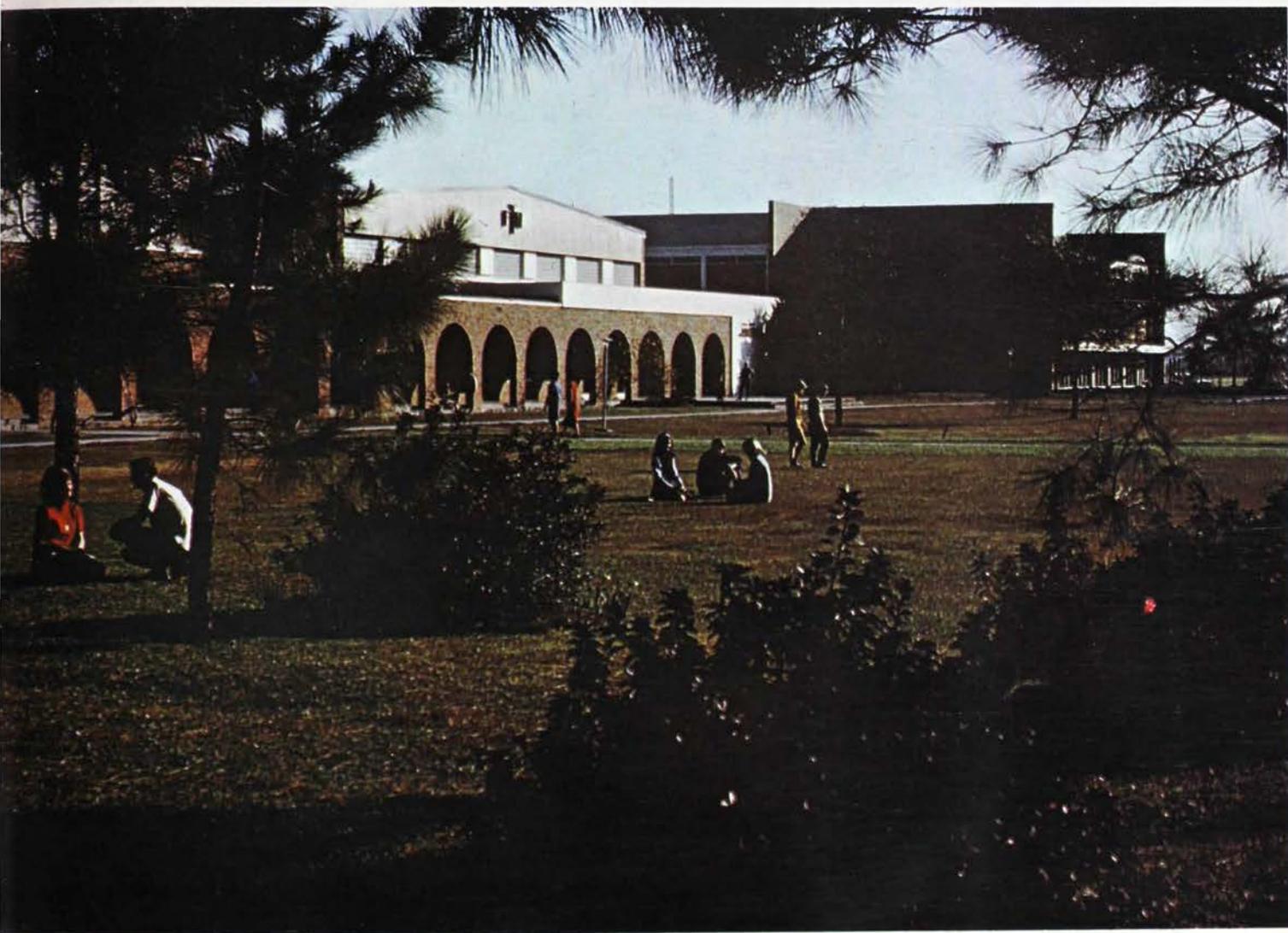


The

# DELTA SIG

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

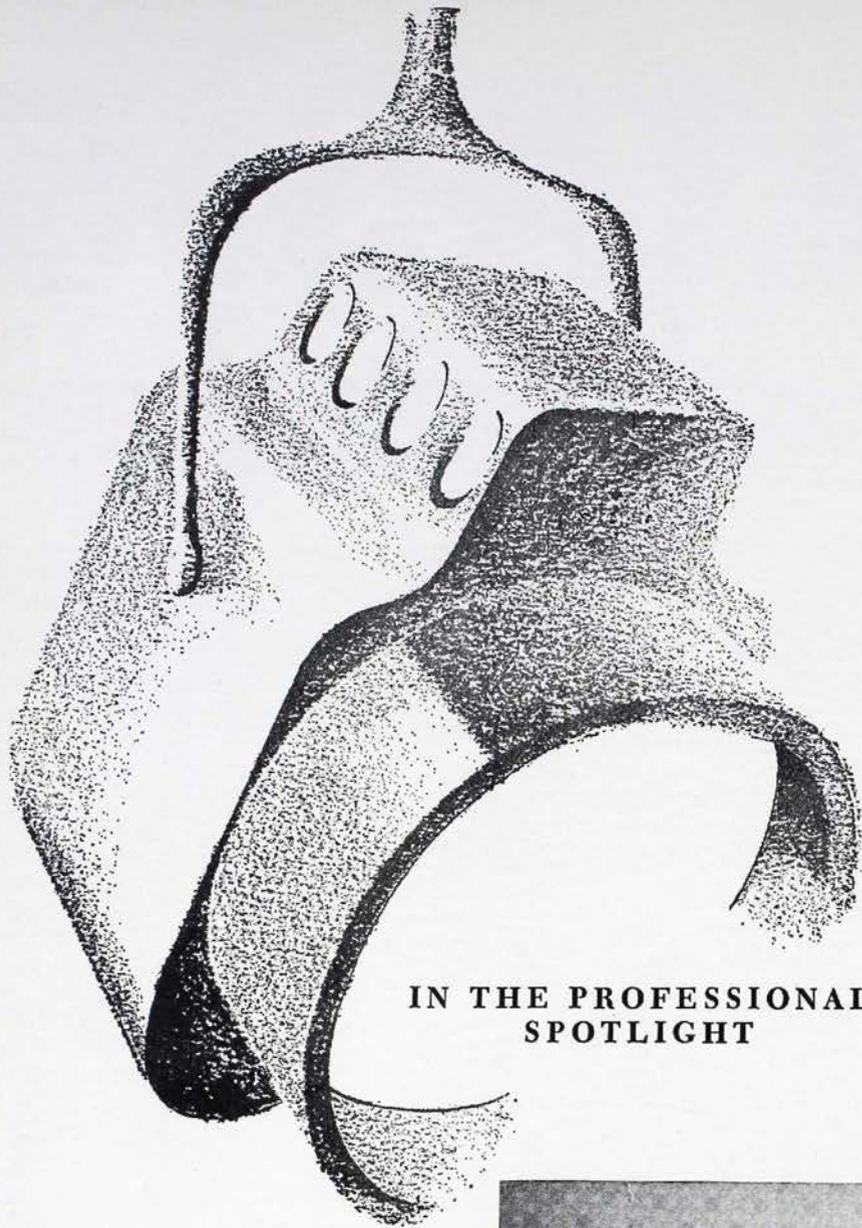


*Nicholls State College, Thibodaux, Louisiana*

**PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY**

FOUNDED 1907

**NOVEMBER 1969**



## 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.

### IN THE PROFESSIONAL SPOTLIGHT

OUR PROFESSIONAL SPOTLIGHT is focused on the members of the Pittsburgh Alumni Club during one of their regular monthly meetings. Good food, fun, fellowship and education continues to be a part of any successful alumni club program.



# The DELTASIG

OF DELTA SIGMA PI

Editor

... in this issue

CHARLES L. FARRAR

From The Desk of The Grand President .....	2
A Word From The Central Office .....	2
27th Grand Chapter Congress Held at Mackinac Island .	3
Eta Pi Chapter Installed at Wayne State College .....	5
Good Management—Key to Progress in a Changing World .....	7
Eta Rho Chapter Becomes Third in Wisconsin .....	11
Southern Illinois University's Edwardsville Campus Granted Eta Sigma Chapter .....	13
Ninth Chapter of Fraternity in Louisiana Installed at McNeese .....	15
The Challenge to Business Management .....	17
Jaycees Choose "Rose of Deltasig" .....	22
Another First for Delta Sigma Pi is Recorded at West Florida .....	23
Fraternity's Newest Chapter Installed at Eastern Michigan .....	25
The Central Office to Be Expanded .....	29
Delta Sigma Pi Educational Foundation Program Expands .....	30
With the Alumni the World Over .....	31
Through the Eyes of an Educator .....	36
Delta Sigma Pi Educational Foundation Awards Scholarship to James R. Thomson .....	38
Grand Council Chosen to Lead Fraternity for Next Two Years .....	39
Delta Sigma Pi Directory .....	46

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### Our Cover

Our cover on this issue of The DELTASIG features Nicholls State College at Thibodaux, Louisiana, home of Eta Iota Chapter.

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

WARREN E. ARMSTRONG  
Gamma Iota—New Mexico



ACCORDING TO M. J. McDonough, Vice President, Westinghouse Electric Utility Group, "Young people who turn down careers in business on grounds they want to help mankind are rejecting the very force through which they can help mankind the most. Business as it operates today is a positive and powerful force which can be employed effectively to improve the welfare of all men." Recent surveys have shown that only 14 percent of today's college student graduates are going into business careers. Behind these figures is an even grimmer statistic, the more able the student, the more critical he is likely to be of business.

Mr. McDonough continues, "The very commendable concern of our young people with the four curses of our time—hunger, poverty, ignorance and chronic ill health—will not be gratified by eloquence, by philosophic analysis, or by random effort from small groups of well meaning people. It is a bitter paradox that their compassion for the underprivileged should turn them from the only proven means of relieving the misery of these people."

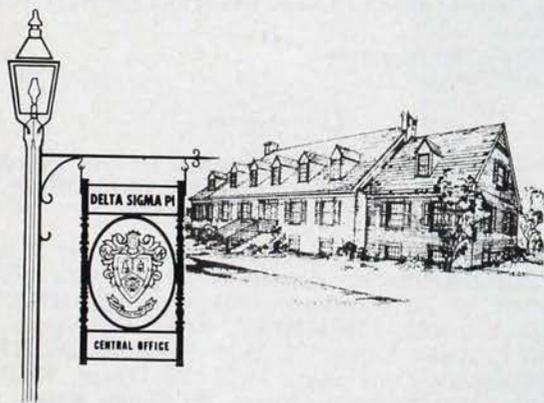
He further contends that few people, even in business, realize the economic power of American business today; he pointed out that corporate decisions affect one-half of our national income and that seven out of ten Americans are engaged in some form of business activity.

The simple truth is that a regular paycheck is still the best means devised to eliminate hunger and poverty. In addition, money earned provides a measure of human dignity missing from all welfare programs. American business can provide the paychecks—if it can remain competitive in world markets.

If we are to provide an ever increasing flow of paychecks—each one a direct attack on poverty—we need to convince our other young people of the worth of a business career. Helping to keep 500 to 1,000 people gainfully employed is as much a part of the war on poverty as any government program.

We are prescribing sleeping pills and tranquilizers to cure political and economic ills instead of the tried and true basic natural laws of hard work, individual honesty, initiative and responsibility. By and large we scorn the so-called old fashioned virtues. So, we should ever have in mind, "He was a man of commerce, a Delta Sigma Pi, the world is better because he dwelled upon it."

I am very honored by having been elected as your Grand President. I do not take lightly the oath of office which I have sworn "Conscientiously to fulfill all the duties and obligations imposed upon me." It will be an exciting and challenging two years to serve as your Grand President.



I would like to take this opportunity to urge every member of Delta Sigma Pi to read the "Thirty Years" challenge by Dean Paul Grambsch in the feature "Through the Eyes of an Educator." Let each of us members of Delta Sigma Pi set for ourselves the goal of meeting this challenge. We can and should if we are to continue our role as a leader among student organizations in the school, college, division or depart-

## A Word From The Central Office

ment of business administration where our chapters are located. As a leader we cannot help but enhance our own image as a professional fraternity but also that of education for business.

Let us also pause to remember the four men at New York University who founded our fraternity 62 years ago on November 7, 1907. May we have 62 more years of equal success.



# The DELTASIG

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

## 27th Grand Chapter Congress Held at Mackinac Island, Michigan

THE 27TH GRAND CHAPTER CONGRESS of Delta Sigma Pi was held at the Grand Hotel, Mackinac Island, Michigan, on August 20-23, 1969. The setting for the Grand Chapter Congress could not have been more ideal. The program, service of the Grand Hotel and picturesque Mackinac Island all combined with the near perfect weather truly made the 27th Grand Chapter Congress one of the most memorable in the history of the Grand Chapter Congress.

Arriving by ferry from Mackinaw City or St. Ignace or by plane at nearby Mackinac Island airport the members, guests and their families were immediately prepared for the program which followed.

Registration for the 419 members, guests and their families was completed in short order enabling them to get in some sight seeing before the buffet luncheon and the opening business session. Following the roll call and seating of delegates, Grand President M. John Marko delivered his state of the fraternity address. Reports were then received from Executive Director Charles L. Farrar, Chairman of the Committee on Alumni Activities Herbert W. Finney, Chairman of the Committee on Life Memberships William E. Wilson, Chairman of the Editorial Advisory Board H. Nicholas Windeshausen, and Robert O. Lewis, Executive Director of the Delta Sigma Pi Educational Foundation.

Upon recess the members and guests adjourned to their respective regional meetings thereby providing them with an opportunity to get better acquainted with each other and with the new Regional

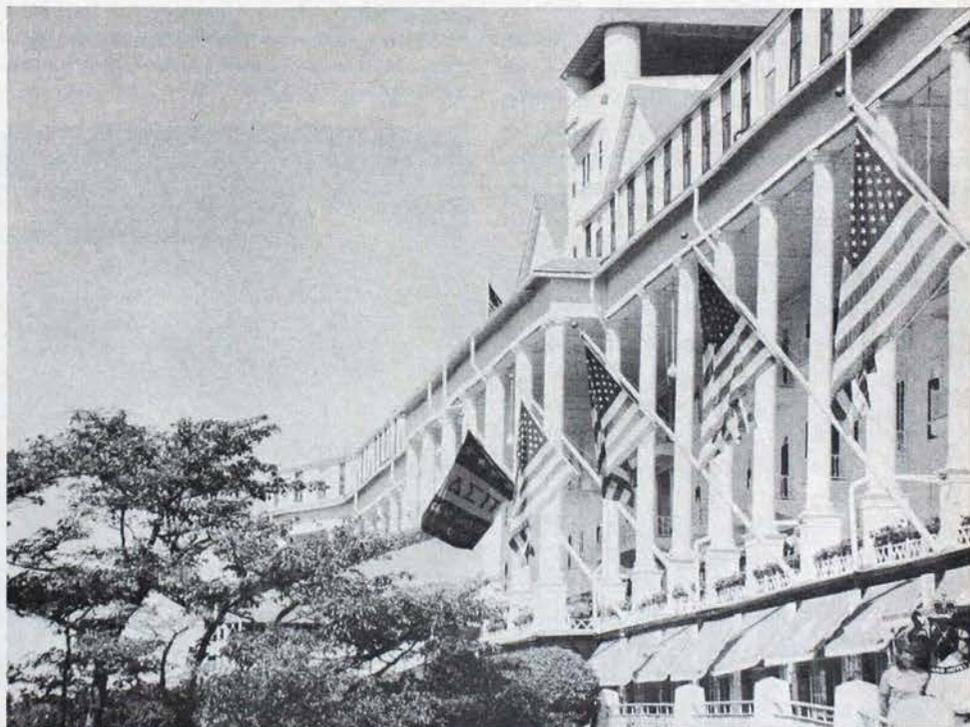
boundaries which had been established prior to the Grand Chapter Congress, but which did not become effective until the Grand Chapter Congress.

The scenic front porch of the Grand Hotel, overlooking the Straits of Mackinac, was the scene of the traditional Grand President's Reception on Wednesday evening.

On Thursday morning the first of a number of educational seminars were held for both the undergraduate and alumni members. The first two were joint sessions between the undergraduate and

alumni members and were conducted by Regional Directors R. Nelson Mitchell and H. Melvin Brown. During the afternoon a new innovation in educational seminars was inaugurated. The members from the various chapters were divided into three equal seminar groups with the moderator moving from group to group on a rotating basis. These seminars were conducted by Regional Directors LaVerne A. Cox, Andrew T. Fogarty and Thomas M. Mocella.

Following the Pink Poodle luncheon for the ladies they were entertained by



FLYING HIGH on the porch of the Grand Hotel is the Delta Sigma Pi Grand Chapter Congress banner which was flown here each day during the Grand Chapter Congress at Mackinac Island, Michigan.



MRS. GEORGE ROSE explains the technique of the hand writing analyst to the ladies attending the Grand Chapter Congress at Mackinac Island.

Mrs. George Rose, a local hand writing analyst. Thursday evening the ladies assembled for the biennial "Pink Poodle" initiation.

Not to be outdone the men also held their traditional "Yellow Dog" initiation in conjunction with a Las Vegas Party. During the party a number of sports prizes were presented including a bowling ball and bag, golf putters, covers for golf clubs, golf balls, etc.

