving as president of the Los Angeles Chapter of the Tax Executives Institute, Inc.

Merlyn C. Rue, *Wisconsin*, has been named director of information services at Trevenol Laboratories, Inc., Morton Grove, Illinois.



THIS ATTRACTIVE new building is the home of the College of Business at Oklahoma State University.

Frank L. Paul, *Northwestern-Beta*, was recently elected vice president and general counsel of the First National Bank, Chicago, Illinois.

Gene W. Harrell, *Eastern New Mexico*, has been named the Vice President for Business Affairs by Eastern New Mexico University, Portales, New Mexico.

C. Malcolm Davis, *Rutgers-Beta Omicron*, was recently re-elected president of the Greater Newark Development Council, Newark, New Jersey.

Thomas J. Rowe, *Rutgers-Beta Rho*, has been elected financial vice president of Avnel, Inc., Newark, New Jersey.

Paul A. Gorman, *Missouri*, has been named to the board of directors of the Prudential Insurance Company.

Burton Karpinski, *Georgetown*, is a new associate in the law firm of F. Robert Gilfoil in Syracuse, New York.

James J. Kehoe, *Georgia*, captain, is an Administrator, USAF Dispensary, Peshawar, Pakistan.

Harold C. Klein, *Texas Christian*, has accepted a position as Assistant Comptroller with Great Commonwealth Life Insurance Company, Dallas, Texas.

George F. Brown, *Texas Tech*, has received the Retail Furniture Association of Texas award for 1966 for "Outstanding Wholesale Salesman."

Robert K. Rowe, *Texas Western*, is now Director of General Educational Development at William Beaumont General Hospital, El Paso, Texas.

Donald Merrill, *Oklahoma State*, has a new position as Accountant with the Tulsa office of Lybrand, Ross Bros. & Montgomery, at Tulsa, Oklahoma.

Delta Sigma Pi Educational Foundation

The Delta Sigma Pi Educational Foundation is a not for profit corporation formed for the following purposes:

1. To foster the study of business in universities; to encourage scholarship, and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community;

2. To encourage, aid and assist students of business, both undergraduate and graduate;

3. To make available to students of business, financial assistance by way of scholarships, fellowships and loans of money or other property;

4. To encourage and assist worthy educational and scientific projects and scientific business research;

5. To take, receive and acquire by gifts, purchase, grant, testamentary donation or otherwise, any property, real, personal or mixed, and to hold, use, manage, expend, encumber, convey, sell, dispose of, invest and reinvest the same.

6. To establish and maintain such committees, departments, bureaus or agencies as may be necessary or desirable for the carrying out of the foregoing purposes;

7. And to do all things incidental or necessary to carrying out the foregoing purposes.

All bequests, legacies, devises, transfers and gifts made to the Foundation are deductible for Federal estate and gift tax purposes under the provisions of Sections 2055, 2106 and 2522 of the Code. All contributions are deductible for Federal Income Tax purposes.

Most organizations start out small and the Foundation was no exception. Because the fund was small our grants were likewise small. We started by financing the publication of the Delta Sigma Pi Biennial Survey in 1963-1964; 1965-1966; and 1967-1968. A grant of \$250.00 was made to the Council for Professional Education for Business to help finance the publication of the pamphlet "Preparing

for Your Career As a Professor of Business Administration." Yes, this was a small beginning, but with the coming of the tax exemption status the Foundation began to show definite progress.

To date over two hundred Deltasigs have made contributions varying in size from one dollar to five thousand dollars. The present balance of the fund is over ten thousand dollars. We feel that we have now reached a point where we can extend our giving.

The officers and directors have been charged with the responsibility of seeking a scholarship plan where the Foundation will offer a scholarship to some Deltasig or relative of a Deltasig attending a school of business in a school where there is a chapter of Delta Sigma Pi. This is to be given immediate attention.

The charge to seek other needs for grants from the Foundation has also been given to the officers. We desire to add greatly to the fund so that projects of greater import can be undertaken. To do this we need your help.

We solicit your contribution no matter how large or small. Those who contribute one hundred dollars or more become members of the Foundation and are eligible to attend the biennial meetings and cast their vote in all elections or for or against any matters. It is not necessary to contribute the one hundred dollars at one time. When your contributions are added together and equal one hundred dollars you are automatically placed on this membership list.

When you join the list of contributors you are continuing to follow the purpose of Delta Sigma Pi; a purpose so meaningful that one can be proud to be a part of such a plan.

We hope we can count on you to consider the Delta Sigma Pi Educational Foundation when you plan your list of contributions for this year. Those of you who have already been added to our list, we ask that you join those who have acquired the habit of contributing to the Foundation each year. Those who will be new, we welcome your interest. Like all foundations, we need contributions, bequests, legacies, devises, transfers or gifts to succeed. We have wonderful plans. Please help us make these plans work. Send your donations to Robert O. Lewis,



AMERICAN ASSOCIATION OF COLLEGIATE SCHOOLS OF BUSINESS, April 19-24, 1968 at Miami Beach, Fla.

AMERICAN ECONOMIC ASSOCIATION, December 28-30, 1967 at Washington, D.C.

AMERICAN FINANCE ASSOCIATION, December 27-29, 1967 at Washington, D.C.

AMERICAN STATISTICAL ASSOCIATION, December 27-30, 1967 at Washington, D.C.

ASSOCIATION OF UNIVERSITY EVENING COLLEGES, November 5-9, 1967 at New Orleans, La.

NATIONAL ASSOCIATION OF REAL ESTATE BOARDS, November 11, 1967 at Washington, D.C.

PROFESSIONAL INTERFRATERNITY CONFERENCE, March 15-17, 1968 at Chicago, Ill.

treasurer, 970 Waverly Road, Glen Ellyn, Illinois 60137. Further information is available from any of the officers or directors listed below.

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PICTURED HERE is a typical campus scene of Northern Arizona University in Flagstaff, Arizona.

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