On Friday morning a seminar especially prepared for District Directors was conducted by Executive Secretary Ben H. Wolfenberger. All attention then turned to the initiation of Edward N. Cole as the Honorary Member at Large. Brother Cole is the 13th businessman to be so honored in Delta Sigma Pi. Grand President Marko headed the ritual team which was composed of members of the Golden Council—men who have served on the Grand Council. These members were Senior Warden Kenneth B. White, Junior Warden Robert G. Busse, Scribe Robert J. Elder, Historian Frank C. Brandes, Senior Guide Robert O. Hughes, Junior Guide Robert F. Andree and Treasurer J. Harry Feltham.

On Friday afternoon the ladies were treated to a carriage tour of historic Mackinac Island while the men were devoting their time to the educational seminars which were conducted by Grand President M. John Marko, Regional Director Warren E. Armstrong and Director of Alumni Activities Herbert W. Finney.

Beyond a doubt, the highlight of the Grand Chapter Congress was the Grand



RONNIE KNOY of Epsilon Eta Chapter at Eastern New Mexico University is shown here as he receives a leather golf bag from Executive Director Charles Farrar for winning the "Delta Sigma Pi Open" golf tournament at the 27th Grand Chapter Congress.



STEPHEN L. MILLER, *Southern Illinois-Edwardsville*, second from the right, greets Grand President M. John Marko during the Grand President's Reception at the 27th Grand Chapter Congress. Other members shown in addition to Grand President Marko and Brother Miller are from left to right David M. Haunschild, Zeta Nu Chapter at Texas A & I, and William Knepper, Eta Sigma Chapter at Southern Illinois-Edwardsville.

Chapter Congress banquet held on Friday evening. On hand at the entrance to the dining room to greet the members, guests and their families were Mrs. Lucille Dare, Mrs. Viola T. Donivan, Mrs. Jane Nelson and Mrs. Elizabeth R. Sheard, all members of the Central Office staff who distributed mementos of the Grand Chapter Congress to each one attending. Climaxing the program was the address by Brother Edward N. Cole, president of General Motors Corporation, "Good Management—Key to Progress." Following his address Grand President Marko presented him with the membership certificate and identification card and also presented Mrs. Dollie Cole with a pearl badge.

Drawings were then held for the traditional diamond badge, the pearl badge and prize for the children. Mrs. Barbara Merrick, widow of Past Regional Director William R. Merrick, was asked by Executive Director Farrar to assist him in drawing the finalists in each category. Once the finalists had been selected, he invited Mrs. Alice Sehm Colwell, widow of Past Grand President Walter Sehm to draw for the final selection. The diamond badge was won by Brother Robert Crouch, a member of Zeta Tau Chapter at California State College at Hayward. The pearl badge for ladies was won by Delores Swanson, wife of Brother Robert O. Swanson, a member of Beta Chapter at Northwestern University. Bob Wilson, son of William E. Wilson, won the drawing for the children. Members attending the most Grand Chapter Congresses were

*Continued on page 28*

# Eta Pi Chapter Installed at Wayne State College

## History of Wayne State College

Wayne State College was established in 1909 when the State Legislature authorized the purchase of the property, buildings and equipment of the Nebraska Normal College, a private institution founded by James M. Pile in 1891, and operated under his direction until his death in 1909. It opened as State Normal School in September, 1910, with Dr. U. S. Conn as president.

In 1921, by act of the State Legislature, the school became a State Normal School and Teachers College with legal authority to grant baccalaureate degrees in education. In 1949, the legislature changed the name of the institution to Nebraska State Teachers College at Wayne and granted it the authority to confer the baccalaureate degree for study in liberal arts. The graduate program leading to a Master's degree was authorized in 1955; and in 1963, the legislature changed the name of the college to Wayne State College.

The College is located in Wayne, Nebraska, a city of 5000 in the northeastern part of the state near Sioux City, Iowa, and Omaha, Nebraska. The college is regionally accredited and has an enrollment of approximately 3000. These students may pursue their degrees from the Divi-

toastmaster, opened the program by introducing William D. Jordan, the advisor to the new chapter, who gave the invocation. Following dinner, Dr. W. A. Brandenburg, President of Wayne State College, extended a welcome to the guests and to the new chapter. Orvid J. Owens, Chairman of the Division of Business, then gave a history of the division at the college. The founding and history of Beta Sigma Epsilon, the petitioning fraternity, was presented by Terry L. Frederickson, one of the founders and the first president of the local fraternity.

Also recognized during the banquet were Orville Branstedder and Donald Reed, Wayne, Nebraska, businessmen who are members of Eta Pi Chapter's Businessmen's Advisory Council.

The highlight of the program arrived when Grand President M. John Marko presented the Charge and Charter to Eta Pi Chapter President James J. Eiting who accepted on behalf of the 33 charter members of the chapter. Completing the program were inspirational remarks by Regional Director LaVerne A. Cox, fraternal greetings extended from chapters and alumni across the United States by Executive Secretary Ben H. Wolfenberger, and the traditional gavel presentation by the Regional Director to the Chapter President.

THE ETA PI CHAPTER of Delta Sigma Pi was installed at Wayne State College, Wayne, Nebraska, on Saturday, April 19, 1969. With the installation of Eta Pi Chapter, the Delta Sigma Pi Chapter Roll reached 156 undergraduate chapters. Eta Pi Chapter joins Alpha Delta Chapter at the University of Nebraska at Lincoln, Beta Theta Chapter at Creighton University, and Gamma Eta Chapter at the University of Nebraska at Omaha for a total of four chapters in the state.

Grand president M. John Marko headed the installation team and was assisted by Midwestern Regional Director LaVerne A. Cox, Executive Secretary Ben H. Wolfenberger, and District Directors William H. Wilbur, Dennis B. Tillman, and Michael L. Kehrwald. Also assisting were delegations from Alpha Delta Chapter, University of Nebraska, Lincoln; Alpha Eta Chapter, University of South Dakota; Beta Theta Chapter, Creighton University; Gamma Eta Chapter, University of Nebraska, Omaha; and Epsilon Iota Chapter, Mankato State College.

The installation program began with registration on the Wayne State College campus and was followed by a tour of the campus' physical facilities. After the tour, the guests and the members of Beta Sigma Epsilon, the petitioning group, joined for an informal luncheon also held on campus. During the afternoon, the informal and formal Ritualistic Ceremonies were conducted.

For the installation banquet, the entire group journeyed by automobile caravan to the Wagon Wheel Steak House in nearby Laurel, Nebraska. Regional Director LaVerne A. Cox, who acted as



ROUNDING OUT THE installation program of Eta Pi Chapter at Wayne State College at Wayne, Nebraska, is the presentation of the many greetings from officers, chapters and alumni clubs by Executive Secretary Ben H. Wolfenberger and the traditional gavel presentation to the chapter president, James J. Eiting, by Regional Director LaVerne A. Cox.

sions of Business, Social Sciences, Languages, or Fine Arts.

## History of the Division of Business

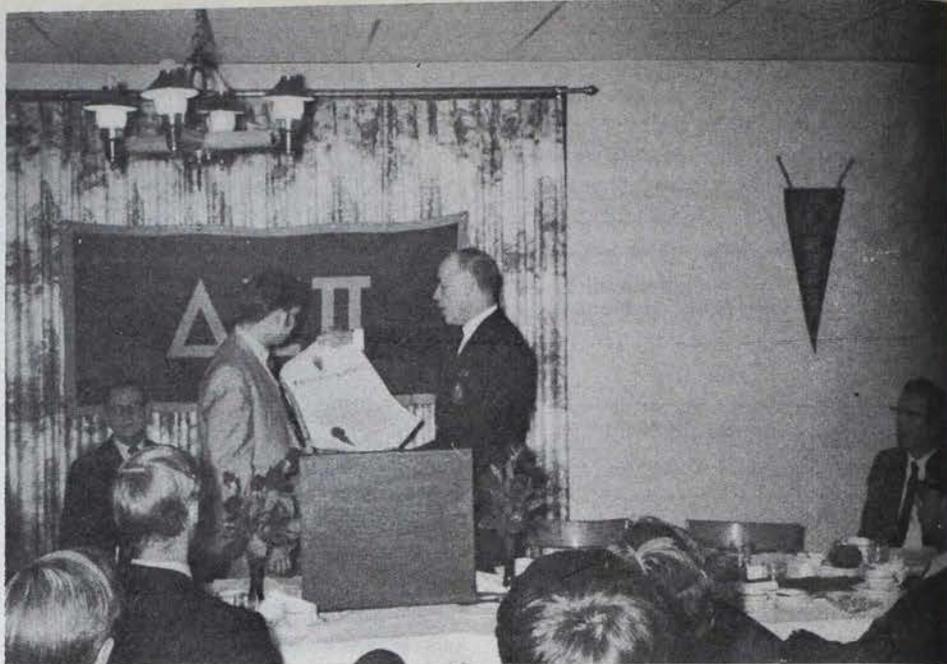
The Department of Commerce, the predecessor of the present Department of Business, was established at Wayne in the year 1910, and offered courses in penmanship, commercial law, shorthand, typing, and bookkeeping. A year later accounting was added to the curriculum.

The Department of Commerce was changed to the Division of Business in 1958 and in 1964 moved to Connell Hall, its present location.

The Division of Business has an enrollment of about 500 with about half of these pursuing degrees in Business Administration and the other half pursuing degrees in Secretarial Administration and Business Education.

The four degrees offered at Wayne State College in the Business Division are the Bachelor of Arts, Bachelor of Science, Bachelor of Arts in Education, and Bachelor of Science in Education. These degrees are available in the fields of accounting, general business administration, finance, marketing, and secretarial administration.

The Division of Business at Wayne State makes a conscientious effort to keep astride of the changing business world. It works closely with the College Placement Bureau in order to channel its graduates into the areas of greatest opportunity. The Business Division also cooperates



ETA PI CHAPTER President James Eiting receives the chapter charter from Grand President Marko during the installation banquet held at Laurel, Nebraska.

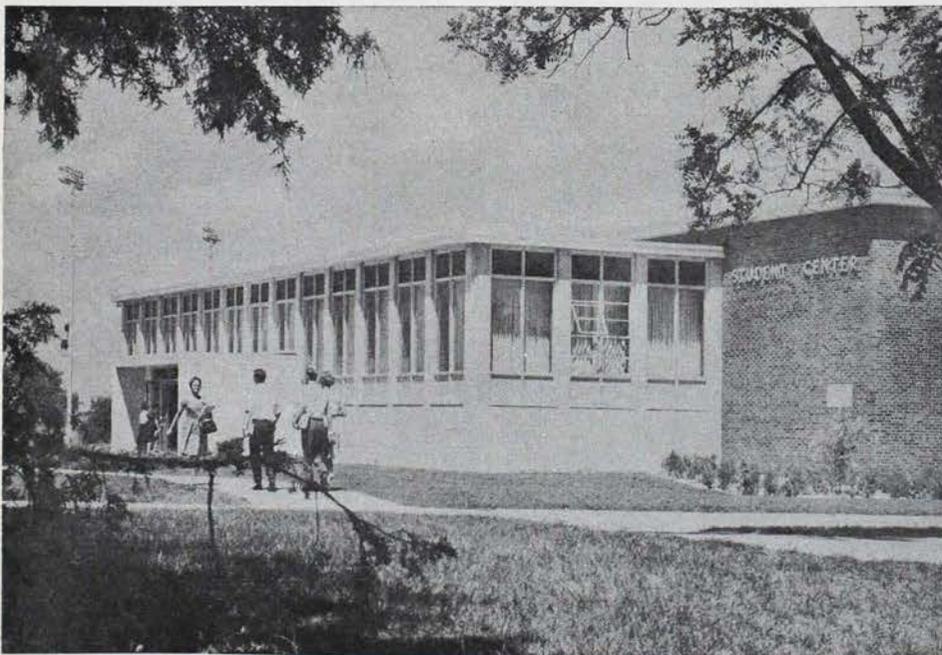
with the Student Senate and the entire business community.

## History of Beta Sigma Epsilon Fraternity

The business undergraduates were first introduced to Delta Sigma Pi by the Past Chairman of the Division of Business, Dr. Aaron Butler, on January 8, 1968. Following that, an organizing committee was selected and an organizational meeting was called for the following week when a representative of The Central

Office of Delta Sigma Pi would speak. The next week officers were elected and it was agreed to establish a local professional business fraternity to be named Beta Sigma Epsilon.

In the following weeks the fraternity began developing its program of activities, gained college recognition, and worked with the Alpha Delta Chapter of Delta Sigma Pi in getting firmly established. On March 27, 1968, the fraternity voted unanimously to petition Delta Sigma Pi for a chapter charter and worked toward that goal during the summer and fall of 1968. After visits by Regional Director LaVerne A. Cox and Field Secretary Ellery J. Lacy, the Fraternity received approval for a chapter charter to be granted on April 19, 1969. On that date the following men became members of the Eta Pi Chapter of Delta Sigma Pi: Ronald D. Adams, Eugene P. Anderson, Jr., Kenneth N. Babbitt, Patrick O. Barry, Terry L. Beckner, Duane E. Beers, Gary W. Brezina, Aaron C. Butler, James J. Dinklage, James J. Eiting, Terry L. Frederickson, Dwayne S. Fritzinger, Duane L. Fulton, Maurice J. Grotjohn, Richard S. Hannan, William L. Hays, Thomas M. Healy, James B. Hunke, Gale R. Jensen, Emil R. John, William D. Jordan, Darrell D. Kempke, Gary H. Kirch, Mark A. Lauritsen, Robert E. Matthews, Frank K. Roby, Randall M. Rogers, Gene W. Schon, Lee E. Smith, John C. Stiles, Daniel E. Wolfe, Willard A. Wollenhaupt, and Richard K. Young.



HEADQUARTERS FOR MOST student activities at Wayne State College, Wayne, Nebraska, is the Student Union pictured here.

# Good Management—Key to Progress in A Changing World

Edward N. Cole, President  
General Motors Corporation  
Honorary Member at Large

This is the text of the address by Brother Edward N. Cole at the 27th Grand Chapter Congress Banquet at the Grand Hotel at Mackinac Island, Michigan.

IT IS A SINCERE PLEASURE to have the opportunity of attending this Grand Chapter Congress of Delta Sigma Pi. I always find it exciting to exchange viewpoints with those from the academic world and with young men and women who are preparing themselves for careers in the business world.

It is with special pride that I appear before you tonight as the 13th and newest Honorary Member at Large of Delta Sigma Pi. Let me assure you that I have long been a strong supporter of the basic objectives of your fraternity—to help bridge the gap between the classroom and the marketplace, and to advance the standards and progress of the business profession in general. These goals have become increasingly important as our society grows more complex and places heavier responsibilities on the business and industrial sectors of our economy.

In my comments tonight, I would like to discuss the importance of good management as a key to progress in a changing world. I want to outline some of the major characteristics of American business today and also to discuss important trends which could significantly affect the course of the business world in the years ahead.

During the past quarter-century, our nation has experienced spectacular growth—in industrial capacity, technical competence and economic vitality. The pace of technological progress has quickened with each passing year. This has brought not only new opportunities for improving our products and operations, but also a higher level of expectations by the public.

There are few who could have predicted fully our gains in such fields as science, engineering, medicine, space and underseas technology since the end of

World War II. Who would have thought 25 years ago that we, in our lifetime, would really see footprints on the moon?

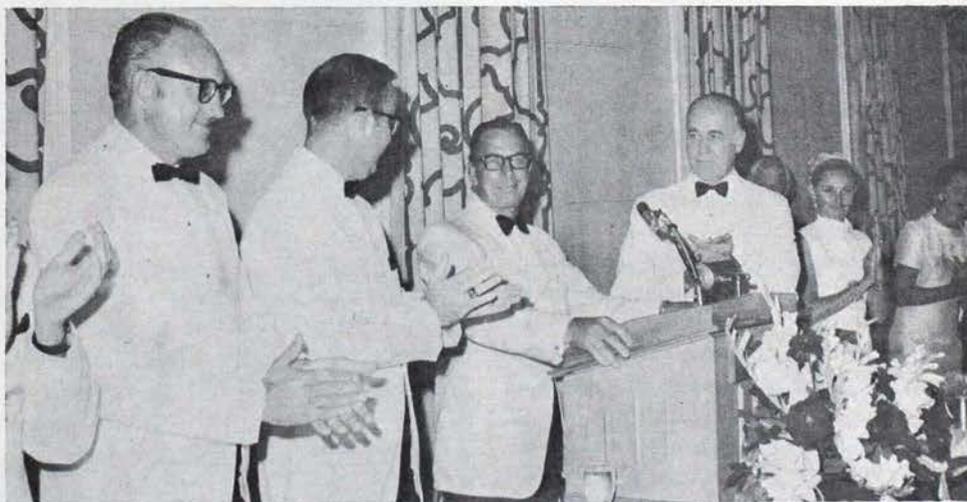
Our achievements in space are dramatic symbols of a technological competence which has brought new levels of promise and expectations to people in this country and around the world. These demands have been intensified by dynamic changes in the social, political and economic environment of this country.

This growing demand for higher standards of living emphasizes the critical need to manage—with even greater efficiency than in the past—both our total physical and human resources. Traditionally, the private sector has provided the main thrust and stimulation for progress in a free society. The responsibility for using our resources efficiently, of course, rests equally with public and private institutions. But the highly productive type of management needed to meet the accelerated demands of society—management

which is creative, dynamic, innovative and efficient all at once—can only be provided by our highly competitive free enterprise system.

The record of overall performance of American business and industry represents an outstanding accomplishment. It has resulted in substantial benefits for the consumer, continuing improvements in the nation's standard of living and equally impressive contributions to the economic vitality and technological strength of the nation as a whole.

Our free enterprise system may not be perfect, and we must seek improvements which will allow it to better serve the requirements of society. At the same time, we should examine carefully the alternatives advocated by some of the critics of the free enterprise system as it has developed in this country. We must be aggressive in responding to those who would weaken or destroy the incentives and the competitive forces of the business enter-



BROTHER EDWARD N. COLE, Honorary Member at Large, returns to the rostrum to thank members of the fraternity, guests and their families for the honor bestowed upon him and for the standing ovation received following his address at the Grand Chapter Congress banquet. Shown from left to right are: Regional Director George M. Ragland, Executive Director Charles L. Farrar, Brother Cole, Grand President M. John Marko, Past Grand President Robert G. Busse, Mrs. Dollie Cole and Mrs. Dottie Busse.



**BROTHER ROBERT O. HARVEY**, dean of the School of Business Administration at the University of Connecticut, greets Honorary Member at Large Edward N. Cole following the Grand Chapter Congress banquet. Also shown in the photo are Field Secretary Ellery J. Lacy, Dottie and Robert G. Busse, Past Grand President who introduced Brother Cole at the banquet.

prise—for these are dynamic forces for national progress.

In its assignment as the workhorse of society, American business today operates on a highly volatile, competitive society. Cost pressures continue to rise, particularly wages and other employee benefits.

The gap between rising wages and the nation's productivity has rapidly accelerated since 1965. Combined with unusually rapid growth in consumer demand and other factors, this has produced serious inflation in this country—with all of its ramifications for the health of the economy. These include detrimental effects on price stability, economic growth and the competitive position of American products all over the world. We must get back to the fundamental economic proposition that wages, including all economic benefits, cannot advance faster than the nation's productivity without contributing to inflation.

As businessmen, we have a responsibility to help maintain a strong national economy—both for the good of the country and for our own business. Major needs are for a continuing flow of technological advances and maximum use of these advances throughout our operations.

We must place increased emphasis on improving management efficiency—or finding better ways of performing every job—and also keeping costs under control. This we must do if we are to serve our customers more effectively and to

protect the stability of the business for the good of our employees, shareholders and the economic vitality of the nation.

During the past few years, all of us have seen the detrimental effects of inflation—triggered to an important degree by excessive wage settlements in a number of major industries. Secretary of Labor George P. Shultz recently cautioned both management and labor against negotiating multiple-year con-

tracts on the assumption that present inflationary trends will continue. He said that tough competition is going to make it very difficult to pass such wage increases along to the consumer in terms of higher prices and that business will have to find other ways to absorb these costs.

But there is a limit to the amount of cost increases which even the most successful business can offset by improvements in management efficiency. As Secretary Shultz said: "Just as it's possible to price goods out of the market, it's possible to price labor out of the market, too."

Perhaps the most severe discipline faced by the automobile industry today comes from the head man in the whole operation—the consumer. He is extremely knowledgeable and very articulate in communicating his ideas. And the degree to which we understand and meet his needs will determine the measure of our business success.

Because of the ever-changing nature of our market requirements, the traditional concepts of what the consumer is, what he wants and what he will accept in terms of a product must undergo continuing analysis and modification. In attempting to match product programs with consumer needs, our lead time requirements make it necessary for us to finalize products several years in advance. In the automobile business, we operate on normal lead times of two to three years. Right now, we are deeply involved



**HONORARY MEMBER AT LARGE** Edward N. Cole receives his certificate of membership in Delta Sigma Pi from Grand President M. John Marko. Brother Cole is the president of General Motors Corporation and the 13th businessman to be so honored by Delta Sigma Pi.



**EXECUTIVE DIRECTOR** Charles Farrar stops to visit with members of Delta Sigma Fraternity at Bowling Green State University prior to the start of the 27th Grand Chapter Congress. The guests are from left to right: Randy Barnes, Michael Stackhouse and Tom Depler.

in both the 1972 and 1973 model programs.

Greater professionalism in the entire marketing concept and how it is related to the total operations of the business—is an absolute must. We must be as sophisticated in the art of marketing as we are in the areas of science, engineering and finance. While it will probably never be possible to predict exactly what the public will want three or more years in advance, we must seek ways to take more

of the guesswork out of marketing. In working toward this objective, it is particularly important that businesses look at every phase of their operations from the other end of the horn—in terms of what the customer really wants, needs and expects from his product. Such a continuing and accurate reading of the consumer voice is a vital requirement for designing and building that product or creating that service which provides the customer with a good return on his investment and, in turn, provides the company with a good return on its investment.

The traditional forces of the marketplace grow more intense with each passing year. But today, society expects more from the businessman than doing a good job of running his business. It looks to him for leadership in seeking solutions to the major challenges of our times.

We in the automobile industry are particularly concerned with social and environmental issues related to the use of our products and the operation of our facilities. These include traffic safety, air and water pollution and urban transportation. In all these fields, we have always translated our concern into constructive action—and this will continue. In addition, the business community is playing an increasingly important role in helping meet other complex challenges of our modern society—such as the crisis of our cities, education, the problems of the disadvan-



**MRS. DOLLIE COLE** receives her Delta Sigma Pi badge from Brother Edward N. Cole, Honorary Member at Large. The badge was presented to Mrs. Cole during the Grand Chapter Congress banquet.

tagged and others.

To meet the growing needs of our complex society, there has been an increasing amount of cooperation between government and business in recent years. At the same time, there are many areas in which the competitive and profit-motivated free enterprise system offers substantially more potential for efficient and fundamental progress than could be provided by government.

Unnecessary government regulations and restrictions tend to reduce the incentives for new ideas, innovations, efficient operations and progress, and government should do everything possible to free business from political harassment. Working together toward common goals of technological, economic and social progress, however, government and business can achieve results far beyond the separate capabilities of either. But these efforts must be based on mutual trust and understanding.

These, then, are some of the major challenges faced by the business enterprise today in attempting to serve the needs of the American people and of our country as a whole. In the years ahead, we can expect significant increases in the volume, variety and quality of products and services to be provided by American business. Continuing advances in technology will provide a solid foundation for these improvements.

For example, we are in the beginning stages of a revolution in both metals and non-metallic materials. The next few decades will see startling refinements in



**REGIONAL DIRECTOR** George E. Ragland is shown here presenting a second membership certificate to Brother Edward N. Cole. Looking on from left to right is Grand President M. John Marko, Executive Director Charles Farrar, Ed Cole and Dollie Cole.



**THE SECOND STOP AFTER** checking into the Grand Hotel at the 27th Grand Chapter Congress was the Fraternity registration desk. Shown here are members of Alpha Phi Chapter at the University of Mississippi. They are from left to right Erskine W. Wells, Jr., president; Dr. Charles Treas, advisor, and Harvey G. Ferguson, Jr., secretary.

steel, aluminum, copper and other basic metals, as well as the birth of many new metals, alloys and non-metallic materials with performance equal to or beyond those of traditional metals.

Further advances in material technology could open entirely new avenues for improving the traditional type of automobile, or even for developing completely new concepts of design, propulsion and versatility in commercial and personal mobility.

The revolution in materials will be matched by similar advances in manufacturing processes. One of the most significant and dramatic aspects of the future will be the use of computers to control complex operations.

In the automobile industry, computer technology should see its biggest growth in the operations end of the business. We expect more emphasis on the computer as an aid to decision-making and as a means of accomplishing complex and time-consuming technical functions.

We must be careful, however, not be become so mesmerized by the computer's capabilities that we allow it to carry us to levels of complexity beyond the capability of our human resources. The computer is a fabulous tool of technology; but it is man who must run the machine. It is the human mind and capability that must translate and guide the computer into avenues of practical benefit in our business.

No matter how sophisticated our machine may become, we still must rely on people and their judgment to provide the instructions and directions for accomplishing tasks. I have never seen a computer yet that made any money—at least by itself—or that solved a social problem.

The modern American automobile represents a highly developed, complex piece

of machinery which provides outstanding overall performance. But next year's potential is always higher because of advances in technology, along with the increasing competence of our own people.

The automotive vehicle of the future will retain all of the advantages of our sophisticated technology—including further improvements in vehicle safety and reduced pollution. However, automotive engineers and scientists also will be seeking ways to design cars with greater simplicity in many areas. This will make them easier to build, less dependent on periodic maintenance to retain a high level of performance and easier and less costly to maintain and service.

With respect to the overall transportation system in which the automobile operates, we must recognize that America is a nation of massive transportation requirements—and these needs will become even more demanding in the future. Our total transportation system must be able to handle a large number of people and a large volume of goods—and in our metropolitan areas this must be handled in comparatively limited space. Our transportation system must combine the space capacities of the railroad and airplane with the flexibility of automobiles, trucks and buses.

More effective urban transportation systems are a particularly critical challenge. In analyzing our transportation needs of the future, we cannot limit our

*Continued on page 34*



**THIS PANORAMIC VIEW** shows a part of the delegates during the opening session of the 27th Grand Chapter Congress at the Grand Hotel at Mackinac Island, Michigan.

# Eta Rho Chapter Becomes Third in Wisconsin

THE 157TH CHAPTER of Delta Sigma Pi was installed on Saturday, April 26, 1969, at Wisconsin State University, LaCrosse, Wisconsin. It was also the third chapter of the Fraternity to be installed in the State of Wisconsin, the other two being Delta Chapter at Marquette University and Psi Chapter at the University of Wisconsin, Madison.

The program for the day began with the registration of the guests who had arrived to assist with the installation. These guests included Grand President M. John Marko, Executive Secretary Ben H. Wolfenberger, Central Regional Director Thomas M. Mocella, and District Director Robert Neimon. Also in attendance were delegations from Psi Chapter, University of Wisconsin, Madison; Alpha Epsilon Chapter, University of Minnesota, Minneapolis; and Epsilon Iota Chapter, Mankato State College. Following a tour of the campus the members and guests enjoyed an informal luncheon at the Cartwright Student Center.

On completion of the Informal and Formal Ritualistic Initiation Ceremonies, also held in the Cartwright Student Center, the members reconvened at the Cerise Club for the Installation Banquet. Regional Director Thomas M. Mocella, acting as toastmaster, introduced Jeffery D. Jensen, vice president of the Eta Rho Chapter, who gave the invocation. Vice President for Academic Affairs Maurice O. Graff presented greetings on behalf of

the university to the guests and the chapter members. Dr. Cloyce Campbell, chairman of the Department of Economics and Business Administration, was called on to present a history of the department. Also recognized during the evening were the Director of Placement, Dr. Harvey S. Ideus, the Director of Program and Activities, and the Dean of the School of Letters and Science, Dr. W. Carl Wimberly.

Historian John C. Haase then presented an excellent history of the petitioning group, Beta Alpha Epsilon Fraternity. Grand President M. John Marko brought the program to a climax when he presented the Charge and Charter of Eta Rho Chapter to Chapter President Douglas R. DeMuth who accepted on behalf of the chapter and the many others who had assisted the petitioning group.

Executive Secretary Wolfenberger extended Fraternal Greetings by presenting the many letters of congratulations which had been received from throughout the Fraternity. Regional Director Thomas M. Mocella closed the program with the presentation of the chapter gavel to President DeMuth.

## History of Wisconsin State University

The institution which is now Wisconsin State University—La Crosse, was established as a normal school in 1909 and is the second youngest institution in the

state university system. In 1926, it was authorized to award for the first time baccalaureate degrees and the name was changed from La Crosse State Normal School to La Crosse State Teachers College. In 1951, the state legislature and the Board of Regents authorized the establishment of degree programs in liberal

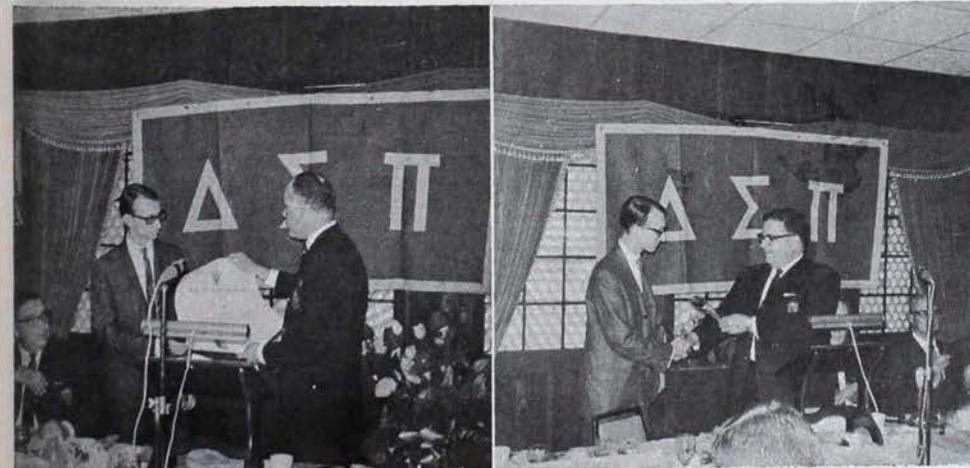


DR. CLOYCE CAMPBELL, head of the Department of Economics and Business Administration at Wisconsin State University at LaCrosse relates the history of his department during the installation banquet for Eta Rho Chapter.

arts and the name was again changed to Wisconsin State College—La Crosse. In 1964, following rapid increases in enrollment and expansion of programs, to include graduate studies, the name was again changed to Wisconsin State University—La Crosse.

The evolution of the university, including its purposes and its several different names, is similar to that of the eight other Wisconsin State University campuses. The university, again like others in the system, retains its historic emphasis on teacher education but has become a multi-purpose institution, with the most rapid growth being in the School of Letters and Science. It is now the largest of the university's three undergraduate schools.

Wisconsin State University—La Crosse is accredited by the North Central Association of Colleges and Secondary Schools and has an enrollment of approximately 5,000 students.



ETA RHO CHAPTER PRESIDENT Douglas R. DeMuth is shown here receiving the chapter charter from Grand President M. John Marko and the chapter gavel from Central Regional Director Thomas M. Mocella.



SHOWN IN THIS VIEW of the Wisconsin State University campus at LaCrosse is the old library, the main hall and the Student Union buildings. Delta Sigma Pi recently installed its third chapter in the State of Wisconsin at LaCrosse.

The School of Letters and Science was established in 1951 with one of the departments being Economics and Business Administration.

The department offered an Economics major until 1961, when the Business Administration major was added. In the following years the majors of Finance and Marketing were added. There are now approximately 700 students in the department.

### History of Beta Alpha Epsilon Fraternity

In 1966, Executive Director Charles Farrar visited Wisconsin State University—La Crosse, meeting with Dr. Cloyce Campbell, chairman of the Department of Economics and Business Administration, and a group of students. Following his visit an informational meeting was called with an "ad hoc" committee being established to contact the administration, faculty, and students to determine organizational procedures for establishing a local professional fraternity in business.

All contacted were very receptive, forms for recognition were filed, and another meeting was called. A constitution was proposed and the name Beta Alpha Epsilon Fraternity was selected. The first official meeting of the fraternity was held in February of 1967, and the first fraternity officers were elected. During the remainder of the school year, a very active program was followed.

For the 1968-69 school year, new officers were elected and the first of two pledge classes was taken. After spirited debate the fraternity chose to petition the International Fraternity of Delta Sigma

Pi for a chapter charter. When the fraternity petitioned Delta Sigma Pi, it was celebrating its first anniversary. Before long the fraternity history was completed as it became the Eta Rho Chapter of Delta Sigma Pi on April 26, 1969 with the following charter members: Fred J. Abraham, Dennis L. Brinkman, Randall J. Brown, Robert W. Bush, Douglas R. Demuth, Duaine C. Dregne, Terry L. Eisenman, Daniel L. Ellefson, Francis A. Fleming, Louis P. Freisinger, Ralph E. Geary, Jr., Michael K. Gilbert, John C. Haase, James O. Hendrickson, David R. Hennessy, Jarlan D. Hesselberg, John M. Honer, Jeffery D. Jensen, Frank O. Johnson, Rick R. Johnson, DuWayne G. Johnsrud, Steven F. Mader, Terry M. Murphy, Larry L. Page, Thomas S. Pedretti, Jeffrey T. Pitz, Ronald H. Quamme,

LaVerne F. Ruhland, Peter D. Secky, Leon P. Shah, John J. Stachowitz, Noel J. Sutherland, Robert L. Swanson, Thomas E. Williams, James L. Wing, and Stephen G. Zirbel.

### PERSONAL MENTION

Michael H. Ostrov, *California State-Hayward*, has a new position as an Account Executive with Dean Witter and Company in Berkeley, California.

Andrew T. Fogarty, *Cincinnati*, East Central Regional Director, was recently promoted from Special Representative to Marketing Manager with IBM in Cincinnati.

Barton C. Burns, *Minnesota-Minneapolis*, was recently named vice president of Travelers Equities Sales, Inc., at Hartford, Connecticut.

Daniel A. O'Connor, *Arizona State*, was recently promoted to First Lieutenant and was awarded the Bronze Star, Purple Heart and Air Medal for action Southwest of Hue, Vietnam.

John A. Cron, *San Francisco State*, has a new position teaching at the College of San Mateo, San Mateo, California.

Jack H. Eaton, Jr., *Texas-Austin*, has recently assumed command of a unit of the 4th Special Operations Squadron at Pleiku AFB, Vietnam.

Daniel E. Kuss, *Angelo State*, was recently named the "Outstanding Airman of the Quarter" at Hill AFB, Utah.

Marvin F. Moes, *Nebraska-Lincoln*, was recently promoted to Personnel Supervisor in charge of management recruitment and training for George A. Hormel & Company at Austin, Minnesota.

Maurice F. Curry, *Florida State*, has been appointed sales representative for the Federal Insurance Company in Jacksonville, Florida.

Robert Mang, *Florida State*, is currently in the Management Trainee Program at Rich's Department Store in Atlanta, Georgia.



TYPICAL OF THE modern facilities at Wisconsin State University at LaCrosse is the Whitney Food Service building shown here.

# Southern Illinois University's Edwardsville Campus Granted Eta Sigma Chapter

ON APRIL 27TH 1969, the Eta Sigma Chapter of Delta Sigma Pi was installed on the Edwardsville Campus of Southern Illinois University. The installation was the tenth in the State of Illinois. Other chapters in the State are Beta, Northwestern University at Chicago; Zeta, Northwestern University at Evanston; Upsilon, University of Illinois at Urbana; Alpha Psi, University of Chicago; Alpha Omega, DePaul University; Gamma Pi, Loyola University; Epsilon Omega, Eastern Illinois University; Zeta Xi, Lewis College; and Eta Mu, Northern Illinois University.

A down-pour of rain began as the members and guests arrived at the John Mason Peck building where the registration and a coffee hour were held. Following registration the national officers and members from other chapters who had journeyed to Edwardsville for the installation were conducted on a tour of the new modern campus after which everyone traveled to nearby Edwardsville for an informal luncheon.

After the luncheon the informal and formal ritualistic initiations were held in the University Union. Grand President M. John Marko headed the ritual team

which was composed of members from Upsilon and Epsilon Omega Chapters and Alpha Beta and Eta Nu Chapters at the University of Missouri at Columbia and St. Louis respectively. Also on hand were members of the Executive Committee of the Grand Council Past Grand President Joe M. Hefner, Regional Directors Warren E. Armstrong, LaVerne A. Cox and Andrew T. Fogarty; Executive Director Charles L. Farrar; Field Secretary Ellery J. Lacy and District Directors Kenneth L. Vadovsky and Timothy D. Gover and Past Director at Large Robert A. Mocella.

The installation banquet was held at the Holiday Inn in Edwardsville. Regional Director Thomas M. Mocella, acting as toastmaster, began the evening program by introducing Brother Kenneth H. Myers, dean of the Division of Business, who extended words of greeting to the new members and chapter. Arthur Hoover, assistant dean of the Division of Business, was then called upon to give a summary of the brief history of the Division after which Donald D. Stultz, historian of the chapter, presented a history of Delta Sigma Psi Fraternity.

The event which all the members of



ETA SIGMA CHAPTER President Michael Klaus, center, is shown here receiving the chapter charter from Grand President M. John Marko during the installation banquet held at the Holiday Inn in Edwardsville, Illinois. Looking on is Central Regional Director Thomas M. Mocella.

Delta Sigma Psi had been awaiting came when Michael G. Klaus accepted the charge and charter of Eta Sigma Chapter which was presented by Grand President M. John Marko.

The program was completed with the usual presentation of the many letters and telegrams of welcome which had been received from throughout the fraternity which were read by Executive Director Charles L. Farrar, and the presentation of the chapter gavel by Regional Director Mocella to Chapter President Mike Klaus.

## History of Southern Illinois University

Southern Illinois University is a multi-purpose and diversified University established in 1869, and fully accredited by the North Central Association of Colleges and Secondary Schools. The university, with major campuses at Carbondale and Edwardsville, now ranks twentieth in the nation in enrollment.

Though the university was originally established on the Carbondale campus, and still remains a single university, it has several campus sites falling under two designations: Carbondale, including the Vocational-Technical Institute and



THIS MALL AREA in front of the Lovejoy Library at Southern Illinois University at Edwardsville not only beautifies this modern campus but also provides the commuting student body with a place to rest and visit between classes.

the Little Grassy Lake installation; and Edwardsville, including the Edwardsville campus, the East St. Louis and the Alton Centers.

The Edwardsville campus had its beginning in 1949 when the Belleville Residence Center was established. In 1957, the Alton and East St. Louis Centers were established, and it was also in this year that consultants were appointed to investigate possible sites in the area for a new campus to be constructed. In 1958, the Board of Trustees selected the present 2600 acre site southwest of Edwardsville at the new location.

The master plan for the Edwardsville site provided facilities for a daily commuting student body of 18,000. A number of the buildings in the master plan have now been completed or are under construction. The total number of students is over 10,000.

### History of the Division of Business

The Division of Business was established in 1965, the same year that the Edwardsville campus opened. At that time the faculty numbered 40 and the Bachelor of Science Degree was offered in Economics, Marketing, Management, and Accounting. The original enrollment was 410 undergraduates. This figure has grown to 758, during the 1968-69 academic year.

During the 1967-68 year, the division was reorganized into three broad areas of



TYPICAL OF THE expansive buildings on the Edwardsville campus of Southern Illinois University is the new administration building shown here.

Business Administration, Economics, and Business Education, with specialized study offered in each area. In 1968, a new academic program called Professional Experience Program offered the student a co-op work-study approach to his education.

The division is always in a process of continuing adjustment to adapt to the demands and opportunities of the dynamic fourth quarter of the 20th Century. These demands and opportunities will be met by on-the-job training, non-degree courses offered within business and by

external agencies, formal academic programs such as those leading to the Master of Business Administration degree, and do-it-yourself programs of professional development.

### History of Delta Sigma Psi Fraternity

Ron Vassel, Michael Klaus, and Don Clevenger, three business students at Southern Illinois University, first discovered the need of a fraternity to aid in the professional development and the development of brotherhood among business students. The need was evident as the university was nearly five years old and expanding rapidly.

In May of 1958, an organizational meeting was held with Executive Director Charles L. Farrar, and Delta Sigma Psi Fraternity became a reality. Several organizations and fraternities had been investigated, but from the first, Delta Sigma Pi was the choice of the fraternity for its national affiliation. The rest of the Spring 1968 quarter consisted of organizing the chapter and developing professionally.

Fall Quarter, 1968, began with a dinner meeting with Executive Secretary Ben H. Wolfenberger present to discuss the fraternity's operations to date and its plans for the coming months. Plans for the pledging period were also initiated and for representatives of Delta Sigma Psi Fraternity to attend the Delta Sigma Pi Central Regional Meeting in Kalamazoo, Michigan. It was during this quarter that the fraternity's first pledge class was accepted.

*Continued on page 27*



THIS MODERN BUILDING on the Southern Illinois University campus at Edwardsville is the Student Union where the informal and formal initiation for Eta Sigma Chapter of Delta Sigma Pi took place.

# Ninth Chapter of Fraternity in Louisiana Installed at McNeese State College

THE NINTH CHAPTER of Delta Sigma Pi in the State of Louisiana was installed at McNeese State College in Lake Charles on Saturday, May 3, 1969. Other chapters in the State are Beta Zeta at Louisiana State University at Baton Rouge, Beta Psi at Louisiana Polytechnic Institute, Gamma Mu at Tulane University, Delta Nu at Loyola University, Epsilon Nu at Louisiana State University at New Orleans, Zeta Sigma at Southeastern Louisiana College, Eta Iota at Nicholls State College and Eta Omicron at Northeast Louisiana State College.

On hand for the installation were Grand President M. John Marko, South Central Regional Director James A. Webb, Jr., Executive Director Charles L. Farrar and delegations from Beta Zeta, Beta Psi, Eta Iota and Eta Omicron Chapters in Louisiana and Delta Eta Chapter at Lamar State College in nearby Beaumont, Texas.

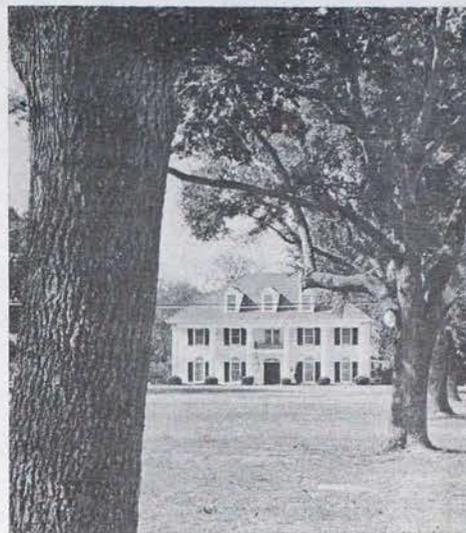
The installation program began with the registration of members and guests and a coffee hour which were held in the Holbrook Ranch (Student Union) on campus. Following a walking tour of the campus the members and guests adjourned to the Piccadilly Cafeteria in Lake Charles for an informal luncheon. The informal and formal ritualistic initia-

tions were held following lunch in Kaufman Hall where 37 members of the faculty and undergraduates were initiated as charter members of Eta Tau Chapter of Delta Sigma Pi.

The installation banquet, held at the Lamplighter Restaurant in Lake Charles, was opened with the invocation by Ronald J. Cormier, senior vice president of Eta Tau Chapter. Regional Director James A. Webb, Jr., acting as toastmaster, then introduced Brother Willard E. Hohnstein, a member of Delta Phi Chapter at East Texas State, who extended greetings to the new members, the guests and the new chapter. Brother Armand L. Perrault IV, dean of the School of Business, was then called upon to provide a history of education for business at McNeese State.

The highlight of the day for the members and their wives or dates came with the presentation of the charge and charter of the new chapter by Grand President M. John Marko. It was accepted with appropriate remarks by Eta Tau Chapter President Nick P. Herbert.

The program was concluded with the presentation by Executive Director Farrar of the many letters and telegrams of welcome which had been received from throughout the fraternity and the presen-



TYPICAL OF THE Ole South is the President's Home at McNeese State College in Lake Charles, Louisiana, where Delta Sigma Pi recently installed its Eta Tau Chapter.

tation of the chapter gavel by Regional Director James A. Webb to Chapter President Herbert.

## History of McNeese State College

McNeese State College was founded in 1939 as a junior college of Louisiana State University and was called Lake Charles Junior College. The next year the name was changed to McNeese Junior College to recognize a pioneer Louisiana educator.

Advanced to four-year status and separated from Louisiana State University in 1950, the college was renamed McNeese State College and four years later gained significant recognition through accreditation by the Southern Association of Colleges and Schools.

The 1960 Louisiana Legislature authorized McNeese to offer the master's degree in education and subsequent expansion now enables the college to offer eight graduate degrees. In 1962, McNeese was organized into the following academic divisions: Education, Fine Arts, Humanities, Pure and Applied Sciences, and Graduate Studies. The Division of Commerce was added in 1966 to complete the current academic structure.

In 1939, the college opened its doors with a physical plant of two buildings and 154 students. Through the years considerable land acquisition and physical



ETA TAU CHAPTER PRESIDENT Nick P. Herbert accepts the chapter charter from Grand President Marko at ceremonies held in Lake Charles, Louisiana. With the installation at McNeese State there are now nine chapters of the fraternity in that state.

plant expansion has occurred as enrollments have increased to 4,500. In 1964, the college acquired the vacated Chenault Air Force Base land and facilities and in 1966 another acquisition was made, giving the college a total of 686 acres of land. Most construction and additions to the campus have been made since 1956.

McNeese State College, growing with Southwest Louisiana, has more than justified the dreams of its earliest supporters and other farsighted citizens who were instrumental in its founding.

### History of the School of Business

Education for business at McNeese State College has paralleled the development and growth of the institution as a whole. In the very first years, two-year curricula were offered in business administration, business education, and secretarial science. In addition to the basic arts and science coursework were courses in accounting, economics, and general business.

In 1944, after the name of the institution had been changed, sufficient majors in the business area justified the creation of a Department of Commerce with its own chairman. When the school received its senior college status in 1950, baccalaureate degrees were offered in accounting, general business, and management with two-year terminal courses in secretarial science and distributive merchandising also offered.



**THIS MODERN BUILDING** on the McNeese State College campus contains offices, classrooms and laboratories for the departments of chemistry and physics.

When the college reorganized its departmental organization into divisions, the Division of Commerce expanded its degree programs to include accounting, general business, foreign trade, economics, and secretarial science. Several administrative reorganizations occurred from 1950 until 1967 when the commerce area became autonomous with its own dean.

Effective with the 1969-70 academic year, the division became the School of Business offering degrees in general administration, marketing, management,

economics, accounting, office administration and finance. In addition the Master of Business Administration and the Master of Business Education degrees are offered.

The school is housed in a new wing of the administration building and has about 1,000 students enrolled. The school enrollment has increased at a rate of 42 per cent while that of the overall college has increased by 18 per cent. Among the nine state colleges under the jurisdiction of the State Board of Education, McNeese is the only institution located in an industrial or metropolitan area. The outlook for the future in regard to the business programs is, therefore, very promising.

### History of Beta Alpha Mu Fraternity

In February, 1968, a group of interested students met to take positive action toward founding a local chapter of a national business fraternity on the McNeese State College campus. Executive Secretary Ben H. Wolfenberger was on hand to answer questions and from the beginning, Beta Beta Alpha Mu Fraternity was seeking a chapter charter of Delta Sigma Pi. The intentions of the fraternity were discussed with Dr. Armand Perrault and Duford Henry, faculty members and alumni of Delta Sigma Pi. The members felt that they could attain the highly regarded objectives of Delta Sigma Pi best by becoming a part of the national organization.

In addition to the stated purposes of Delta Sigma Pi, the fraternity added its



**PICTURED HERE IS** the Lether E. Frazar Memorial Library at McNeese State College in Lake Charles, Louisiana.

*Continued on page 21*

# The Challenge to Business Management

by

Charles B. Thornton, President  
Litton Industries, Inc.

The following is the text of an address by Charles B. Thornton to the 1968 Annual Business Leadership Program at the University of Michigan. The article is being printed by special permission from Mr. Litton and the Graduate School of Business Administration at the University of Michigan, Ann Arbor. No further reproduction is authorized.

BEING A BUSINESSMAN, an industrialist, I have looked forward to this visit with you this evening. As members of the Graduate School of Business Administration here at the University of Michigan, you—along with many thousands of others with similar interests and training in colleges and universities across the country—are the businessmen of the near and the distant future. In these few minutes I hope to share with you some thoughts and experiences that may add to the threads of transition between my generation and yours.

Certainly the future of this nation will be influenced and strengthened by the extent and frequency of the dialogue between the students and faculties of our universities and the business community. I have sought and have had many opportunities to exchange ideas with young men. Contrary to the image given to many of us by the news media today, I have found without exception that these young men are thoughtful, imaginative, and intelligent, and that they are seriously preparing themselves for their responsibilities in the years to come. Among these I am pleased to include my own two sons. One received his Master's degree in Business Administration two years ago, and the younger one will begin his final year for a similar degree when he completes his military service.

To me, it is encouraging that few if any of these young men are satisfied with all aspects of our private business sector or the progress being made. I was not very satisfied as a young man, nor am I today. When people became satisfied with the present, progress stops, and the requirements of the future are never met. At the same time, our dissatisfactions must not tempt us to endorse or support ill-conceived or frivolous change just for the sake of change. This kind of change may create activity but rarely leads to progress. In fact, it usually takes us back-

ward. Too often those voices calling for change propose that the government must take over in order to build a better society. They want to change our basic concepts, to revise this nation's entire social and economic structure. They justify their proposals by pointing to pockets of poverty and unemployment, to civil disorders, crowded schools, and deteriorated housing in many of our central cities.

Progress always causes some dislocations; and we can, if we allow ourselves, fall into the negative trap of condemning the whole, regardless of its value, because it lacks perfection. We should certainly concern ourselves with the dislocations and imperfections and do all we can to eliminate them; but to do so effectively we must assure ourselves that the changes toward this end are positive and realistic ones which will not enlarge the very problems we are attempting to minimize or solve.

So far you might conclude from what I have said that I am against change. To remove any such thought, I want to say emphatically that I am for progress, and

progress means realistic and responsible change. This kind of change enabled our forefathers to advance from plow to tractor, from kerosene lanterns to electric lights, from horse and carriage to automobile and jet aircraft.

Constructive and progressive change is best nurtured by our free enterprise system, or if you prefer the other nomenclature, capitalism. Our free enterprise system is not perfect, but it is the best system that has ever existed. It is this system which in America has created from raw land—in just two hundred years—the strongest and richest nation in the world. Today 75 million civilian workers are employed, of which more than 60 million are employees of 11.5 million separate profit-making employers, including more than 1.3 million corporations. Our citizens as a whole enjoy the best health, have the highest standard of living, are better fed, better clothed, better housed, and better educated, and enjoy more freedom than any other people in the world.

Creating and accomplishing economic development is a function best performed



SHOWN HERE ARE SOME of the alumni members who attended the alumni seminar conducted by Director of Alumni Activities Herbert W. Finney, standing. Seated at the table from left to right are three members of the Committee on Alumni Activities Ronald O'Bryan, John Tate and Edward H. Langer.



SHOWN HERE CONDUCTING one of the educational seminars at the 27th Grand Chapter Congress is Regional Director Thomas M. Mocella. Assisting him is Field Secretary Ellery J. Lacy.

by private business and industry. When governments in other nations have limited or eliminated the freedom of the private sector to operate effectively, the restrictions have been costly to either their national progress or the freedom of their citizens or both.

However, government and business can create effective partnerships, as has been demonstrated in America in our space program, national defense measures, and use of atomic energy. These have been effective, and it is encouraging that we hear more recommendations daily that such partnership of government and business be extended in the social and economic areas, even though there continues to be strong opposition to such a course.

For example, the President's Commission on Civil Disorders, in studying the riots in many of our cities last summer, found that high on the list of major causes was the lack of jobs and job training for the unskilled and uneducated, most of whom live in poor housing in the central parts of those cities. Many recommendations have been made by this commission and others to solve these problems. With few exceptions, the intended solutions involve mass expenditures through programs operated and directed by the federal government. It is encouraging, however, that at least a few recommendations involve using the tremendous capability of the private sector, rep-

resented by business and industry, and that this participation is regarded as crucial to any program for improving conditions in both urban and rural poverty areas.

One advocate of enlisting the resources of private industry was Dr. Kenneth B. Clark, the eminent Negro psychologist and educator. In response to the question, "What role can business play in finding answers to rioting?" Dr. Clark stated, "Business and industry are our last hope. They are the most realistic of our society."

The continued mass migration of the

uneducated, the unskilled, and the jobless to our central cities adds to what already has become a major problem. Seventy per cent of our people are now living in our central cities and metropolitan areas. Yet these centers of population represent only one per cent of our nation's land area. If present trends continue, ninety per cent of our citizens will be urban dwellers thirty years from now, and as a consequence there will be even further deterioration and overburdening of our central cities.

Realistic programs have been proposed that would unite business and government to create jobs and job training in smaller communities and thereby lessen if not reverse this migration to the cities. But these proposals have met with stiff opposition for a number of reasons, the most discouraging of which has been a reluctance to permit the profit-making private sector to become involved.

Let me give you an example of what the private sector can do. A number of years ago, a company built a sizable new plant close to a small town in Arizona. This caused other smaller plants to be located there. The community, with some government subsidy, built new schools and roads. Private enterprise constructed new buildings, including housing, and established retail outlets and other businesses needed by the growing economy.

Today a thriving city exists and is still growing. The population of the area has expanded by 165,000. Income per household has doubled. If the large industrial plant had not been established there in the beginning, most of the people accounting for the city's population increase would no doubt have become a



MRS. LUCILLE DARE on the left and Mrs. Peggy Donovan on the far right, members of The Central Office staff are shown here presenting fraternity mementos to the members and their wives as they arrive for the Grand Chapter Congress banquet.

part of some older central city.

Our own company, Litton Industries, has built and brought into operation more than 100 new plants in the last fifteen years, almost half of the 225 plants that we have today. In most instances, subject to our judgment at the time, we have built these new plants in smaller cities and towns instead of large central cities. Even though personnel training was more expensive in these areas at the beginning, the break-even point was reached much sooner than originally anticipated, and productivity was greater than was expected following the training period. Moreover, our employees acquired meaningful jobs without the "makework" public employment which is sometimes proposed as a solution for the plight of the unskilled and uneducated.

Business and business leadership is a critical factor in our society today, but it will be even more important tomorrow. Its success or failure during your careers will determine the well-being of man and even the survival of free society. I realize that the responsibility I am forecasting for you sounds like a very big one. I mean it to be just that.

Let's consider it for a moment. During your productive careers as professional business leaders, managers, and entrepreneurs, you and others like you will take over the management of every existing business and industrial corporation in America. In this country alone you will



**THE LAS VEGAS PARTY** at the Grand Chapter Congress was considered by all to be one of the most fun aspects of the convention.

organize 15 to 20 million new businesses. You will outdo many times the generation before you. You will make and sell more airplanes, automobiles, TV sets, and home appliances, launch more ships, build more housing, engineer more new roads, generate more power, and produce more food. In doing these things you will surpass the accomplishments of any other recorded period in the history of man.

At the same time the organizations you build and head, together with our universities and colleges, will develop more than ten times the scientific and technological knowledge that we have today. From this knowledge, you will create a galaxy of new products unknown and undreamed of today. You will also create in this nation more than 100 million new jobs, many of them to be filled by people who have not yet been born. You will shorten the work week for your employees, but—I hope this doesn't discourage you—you will work longer hours yourself.

Those are just some of the things you will do here in America, but your horizons must and will extend beyond our national boundaries. During your career it is expected that the population of the world will more than double—from 3.4 billion people to well in excess of 7 billion. Two-thirds of this increase will occur in nations and areas of the world where even now more than half of the people subsist at the minimum level necessary for human survival; some do not even reach that level.

This population explosion will bring unprecedented demands for food, housing, education, employment, clothes, and all the other essentials of civilization. The people problem will be of such magnitude that it will require an expansion of the world's industrial and business base far beyond anything we can possibly visualize today.



**EXECUTIVE SECRETARY Ben H. Wolfenberger** is shown here conducting the District Directors Seminar at the 27th Grand Chapter Congress.



SHOWN HERE ARE ranking members of the "Pink Poodles" during their luncheon at the recent Grand Chapter Congress. Seated from left to right are Arlene Hughes, Barbara Merrick and Alice Sehm Colwell. Standing from left to right is Lois Mocella, Stefanie Frank and Dorothy Lewis.

In the course of this expansion some of you and the organizations you join will become specialists in the type of nation-building which Litton Industries is pioneering today. As a private profit-making company, we have signed a contract with the government of Greece to develop the island of Crete and a substantial part of the Peloponnesus. More than a million people now populate this area, people having a per capita income of only a few hundred dollars each year. Although the Greek government has spent hundreds of millions of dollars to improve conditions since World War II, using funds drawn partly from American foreign aid, progress in Greece has not kept pace with that of developed nations or with the needs of the Greek people.

In Greece our objective is not to single out one economic activity but to apply the systems approach to building a future for that historic nation. This means that the economy is first examined in its entirety—as an operating system. In other words, the present and potential economy is broken down into subsystems such as transportation, manufacturing, and agriculture, then into subordinate elements within each subsystem, then into still more specific units. For example, highways and railroads are considered as elements within the transportation subsystem, and transportation units as elements of the highways. Then—and this step is even more crucial—the relationships between various subsystems and between *their* respective subsystems are identified, all within a common operational area. Throughout the progress of this systems analysis, all the parts are studied and planned in terms of the way they interact

with one another and relate to the overall goal.

As employed by a broadly based company, the systems approach is a dynamic one. Systems, plans, and activities are mobile and, by definition, subject to revision. Such an operational plan requires continuing processing and analyzing of information, as well as continuing management decisions on plans and implementation.

Let me illustrate with one simple example. The year-round growing season in Greece has obvious advantages. In considering this potential, Litton is analyzing the major markets of Europe to determine which products can be sold in

which month at the highest price. Parallel to this evaluation, another study is determining which of the various modes of transportation is most efficient for transporting perishable products to each of these markets. These and other studies are being processed by digital computers. The result will be planned crops for the Greek farm—guidance to the farmers in their choice of crops and the time to plant and harvest those crops for maximum profit.

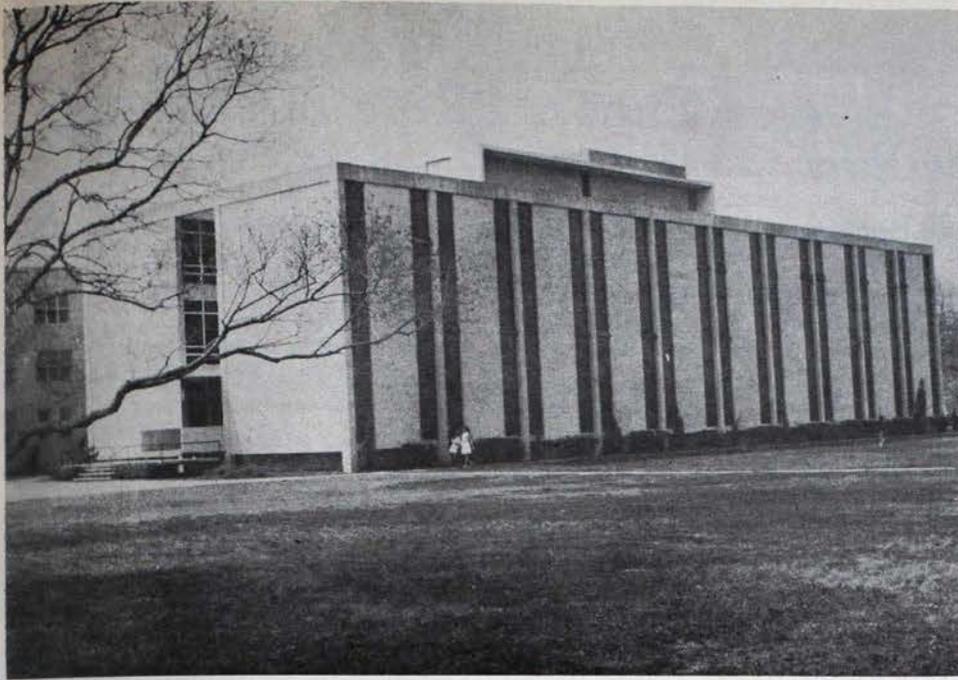
As a result of this work, Litton is recommending changes in Greek farming methods and is generating requirements for fertilizer, farm equipment, and irrigation. We are training the farmers to grow the particular crops and to develop the new varieties of produce that will result in maximum productivity in Greek soils and in the Greek climate. As this program begins to build up the economy of Greece, factories and other components of the economy will be similarly planned and brought into being. This is a twelve-year program. Assuming political stability in Greece, we believe it will be successful.

We view the company's nation-building experiment as a potential pattern for the development of emerging countries in many parts of the world. It is an example of the kind of progressive change which private enterprise has fostered in America and which now can be exported to other nations to help meet the demands of the future.

The first obligation of today's business



WITH THE HIGHLY SUCCESSFUL 27th Grand Chapter Congress at Mackinac Island, Michigan, completed, members board the ferries and head home by way of Mackinaw City or St. Ignace. This ferry is leaving for Mackinaw City.



KAUFMAN HALL ANNEX on the McNeese State College campus in Lake Charles, Louisiana, is the home of the School of Business and Eta Tau Chapter of Delta Sigma Pi.

graduate will be to continue to serve our country's domestic needs, but he must also be prepared to serve other societies in various parts of the world. The private enterprise system forged in the United States will, I am certain, prove the most effective instrument for helping others raise their standards of living.

In closing, I want to re-emphasize that

we are in an era of unprecedented constructive and progressive change. I want to stress that our country and our private, free enterprise, profit-making, industrial and business base constitute a firm foundation for meeting the challenges and opportunities of tomorrow.

Progress doesn't happen; it must be made to happen. Those who make it happen are the men of vision who lead our society. Never before in the history of our country have we needed so many such men as now—men who not only can visualize but can create and build, men who will seize the initiative and lead the way to new and higher levels of achievement. The task that faces us—and especially you, the business graduate—is enormous. But so are the opportunities.

*Continued from page 16*

local purposes of developing leadership ability among its members, maintaining contact with leaders in business, promoting interest in the study of commerce and in the Division of Commerce at McNeese State College, and promoting friendship and cooperation among the members.

During the remainder of the Spring, 1968, semester, the fraternity received a visit from Delta Eta Chapter of Delta Sigma Pi at Lamar State College of Technology in Beaumont, Texas, conducted its membership drive, elected officers, and held a highly successful series of professional meetings.

On reconvening for the 1968-69 year,

the fraternity was represented at the South Central Regional Meeting of Delta Sigma Pi in Hattiesburg, Mississippi, received official college recognition, continued its active calendar of events, and hosted visits by South Central Regional Director James A. Webb, Jr., and Field Secretary Ellery J. Lacy.

Following this, the fraternity was pledged to Delta Sigma Pi, and its petition received approval for the Eta Tau Chapter of Delta Sigma Pi to be installed on May 3, 1969.

The following men were the charter members of the chapter: Stanley D. Allen, Chester A. Batchelor, John B. Barnett, Jr., Nolan J. Broussard, John W. Bryan, George W. Carlton, Ronald J. Cormier, Roger L. Cox, Ronald J. Dougay, Thomas F. Dower, David A. Doyle, John C. Folkenroth, Theodore O. Friedrich, Thomas A. Glatt, Darrell L. Goodreau, Ronald C. Guidry, George E. Hebert, Nick P. Hebert, Denis L. Husers, Vernon E. Keating, Roger S. LeBlanc, Rodney J. Marcantel, Gary J. Maxey, James L. Misse, J. Herman Monceaux, Benjamin W. Mount, Walter J. Primeaux, Grady F. Rials, Daniel E. Sheridan III, Lewis A. Shirley, Gregory L. Smith, Richard J. Stutes, James C. Watts, Ernest G. Weafer, Edward W. White, Milton P. White, and Daniel Young.



THOMAS R. HARNETT, president of Zeta Rho Chapter at Menlo College, in the picture above receives the travel trophy awarded to his chapter for the greatest number of man-miles traveled to the Grand Chapter Congress. In the picture below Robert L. Stipsak accepts a similar trophy for the Baltimore Alumni Club. Both presentations are made by Executive Director Charles Farrar.



R. MICHAEL DEVENPORT, president of Alpha Beta Chapter at the University of Missouri, appears to have learned the trick of beating the game of chance at the Las Vegas Party at the Grand Chapter Congress. Ronnie Knoy of Epsilon Eta Chapter at Eastern New Mexico on his right appears to be doubtful.

The Fraternity is indebted to the Jaycees who chose the "Rose of Deltasig" for 1969. The "Rose" contest was first established at the 16th Grand Chapter Congress at Minneapolis, Minnesota, in 1947. From the very beginning up to the present time the judges for the contest have been well known radio, television and screen personalities. Because of their long association with various beauty pageants, we are especially pleased to have the national officers of the United States Jaycees serve as judges in our "Rose" contest. We are also indebted to Mr. John W. Fitzwater, Coordinator of Communications and Research for the Jaycees at the Tulsa, Oklahoma, headquarters who aided us so much in making the 1969 "Rose" contest one of the best ever.

It is believed that more members should be acquainted with the work of the Jaycees, thus the purpose of this article.

"The two most important things I did when I was discharged from the service was to open my own law practice and join the Jaycees."

These were the words of Richard M. Nixon quoted in Life Magazine while he was serving as Vice President of the United States in the mid-50's.

These words have been echoed by literally thousands of other young men through the years including Hubert Humphrey, Spiro Agnew, and others whose names are prominent in American life today.

Why do these men feel so strongly about Jaycee membership? Who are the Jaycees, anyway?

The Jaycee organization restricts its membership to young men between the ages of 21 and 36. The expressed purpose of the organization is the leadership and individual development of its members, and this development is realized as

## Jaycees Choose "Rose of Deltasig"

the members get "on the job" experience in leading their fellow members in community betterment projects.

"As a Jaycee you are given the opportunity to jump into the mainstream of community action, have your say, and make a difference. Outside the Jaycees you are just one young guy, who people ignore because you're under 40." That is how one young man described the Jaycees.

Once known as the Junior Chamber of Commerce (although there has never been an official tie between the Chamber and the Jaycees) the organization officially adopted the name "Jaycees" in 1965.

With the change came a change in direction for the organization. Now almost 50 years old, the Jaycee community projects centered for years on such things as painting park benches, sponsoring get out to vote campaigns and staging beauty pageants.

A little more than two years ago the programming emphasis changed to encourage the more than 6,000 local chapters and 300,000 members to spend their time and concentrate their energies on "people problems" such as employment, education, crime prevention, housing, recreation and pollution.

The change was so dramatic that the Jaycees suddenly found themselves leading the volunteer sector of society in social action activities.

In the Spring of this year the Jaycees were invited by the Nixon Administration to direct the mobilization of millions of volunteer Americans into an effective

force to bring about social change in the country.

U.S. Jaycees President Wendell E. Smith, an Executive of the Michigan Division of the Kroger Company, stated, "this assignment by the Administration is a true challenge to the youth of the nation. When it came time to get the job done the leadership of the country looked

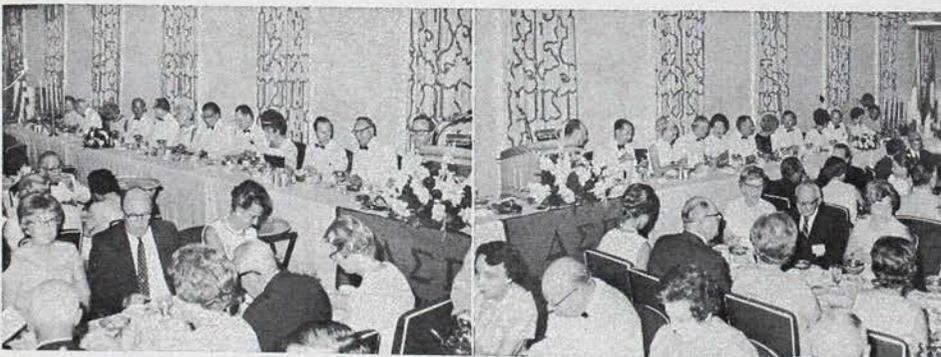


**WORK IS PROGRESSING** on the addition to The Central Office building. Here M. John Marko, center, then Grand President of the fraternity, inspects some of the building material with Executive Director Charles L. Farrar. Looking on is Executive Secretary Ben H. Wolfenberger.

to an organization made up of men under 35 years of age. Now all people under 35 must join in the effort to prove that they were right."

The Jaycee membership is open to any young man between the ages of 21 and 36 regardless of his occupation, race or religion.

President Smith added, "we are especially pleased to have been asked to write an article for the Delta Sigma Pi publication because we realize that those who read The DELTSIG are the men who are leaders on our college campuses today and will be the leaders in America's communities tomorrow. We are only hopeful that many of them will choose to lead through the Jaycee movement."



SHOWN HERE IN these two photographs is the head table at the 27th Grand Chapter Congress banquet held at Mackinac Island, Michigan.

# Another First for Delta Sigma Pi is Recorded at the University of West Florida

ANOTHER FIRST FOR Delta Sigma Pi was recorded with the installation of Eta Upsilon Chapter at the University of West Florida at Pensacola, Florida, on Sunday, May 4, 1969. The installation was the first Chapter of any national fraternity on campus and increased the number of chapters of Delta Sigma Pi in the State of Florida to seven. These are Beta Eta Chapter at the University of Florida, Beta Omega Chapter at the University of Miami, Gamma Lambda Chapter at Florida State University, Delta Iota Chapter at Florida Southern College, Epsilon Rho Chapter at the University of Tampa and Zeta Phi Chapter at Florida Atlantic University.

The program began with the registration of the members and guests in the Commons Building on the West Florida campus followed by a walking tour of the campus. The members and guests then returned to the Commons Building for an informal luncheon. Following the luncheon all members and pledges adjourned to Building 10 where the informal and formal ritualistic initiations were held.

The installation banquet was held at Bartels Restaurant in downtown Pensacola. On hand for the occasion were delegations from Alpha Sigma Chapter at the University of Alabama, Gamma Lambda Chapter at Florida State University, Gamma Tau Chapter at the University of Southern Mississippi, Eta Kappa Chapter at Troy State University, Grand President M. John Marko, Southeastern Regional Director George E. Ragland, Executive Director Charles L. Farrar and a number of alumni from Pensacola. Also present were Dean of Students Ken Curtis and Ken Martin, advisor to the Business Club at Pensacola Junior College.

The banquet began with the invocation by John C. Haynie, Jr., assistant to the president of the University. Charles L. Farrar, serving as toastmaster, then introduced Dr. Thomas C. Committee, chairman of the accounting and finance programs in Gamma College, who extended greetings on behalf of the University to the new members and welcomed the chapter to the campus community. The history of the related business programs was then provided by Harvey T. Martin,

provost of Omega College. A complete summary of the history of Alpha Beta Alpha Fraternity, the petitioning organization, was then presented by Barton R. Bailey.

Grand President Marko presented the charge and charter to the new members and the chapter which was accepted by Wayne Stephenson, president of Eta Upsilon Chapter.

Regional Director George E. Ragland then presented the many letters of congratulation which had been received from throughout Delta Sigma Pi. The meeting was officially closed with the traditional presentation of the chapter gavel by Executive Director Farrar to Eta Upsilon Chapter President Wayne Stephenson.

## History of The University of West Florida

In 1963, funds were authorized by the Florida State Legislature for the establishment of the University of West Florida and its operation to begin in September of 1967. In the Fall of 1963, the Board of Control approved the sites for the main 1000-acre campus and an auxiliary campus on Santa Rosa Island, both just outside Pensacola.

The university's first president assumed office in July of 1964, and began the necessary planning to open the university in the Fall of 1967. On schedule, the university opened its doors and enrolled a total of 1350 students. Enrollment has continued to increase and during the 1968-69 academic year, there were 2245 students.

The university, being entirely new, is in itself an impressive sight. The initial campus building program was constructed in a hilly, wooded section at a cost of \$17,000,000.

Now entering its third year of operation, the University of West Florida publicizes itself as a unique institution. It is an upper-level university admitting only junior and senior students. The university's British-Cambridge concept of resident colleges within a university sets it apart from other colleges by both its internal structure and campus design, both of which encourage education excellence.

The university opened with three resident colleges—Alpha, Gamma, and Omega, and when construction is completed, each will have its own separate buildings arranged as a village. A 1975 ceiling of 10,000 students was established



MEMBERS OF ETA UPSILON Chapter at the University of West Florida listen as Regional Director George E. Ragland reads the letters and telegrams of welcome which were received by the new chapter.

for the new upper-level university by the Board of Regents. The University of West Florida is a growing university and the students and faculty play an important part in helping this university fulfill its goals.

### History of Business Administration and Commerce

The areas of business administration are divided among the three resident colleges to allow the student to become acquainted with persons in disciplines other than his own, thereby further increasing his well-rounded education at the university. The three colleges—Alpha, Gamma, and Omega—are each headed by a provost and the department heads in the colleges may have both formal and informal ties with similarly related department heads in other colleges.

The Alpha College complex houses the Marketing Department while the Departments of Accounting and Finance are sheltered in the Gamma College complex. The Departments of Economics, Business Administration in Management, and Systems Science are housed in the Omega College complex. All departments are headed by highly praised educators and administrators who attract increasing numbers of new students each year.

The three-college system, while being highly effective in offering the student a well-rounded education and diversely influenced environment, does increase the need for a professional, less formal relationship between the business discipline



WAYNE STEPHENSON, president of Eta Upsilon Chapter at the University of West Florida, is shown here receiving the chapter charter from Grand President M. John Marko during the installation ceremonies.

students. Each major crosses the resident college boundaries for at least 35 to 40 percent of his courses. Consequently, the different business departments are heavily integrated. With these qualities, even without a combined business department per se, the business students should flourish.

### History of Alpha Beta Alpha Fraternity

Alpha Beta Alpha Fraternity was organized in the Spring of 1968 as a local professional fraternity dedicated to be-

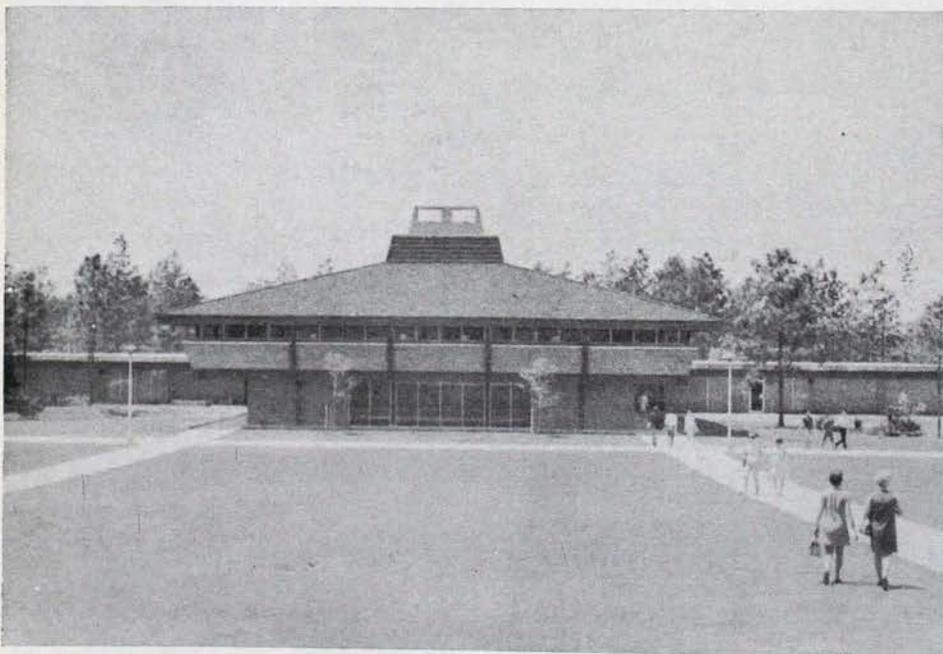
coming an undergraduate chapter of the International Fraternity of Delta Sigma Pi. Since its inception, the fraternity has had as its motto "The Professional Men's Fraternity."

During the spring of 1968, the fraternity held weekly professional meetings in addition to regular business meetings and the continuing challenge of organization and development. Each quarter the fraternity conducted "rush" and accepted its pledges, including carefully selected faculty members.

The purpose and aims of Alpha Beta Alpha as a fraternity have paralleled those goals set by Delta Sigma Pi. Professional meetings sponsoring knowledgeable businessmen, industrial management tours, and functions to promote brotherhood were all a part of the aims of the fraternity. All members were expected, as an inherent responsibility of membership, to serve either as an elected officer, appointed officer, or committee chairman or member.

During the development of the fraternity, the original officers observed the Southeastern Regional Meeting of Delta Sigma Pi in Atlanta in the Fall of 1968, hosted the visits of Executive Director Charles L. Farrar and Executive Secretary Ben H. Wolfenberger, and gained significant recognition in its own right on its own campus. Following the pledging of the members to Delta Sigma Pi in the Spring of 1969, Alpha Beta Alpha Fraternity's quest for membership in Delta

*Continued on page 38*



THE HUB OF MOST student activities on the University of West Florida campus is the University Commons which is shown here.

# Fraternity's Newest Chapter Installed at Eastern Michigan University



GRAND PRESIDENT M. John Marko is shown here presenting the Eta Phi Chapter Charter to William C. Duncan, president of the Chapter.

THE NEWEST CHAPTER in Delta Sigma Pi was installed at Eastern Michigan University in Ypsilanti, Michigan, on Saturday, May 10, 1969. On hand for the installation ceremonies of Eta Phi Chapter were Grand President M. John Marko, Executive Director Charles L. Farrar, Central Regional Director Thomas M. Mocella, Executive Secretary Ben H. Wolfenberger, District Directors Thomas M. Hall, Thomas J. Turcotte, and Kenneth L. Vadovsky, Chapter Advisor Leland L. Brown, Past Grand President Robert G. Busse, Past Regional Directors Robert J. Elder and Robert O. Hughes. Also on hand were delegations from Gamma Theta Chapter at Wayne State University, Gamma Kappa Chapter at Michigan State University, Gamma Rho Chapter at the University of Detroit, Delta Rho Chapter at Ferris State College, and Epsilon Omicron Chapter at Western Michigan University.

With the installation of Eta Phi Chapter, the chapter roll of Delta Sigma Pi now numbers 161. There are now eight chapters in the State of Michigan. In addition to those previously mentioned there is Xi Chapter at the University of Michigan—Ann Arbor and Theta Chapter at the University of Detroit.

The installation ceremonies began with the registration of local fraternity mem-

bers and guests at the McKenny Student Union on the campus. A tour, abbreviated due to inclement weather, followed after which the group returned to the McKenny Union for an informal luncheon and the informal and formal ritualistic initiation ceremonies. With the initiation completed, the guests and the new members journeyed to the Ramada Inn in Ann Arbor, for the installation banquet.

The installation banquet program opened with the invocation given by Richard J. Weaver, chapter senior vice president. Thomas M. Mocella, Central Regional Director, who served as toastmaster, then introduced Donald A. Kleinsmith, Coordinator of Students, Office of Student Activities. He extended greetings to the guests and welcomed the Eta Phi Chapter and Delta Sigma Pi to the academic community of Eastern Michigan University.

Dr. Earl A. Roth, dean of the College of Business, related the history of the College of Business and also extended a hearty welcome to Delta Sigma Pi. He

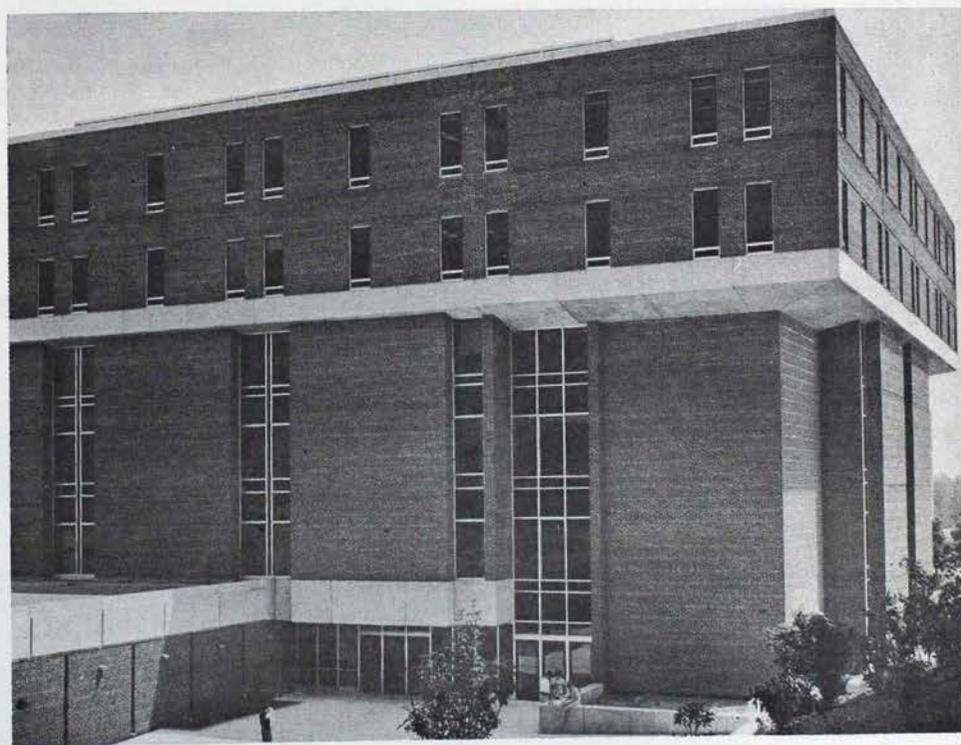
was followed by Jeffery A. Munroe, vice president of Eta Phi Chapter, who gave a capsule history of Eta Delta Fraternity.

Climaxing the activities of the day was the presentation of the Charge and Charter by Grand President M. John Marko. Accepting on behalf of the new members of Eta Phi Chapter and giving special recognition to Chapter Advisor Leland L. Brown, *Tulane*, was Chapter President William C. Duncan.

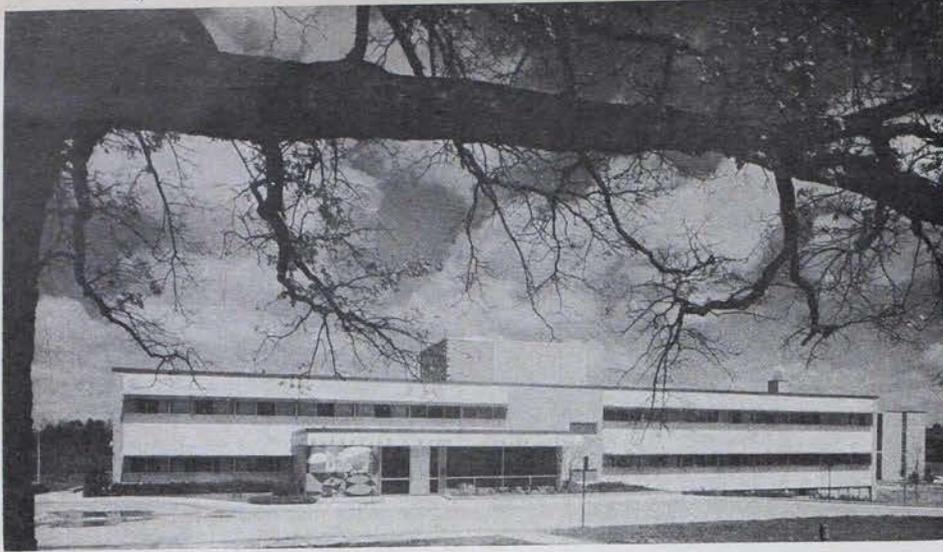
Executive Director Charles L. Farrar was then called upon to present the letters of congratulations received from throughout Delta Sigma Pi. Closing the program was the presentation of the official gavel to the chapter president by Regional Director Thomas M. Mocella.

## History of Eastern Michigan University

Eastern Michigan University was founded by the State Legislature in 1849 to educate teachers for the public school. It was the first normal college west of Albany, New York. In recent years Eastern



THIS NEW BUILDING, Pray-Harold Hall, which will be in full use for the first time this Fall, houses the School of Business at Eastern Michigan University. Currently being shared with other Departments of the University, plans are already underway to construct a separate building for the School of Business.



TYPICAL OF THE RECENTLY expanded facilities at Eastern Michigan University necessary to meet the needs of this rapidly expanding University is the Glenadine C. Snow Health Center.

has become a multi-purpose university with accredited and respected degrees in many areas of the liberal arts, social and natural sciences, business, and pre-professional programs.

On June 1, 1959, the college became Eastern Michigan University, containing three colleges—Arts and Sciences, Education and the Graduate School. The College of Business was created in 1964.

Enrollment at the university had increased from 3,400 students in 1955 to 5,100 in 1960. The greatest student growth, however, has been from 5,900 in 1962 to its present 17,000, tripling the student body in seven years. The 1970 enrollment is expected to be 20,000.

Profound changes are occurring simultaneously at Eastern Michigan—both the more obvious physical growth and the less obvious conversion from teachers' college to a university, with all the enlargement in scope that this implies. This is reflected in new degrees being granted with seven bachelor's degrees now being offered in arts, science, art education, business education, business administration, and music education. Several master's degrees are also offered. The university has moved into a new era, for which the stated policy is to make "E" stand at once for Eastern and for Excellence.

### History of the College of Business

The origin of the College of Business at Eastern Michigan may be traced back to 1913 when life certificates in commerce were awarded to teachers. In the 1929-30 academic year, two district curricula began to emerge—Business Administration and Commercial Education. The Department of Business Education



ETA PHI CHAPTER President William C. Duncan presents a copy of the chapter's petition to Delta Sigma Pi to Dr. Earl Roth, dean of the School of Business at Eastern Michigan University. The presentation was made during the installation banquet held in nearby Ann Arbor, Michigan, during the installation ceremonies for the new chapter.



SHOWN HERE IS THE Quirk Theater Building at Eastern Michigan University at Ypsilanti, home of Eta Phi Chapter of Delta Sigma Pi.

was formed in 1947-48 with majors first established in accounting and secretarial studies. By 1950-51 two bachelor's degrees were offered—a Bachelor of Science Degree with Teacher's Certificate and a Bachelor of Science Degree in Business Administration. Majors in the Business Administration curriculum were expanded in 1955 to encompass the areas of Accounting, Marketing, General Business, and Secretarial Administration. The department now became known as the Department of Business Studies. In 1961-62 the department name was again changed to the Department of Business.

The College of Business was established in July, 1964, and has for its major responsibility the provision of educational programs of a professional nature for these persons who contemplate careers in business and public administration or as business teachers in the educational systems; the development of in-service professional training for those individuals presently employed in those fields; and the performance of such related public service and research activities as required.

Presently the college offers the bachelor of business administration and the bachelor of business education degrees and the master of business administration and the master of business education degrees. The programs have been accredited by the North Central Association of Colleges and Universities. The college holds membership in the Assembly of the American Association of Collegiate Schools of Business.

The college is moving to the new seven-story Pray-Harrod classroom building during 1969, and plans are now underway for a separate College of Business building in the near future.



**THIS ENORMOUS BUILDING** is the Library of Eastern Michigan University at Ypsilanti. It is built to serve the present and future needs of the rapidly expanding University where Delta Sigma Pi recently installed its 161st undergraduate chapter.

### History of Eta Delta Fraternity

In November, 1968, an informal orientation meeting by invitation was held between Executive Director Charles L. Farrar, members of the faculty and students at Eastern Michigan University to consider interest in organizing a professional business fraternity that might become a chapter of Delta Sigma Pi.

The decision to organize a professional business fraternity was favorable and a steering committee was immediately formed to draft the bylaws, organize a program and secure the necessary University approval to operate on campus. Leland L. Brown, former advisor to Gamma Mu Chapter at Tulane University, was chosen advisor. A target date during the Spring of 1969 was set by the steering committee for realizing a chapter charter of Delta Sigma Pi.

Eta Delta Fraternity held its first official meeting in January 1969. Permanent officers were elected, committees appointed, and a comprehensive calendar of enviable quality activities was planned and later realized. During this same period of time, a well researched, most informative petition for a chapter charter was developed and printed. In an amazingly short period of time, a group of casual acquaintances developed into a closely knit professional fraternity and thus qualified for the Eta Phi Chapter of Delta Sigma Pi installed on May 10, 1969.

The following were charter members of the newest chapter: John M. Baracy, Bobby L. Braden, Robert V. Cheney, Raymond J. Drake, Keith M. Dresden, William C. Duncan, Gerald R. Ebel, Vincent V. Gainor, Charles D. Gilmer, Gary

J. Hart, Richard W. Hill, Joseph Honce III, James J. Jeindl, Gary S. Karademos, Robert S. Knoke, Gregory S. Lockey, Rodney F. Mancini, Ray A. Mundy, Jeffery A. Munroe, Artis M. Noel, Fayez S. Nourallah, Salvatore A. Passalacqua, Mark H. Pray, Bradford B. Riedle, David G. Roberts, Donald C. Schilling, Thomas J. Sharp, Louis R. Sange, Jr., Richard J. Valentine, Richard J. Weaver, and Robert E. Westfall.

*Continued from page 14*

During the coming months the fraternity's efficiency continued to develop and the members were pledged to Delta Sigma Pi. Roughly a year later, the fraternity's history ended as it was destined to do with the granting of the Eta Sigma Chapter of Delta Sigma Pi on April 27, 1969. The following were the charter members: Ronald S. Barberis, Ronald L. Bednar, Gary L. Brakemeyer, John O. Brenner, George A. Cable, Daniel L. Carrigan, Donald E. Clevenger, William E. Drumm, Charles E. Emde, Stephen R. Franklin, Lawrence R. Geiger, Kermit C. Hellrung, John J. Keleman, Michael G. Klaus, William R. Knepper, James G. Lafikes, Robert R. Little, William J. Lukowski, Thomas P. Manion, Stephen L. Miller, Roger L. Nungesser, James J. Odorizzi, Roger E. Potter, Barry A. Rhein, Kent Y. Rhoads, Steve J. Sabo, Donald D. Stults, Leon C. Thouvenot, John M. Trumpet, David W. Tweed, Ronald G. Vasel, and Jack V. West.



**BROTHER KENNETH MEYERS**, dean of the Division of Business at Southern Illinois University at Edwardsville, is shown here presenting the first Delta Sigma Pi Scholarship Key to Brother James G. Lafikes.



**THIS VIEW OF THE** Edwardsville campus of Southern Illinois University features the Lovejoy Library in the foreground and the Peck Classroom Building in the background. Southern Illinois University at Edwardsville is the home of Delta Sigma Pi's Eta Sigma Chapter.



PAST GRAND PRESIDENT Kenneth B. and Claire White receive a standing ovation for their record of having attended more Grand Chapter Congresses than anyone present at the 27th Grand Chapter Congress at Mackinac Island.

*Continued from page 4*

then recognized. Past Grand President Kenneth B. and Claire White were accorded a well deserved round of applause for having attended 16 Grand Chapter Congresses.

The final business session was called to order early Saturday morning. Once all other business had been disposed of, elections were then held for the Grand Council. Executive Secretary Ben H. Wolfenberger, Regional Director Andrew T. Fogarty and Past Grand President Joe M. Hefner were appointed tellers by Grand President Marko. Also appointed as observers were Erskine W. Wells, Jr., a member of Alpha Phi Chapter at the University of Mississippi and Thomas D. Surowka of Delta Rho Chapter at Ferris State College. After the ballots had been counted it was announced that Warren E. Armstrong had been elected the 23rd Grand President of Delta Sigma Pi.

Additional nominations were then called for the office of Director of the Eastern, South Central, Southern, North Central, Southwestern and Western Regions and when no additional nominations were received Harold L. Cannon, Franklin S. Yates, LaVerne A. Cox, Charles P. Foote and R. Nelson Mitchell were declared elected Directors of the respective regions. The Southeastern and Intermountain Regions were permitted to

caucus after which it was reported that George E. Ragland had been re-elected Director of the Southeastern Region and that William E. Wilson had been elected Director of the Intermountain Region. The Midwestern Region was unable to nominate an eligible candidate for Director but requested that Walter D. Nelson be appointed Acting Director.

During the caucuses Richard Barnes, president of Delta Sigma Fraternity at Bowling Green State University, Bowling Green, Ohio, acting as spokesman for the



ROBERT CROUCH, a member of Zeta Tau Chapter at California State College at Hayward, is all smiles as he receives the diamond badge from Mrs. Alice Sehm Colwell, widow of Past Grand President Walter Sehm. Below, Delores Swanson, wife of Robert Swanson of Beta Chapter at Northwestern University, receives the pearl badge for ladies from Alice which she also won at the drawing for women.

16 guests, expressed their thanks for having the opportunity to represent their fraternities and college or university at the Grand Chapter Congress.

Elections were then held for the office of the Director of Alumni Activities. When the ballots had been counted it was announced that Edward H. Langer had been elected. Past Grand President Joe M. Hefner was then called upon to administer the oath of office to the new members of the Grand Council.

The final activity of the 27th Grand Chapter Congress was the farewell luncheon. Here the Grand Council was presented and the various trophies awarded.

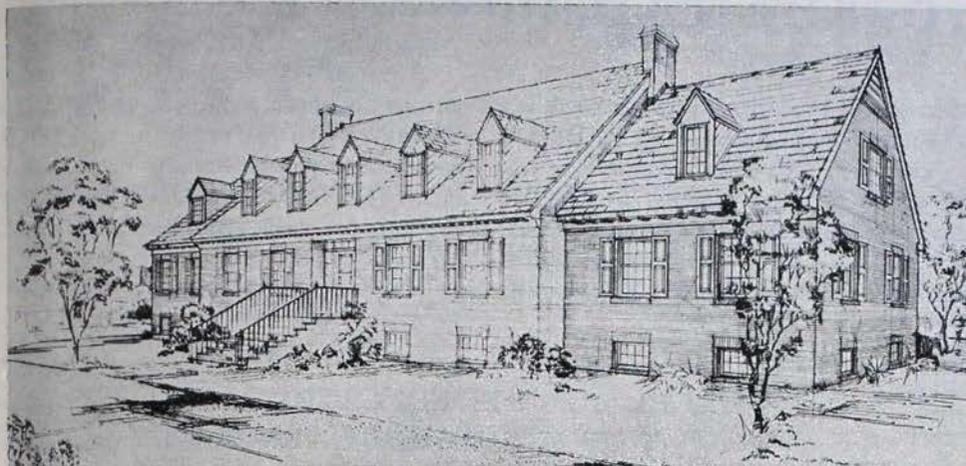
The travel trophy for undergraduate chapters for the greatest man-miles traveled was presented to Zeta Rho Chapter at Menlo College. Thomas R. Harnett accepted on behalf of the chapter. Robert L. Stipsak accepted the trophy on behalf of the Baltimore Alumni Club. Ronnie Knoy, a member of Epsilon Eta Chapter at Eastern New Mexico University, captured the "Delta Sigma Pi Open" golf trophy. As a parting gesture of appreciation, certificates were presented to retiring Grand Council members Joe M. Hefner, Past Grand President, and Herbert W. Finney, Past Director of Alumni Activities. Grand President Warren E. Armstrong also presented a certificate and diamond badge to Past Grand President M. John Marko in appreciation for his service to the fraternity.

Less than two years away is the 28th Grand Chapter Congress scheduled for August 31-September 1-3, 1971, at the Pocono Manor Inn and Country Club. Plan now to meet us there!



NO MATTER WHAT THE schedule was at the 27th Grand Chapter Congress at Mackinac Island there was always time for relaxation. It might have been reading the paper such as Charles Rowland at *Pennsylvania State* is doing or just napping while waiting for your room assignment such as the member in the lower photo is doing.

# The Central Office to Be Expanded



THIS IS THE ARCHITECT'S drawing of The Central Office of Delta Sigma Pi as it will appear when the current addition is completed in early 1970.

CONSTRUCTION BEGAN during the late summer that will expand The Central Office of Delta Sigma Pi by more than 3,500 square feet. The contract was awarded to Miami Valley Lumber Company of Oxford. Plans call for construction to be completed by February 1, 1970. The cost of the construction and equipment of the addition is approximately \$100,000.

The present headquarters building, also constructed by the Miami Valley Lumber Company, was started during the summer of 1955 and was completed and dedicated during the Fall of 1956. The building is dedicated to H. G. Wright who organized the headquarters in Chicago, Illinois, and served as the executive Director for over 31 years. Keppel O. Small and Willis W. Wertz, Oxford, Ohio, were the architects for the present building and are also the architects for the addition.

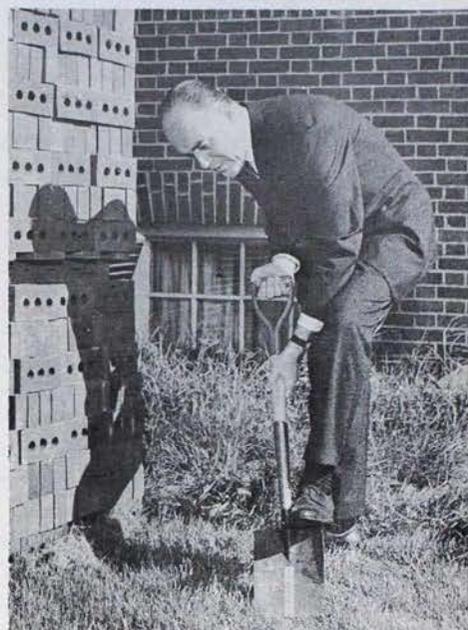
The expanded facilities are necessary to handle the increased growth and activities of the Fraternity in Oxford. At the time the present building was started in 1955, there were 92 undergraduate chapters of the Fraternity in the United States and Canada with a membership of slightly more than 34,000. During the 13 years in which the Fraternity headquarters has been in Oxford the number of chapters has increased to 161, including Mexico, with a membership of more than 71,000.

According to a report prepared by George M. Hill and Associates, management consultants in Oxford, the membership and the number of chapters of the

Fraternity will continue to increase at a rate of approximately nine per cent per year through 1985.

The addition to the building will consist of two wings on either end of the present building and will include the basement, main floor and second floor. The addition on the East end of the building next to South Campus Avenue will contain a meeting room adjacent to the Alumni Room, offices for the Executive Secretary and Field Secretaries and an archives room which will be adjacent to the existing Founders' Room. Facilities on the West end will consist of an additional storage room, a records room to

house the records of the Fraternity, including some electronic data processing equipment, and additional living quarters for the field staff. The addition will increase the floor space of the headquarters building to more than 7,500 square feet.



M. JOHN MARKO, Grand President of the Fraternity at the time, is shown here at the ground breaking ceremonies in June for the \$100,000 addition to The Central Office building. The shovel is the same one used by Grand President J. Harry Feltham for the ground breaking of the original building.



INSPECTING THE PROGRESS on the addition to The Central Office building is Executive Director Charles L. Farrar and M. John Marko, Grand President at the time.

# Delta Sigma Pi Educational Foundation Program Expands

IN ADDITION TO THE scholarship awards to high school students to further their college education in business, the Foundation now plans to offer two \$1000 scholarships to Deltasigs who are studying for a Master of Business Administration degree (MBA).

As in the past, the Educational Foundation will continue to offer a scholarship award to a high school student who is the son, daughter, or grandchild of a Deltasig. The amount awarded will again be a maximum of \$1500 per year for four years (\$6000), and a minimum of \$500 per year (\$2000). The student to receive this award will be selected from among those who expect to enter college in September 1971, and who have been designated as a finalist, a semifinalist, or a commended student as a result of the 1970 National Merit Scholarship tests.

These tests will be conducted at high schools in February 1970. Students should consult their counsellors immediately to make arrangements for taking the tests. In the meantime, to participate in the Delta Sigma Pi program, the attached application should be completed and mailed to reach the address shown on or before December 15, 1969.

Other qualifications remain the same. The Deltasig (father or grandfather) must be a member in good standing for a period of five years—paying National dues, or be a Life Member; the student must plan to follow a course of study in business or selected fields of related subjects,



OFFICERS OF THE Delta Sigma Pi Educational Foundation are shown here during the biennial meeting of the Foundation held in conjunction with the 27th Grand Chapter Congress. The officers are from left to right: Robert G. Busse, secretary; Robert A. Moccella, president; and Robert O. Lewis, executive director and treasurer.

at a college or university where there is a chapter of Delta Sigma Pi on its campus.

The new (Master's) awards are expected to be more directly beneficial to Deltasigs. Two Deltasig students who are working toward a Masters degree will be selected—each to receive \$1000. The

purpose of these awards is to encourage the study of business on a higher level. It could mean that a Deltasig, faced with a financial problem, would be enabled to continue his studies and ultimately reach his goal.

*Continued on page 35*

## DELTA SIGMA PI EDUCATIONAL FOUNDATION SCHOLARSHIP PROGRAM

For sons, daughters, grandsons or granddaughters of the International Fraternity of Delta Sigma Pi. To be completed and returned on or before December 15, 1969 to:

ROBERT O. LEWIS  
Delta Sigma Pi Educational Foundation  
970 Waverly Road  
Glen Ellyn, Illinois 60137

Please enter me in the DELTA PI EDUCATIONAL FOUNDATION SCHOLARSHIP PROGRAM for  1970,  1971.

I am the  son  grandson  
 daughter  granddaughter of a member of Delta Sigma Pi, and I expect to complete high school in  1970,  1971 and enter college in  1970,  1971.

I took the National Merit Scholarship Qualifying Test in February, 1969;  I will take this test in February 1970. I understand that my scores on this examination will be used to evaluate my candidacy in the Delta Sigma Pi Educational Foundation Scholarship Program.

### PLEASE PRINT

(Name of Student) (Street Address) (City, State, Zip Code)

(Name of Present School) (Street Address) (City, State, Zip Code)

(Name of Parent or Grandparent Member of Delta Sigma Pi)

(Chapter Affiliation)

I have applied

for admission to the following colleges or universities:

I intend to apply

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

I plan to pursue a course of study leading to a Bachelor's Degree in \_\_\_\_\_

I understand that: 1) the decisions of the National Merit Scholarship Corporation of Evanston, Illinois, will be final in the selection of scholarship winners and in the determination of student stipends, based on individual need, which accompany the scholarships; and that 2) winners of Delta Sigma Pi Educational Foundation Scholarship Program may accept up to a total of \$1,000 in other awards over the four scholarship years without affecting the stipend. Winners may accept additional scholarship awards beyond this amount with the understanding that if they do, their Delta Sigma Pi Educational Foundation Scholarship stipend will be reduced accordingly. However, no Delta Sigma Pi Educational Foundation award payment will be reduced to a point lower than the minimum stipend of \$500 per year. Students whose computed need is greater than the Delta Sigma Pi Educational Foundation Scholarship maximum of \$1,500 per year will be permitted to accept additional funds equal to the amount their need exceeds \$1,500. In all cases of other awards, the National Merit Scholarship Corporation should be notified.

(Signature of Student)

(Signature of member or grandparent)



WITH THE

# ALUMNI

THE WORLD OVER

## Richard O. Baily is Elected ASME-I President

RICHARD O. BAILY, *South Dakota*, Burroughs Corporation vice president and group executive, has been elected 1969-1970 president of Sales and Marketing Executives-International, a professional society with 28,000 members in 48 nations.

Baily was elected to SME-I's leadership at the 34th International Marketing Congress in Cleveland, Ohio. He succeeds W. W. Clements, president of the Dr. Pepper Company, Dallas, Texas.

Clements praised Baily as "the epitome of a marketing professional" and an "outstanding figure in his own industry."

Baily has been active in SME-I affairs for the past 18 years. He has served as area director, association vice president, secretary-treasurer, and as SME-I's director of service for corporate support.

He also served as president of Detroit Sales and Marketing Executives, an SME-I affiliate club. In 1967, he was honored as Detroit's Marketing Man of the Year.

As vice president and group executive of Burroughs Business Machines Group, Baily

directs engineering, manufacturing and marketing of data processing equipment in the United States. Products include a wide range of small application machines, electronic accounting systems and electronic computers.

Baily's advancement through marketing and management positions at Burroughs has been rapid. After Air Force service in World War II and graduation from the University of South Dakota in 1947, he joined Burroughs as a sales trainee in Sioux City, Iowa. Following a series of field promotions, he moved to corporate headquarters in Detroit, where he became manager of sales training in 1952. In 1956 he was appointed manager of sales development.

Four years later, after concurrent assignments as corporate public relations director and assistant to the president, Baily was named assistant vice president for marketing.

In 1964, he was elected vice president and general manager of the U.S. marketing division. He was elected to his present post as vice president and group executive in 1967.

Baily and his wife, Elizabeth Ann, live at 4354 Echo Road, Bloomfield Hills, Michigan.



THE NEW PRESIDENT of Planning Executives Institute is George M. Rayburn, a member of Gamma Eta Chapter at the University of Nebraska at Omaha. He was elected president at the 19th annual conference of the Institute held in Houston, Texas. Brother Rayburn is also the vice president of the St. Louis, San Francisco Railway Company.

## Deltasig Is The New President Planning Executives Institute

GEORGE M. RAYBURN, *Nebraska-Omaha*, recently took office as President of the Planning Executives Institute at its 19th Annual International Conference held in Houston, Texas. Brother Rayburn previously served this association as Senior Vice President and as a member of its Board of Directors which governs the activities of the Institute's 52 chapters and 3,000 members in the United States and Canada.

Simultaneously with his becoming President of the Institute, he also was elected to the office of Vice President of the St. Louis—San Francisco Railway Company at the Annual Meeting of this company. He had been the Secretary-Treasurer of this company, which position he continued to hold along with his new one.

Other Deltasigs serving on the Board of Directors of the Planning Executives Institute are Robert A. Mocella, *Northwestern-Beta*, and James D. Thomson, *Northwestern-Beta*, who is the association's Executive Secretary. Brother Thomson served Delta Sigma Pi as its Executive Director for a number of years and Brother Mocella is the immediate Past President of the Delta Sigma Pi Educational Foundation.



RICHARD O. BAILY, left, vice president and group executive of Burroughs Corporation's U. S. Business Machines Group admires the gavel recently presented to him following his election as president of Sales and Marketing Executives-International. At the right is G. William Boyd, secretary-treasurer of SME-I, a professional society of 28,000 members throughout 48 nations. Richard O. Baily is a member of Alpha Eta Chapter of Delta Sigma Pi at the University of South Dakota.



**GRAND PRESIDENT Warren E. Armstrong, on the right, accepts the gavel of the fraternity from Past Grand President M. John Marko as he assumes the duties of his office.**

### William W. Myers is Chosen Service Unit Chief

**WILLIAM W. MYERS**, Beta Rho-Rutgers, District Director of Delta Sigma Pi for Northern New Jersey, was recently chosen president of the Essex Unit, New Jersey Association for Retarded Children. The 600 member unit elected Brother Myers and the entire slate of officers at its annual meeting in mid-June. He is a 15 year veteran of the organization and has previously served as secretary and third vice president.

The unit provides a variety of services for mentally retarded children from the Essex and Hudson County areas of New Jersey. Included are a diagnostic and evaluation clinic, family and individual counseling, a day care center for severely retarded children and Camp Hope, an eight week summer day camp.

Bill is an administrative assistant at the headquarters of the Prudential Insurance Company of America. He continues to be active in a number of other community affairs and is currently secretary to the board of trustees of the Old First Presbyterian Church in Newark.

### CHICAGO

**THE CHICAGO ALUMNI CLUB** inaugurated the '69-'70 season at the 27th Grand Chapter Congress held on beautiful Mackinac Island. Before the Grand Chapter Congress Banquet we hosted all alumni at our traditional cocktail party in honor of the Grand Council. Many thanks to Brother Robert Mocella for the use of his suite—and the hallway.

Tuesday evening, September 16, Round-Up Night was held at the Deltasig House, 42 East Cedar Street. Three charcoal grills were set up in the back yard and Brother Tony Fernandez and assistant chefs were kept busy turning out those steaks. Free beer was on tap in the kitchen. There was quite a turnout for this first event and later the brothers enjoyed fun and games.

On Thursday, November 6, our Founders' Day Banquet will be held in Charter Hall of the Chicago Bar Association. We ex-

pect the attendance of many of the Chicago-land O. B.'s and V. O. B.'s. Our speaker for the evening will discuss the problems of air traffic control at such airports as O'Hare. Saturday evening, January 17, will be the time of our annual dinner-theater party at the Ivanhoe. Wednesday evening, February 11, is our undergraduate-alumni night which will be held at the Deltasig House.

The balance of the calendar includes the night we honor those rogues, our Past Presidents. This event is scheduled for March 10, and will be held in Charter Hall of the Chicago Bar Association. April 18 is 'Special Event' night at the Deltasig House. On Thursday, June 11, we will hold our annual golf outing, banquet, and the election of officers at the Midwest Country Club.

President Ken Vadovsky 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**



**THE LADIES ARE OFF** on a carriage tour of historic Mackinac Island. Some are leaving as others wait for additional carriages. The tour was part of the ladies' program of the 27th Grand Chapter Congress.

### SACRAMENTO

**THE SACRAMENTO ALUMNI CLUB** commenced the 1969-70 year under the leadership of President Ray Nielsen. Serving with Brother Nielsen are Executive Vice President Dave Murphy; Vice President—Publicity, Edward Antognoli; Vice President—Intrafraternity Relations, Len Raley; Treasurer, Glen Cole; Recording Secretary Jack Cornelius; Corresponding Secretary Mickey Mitchell; and Chancellor Larry Andrucetti. Providing able assistance is immediate Past President Boyd Fottrell.

Activities over the summer months included the popular Progressive Dinner, which was held this year at the homes of Brothers Mike Haley, Mike Kemp, Rocky Wentzel and Robert Howe and their gracious wives. Special guests at the June 7, event were Western Regional Director R. Nelson Mitchell and Mrs. Mitchell. In August, a special "Summer Get Together" of Brothers and their wives was held at the home of Brother Larry Andrucetti and his

wife. The September business and dinner meeting featured Judge Arthur E. Eissinger, Judge of the Municipal Court for the County of Sacramento, who gave a stimulating talk dealing with recent decisions in criminal court.

Attending the Grand Chapter Congress at Mackinac Island were President Ray Nielsen and Mrs. Nielsen, District Director H. Nicholas Windeshausen and Brother Bill Tatum.

All Deltasigs visiting the Sacramento area are invited to attend our functions. Our new address is P.O. Box 1726, Sacramento, California 95814.—**EDWARD ANTOGNOLI**

### MEMPHIS

**SEPTEMBER MARKS** the third month of chartered operation of the Memphis Alumni Club. So far, our official history has reflected a busy schedule for local Deltasigs: two business meetings, one professional meeting with a speaker from the local IBM office, and two lawn parties.

Our October 2 meeting featured the new Grand President, Warren Armstrong, participating in the installation of our new Regional Director, Roy Tipton. Both undergraduate chapters in Memphis attended this function with us.

Future plans include: expansion of our current membership, co-operation with the Memphis undergraduate chapters, and assisting our new Regional Director.

Of worthy note is a professional program designed by our Professional Chairman, Ken Smithart, which draws on club talent for speakers. Ken is recruiting members of the club to give presentations on their career field, at the close of regular business meetings.

Our meetings are held on the first Thursday of every month at 7:00 P.M., at the Ramada Inn on Summer Avenue in Memphis.—**BILL CULVER**



**BETTYLOU MYERS**, wife of District Director William W. Myers and past president of the "Pink Poodles," appears to have been caught by surprise on her way to the "Pink Poodle" initiation at the Grand Chapter Congress.



SOME MEMBERS and guests pause in the lobby of the Grand Hotel to examine the mechanical display of the fraternity.

## PITTSBURGH

ONCE AGAIN, the Alumni Club is joining forces to aid the Pitt Panthers in their bid for a successful season. Orders for season tickets have been taken by Brother Bob Rees and the back room at Brother Gustine's has been made available for game replays.

The annual family picnic was held at South Park by Lambda Chapter with a special invitation to the alumni. Brother Szabo of Lambda Chapter got a bit overenthusiastic during a touch football game, broke a bone in his leg and missed his planned trip to Mackinac Island. Good food, good fun and good fellowship made the event, once again, a big success.

The officers for the 1969-70 year have been elected and are already active in preparing an interesting program. Brother Al Miller, *Lambda*, is president. Brother Lew Cochran, *Lambda*, is Vice President-membership while Brother Jim Elderkin, *Beta Rho*, is Vice President-Program. Brother Stuart Levy, *Beta Omega*, is serving as Secretary, and Brother Bob King, *Gamma Rho*, has taken on the responsibilities of Treasurer. Brother Dave Lambert, *Lambda*, will be liaison with Lambda Chapter. The officers and all the brothers are looking forward to a very successful year here in Pittsburgh. You should be a part of the action if you live anywhere near the area—Brother Lentz comes all the way from Poland (Ohio, that is) to make the affairs. Any questions you might have will be answered by Herb Finney, 6510 Landview Ave, Pittsburgh, 521-4061, if you will drop him a note or call him.

Your correspondent and his wife had the pleasure of sojourning to Mackinac for the 27th Grand Chapter Congress. Brothers Finney, Fallon, and Tarabek and their ladies were also in attendance. We met many of the "names" we have seen in The DELTASIG and correspondence and are convinced more than ever that Delta Sigma Pi is a

great organization. The Congress was a wonderful experience and we are already looking forward to the 28th Congress to be held in the Poconos. If you have not yet attended one of these national meetings, we heartily suggest that you make every effort to be with us in 1971. You will meet and enjoy a host of warm, friendly people who are Delta Sigma Pi.—BERNARD J. MICH-ALEK

## PHOENIX

DURING THE SUMMER months the Thunderbird Alumni Club of Phoenix decided to try a "keep in touch program" with its members. To help ensure contact, the club set up several social functions during the hot months. While it was a cool 100° we enjoyed a night picnic with volley ball, dancing and eating. As the summer rolled along and it reached 110° the club survived by floating down the Verde River in inner tubes. As the heat continued to rise, we went to the pool of Brother Emmett Warren for further relaxation and brotherhood. The goal of "keeping in touch" proved to be successful, but it sure is difficult having a "cool" alumni club in Phoenix.—WALT RANKS



LEON HARDING, an alumni member of Zeta Upsilon Chapter at Virginia Tech, from Richmond, pauses to chat with Sue and Larry Bosserman of Virginia Commonwealth University at Richmond during the 27th Grand Chapter Congress.

## CINCINNATI

THE CINCINNATI ALUMNI CLUB completed another successful year with a banquet for the graduating seniors. Following the banquet, an excellent professional program describing the dynamic changes in the field of modern banking was presented by Brother Don Pepper and two members of his staff from the Fifth Third Bank. This was followed by the election of officers.

The new officers are: Reid Carr, president; David Berry, vice president; Charles Pater, treasurer; Frank Moore, secretary. Gary McMullen and William Matthews were later appointed as board members at large.

An exciting event for all has been the

purchase of a house for use by the Alpha Theta Chapter, the Delta Dames, and the alumni. A non-profit corporation was formed by members of the Alumni Club for the purpose of purchasing property at 3340 Whitfield Avenue (near the University of Cincinnati campus); however, the management of the house, which includes two income-producing apartments, was delegated to the chapter. In addition, a fund raising drive for paying a second mortgage and furnishing the house was also delegated to the chapter. The involvement in a common cause is bringing about a much closer relationship between the chapter and the alumni. The house telephone number is 751-9516.—FRANK M. MOORE

## FORT LAUDERDALE

THE FORT LAUDERDALE Alumni Club has laid its cornerstone. The organizational meeting was held at Florida Atlantic University on February 13. The purpose of the meeting was to elect officers and adopt the club's bylaws. The meeting laid the groundwork for the first Delta Sigma Pi alumni club in the area from West Palm Beach to Hollywood, Florida.

The May meeting completed the foundation which was started in February. We had received our charter in just two months, which was our first objective. The second objective was to increase the membership of the club. The succeeding meetings were geared to increasing club membership by 50 per cent. This was accomplished by June.

Alumni Club officers for 1969-70 are Jack George, president; Pat Harrington, vice president; Joe Roberts, secretary; and Don Gibbons, treasurer.

All Deltasigs in the Fort Lauderdale area are invited to join the Fort Lauderdale Alumni Club. Contact John Thompson, 1501 S. W. 41st Avenue, Fort Lauderdale.—JACK GEORGE



THE WHEEL OF FORTUNE at the Las Vegas Party at the Grand Chapter Congress seems to have attracted the attention of these members. They are right to left Charles Rowland, *Pennsylvania State*; Robert J. Crouch, *California State-Hayward*; and Rodger Ross, *Northeast Louisiana State*.

## SAN FRANCISCO

THE SAN FRANCISCO ALUMNI Club concluded an outstanding year under the leadership of outgoing President Ted Wiedemann with an installation meeting on June 6, at Veneto's Restaurant. Brothers, wives, and dates enjoyed an excellent Italian dinner in the Cave Room. The installation was conducted by Regional Director R. Nelson Mitchell. Officers for the coming year are: Art England, president; Al Baggiani, first vice president; John Harrison, second vice president; Jim Heddon, third vice president; Pat Orelli, secretary; and Jerry Freschi, treasurer.

After a summer vacation, the Club opened the new year at a rapid pace with a baseball outing on September 21 at Candlestick Park where Brothers, wives, and dates enjoyed a game between the San Francisco Giants and the Los Angeles Dodgers and climaxed the evening with a rendezvous hosted by President England.

A fishing trip is currently being planned for the middle of October by Brother Dick Skidmore. Tentative Founders' Day plans forecast a banquet at the Golden Gate Yacht Club.

Our monthly luncheons are now being held on the first Thursday of each month at the Iron Horse, 19 Maiden Lane, located just off Kearney Street. We would like to extend an invitation to all Brothers who may be in San Francisco on our meeting days to join us for an hour of fellowship.—PATRICK J. ORELLI

## BALTIMORE

THE BALTIMORE ALUMNI CLUB, ever aware of its duty to participate in civic and educational activities, has again made a contribution to our local charities and for the first time has made a donation to the Delta Sigma Pi Educational Foundation. As we have for years, a number of us assisted in the registration of students at Johns Hopkins University and expect to do so again this fall.

After a successful winter program of dinner meetings with appropriate speakers, our

summer has been highlighted by joint Chi Chapter-Alumni affairs, including a steak fry, a crab feast and the June Dinner Dance. In the spring a small group of us presented to Dr. Howard Cooper a plaque containing many signatures in recognition of his years of service to Johns Hopkins University, and as a small token of appreciation for the help, guidance and cooperation he has given to Delta Sigma Pi.

Fifteen members and their wives attended the 27th Grand Chapter Congress at Mackinac Island. As always, we all enjoyed the thrill of participation in this important biennial gathering. Naturally, we were a bit disappointed in that our nominee for Grand President, Brother Melvin Brown, was not elected. Nevertheless, we offer our congratulations to the newly elected Grand President Warren Armstrong and sincerely wish him success. He, and the fraternity as a whole, can rely on the continued whole-hearted loyalty and support of the Baltimore Alumni Club.—JAMES J. MOORE

## HOUSTON

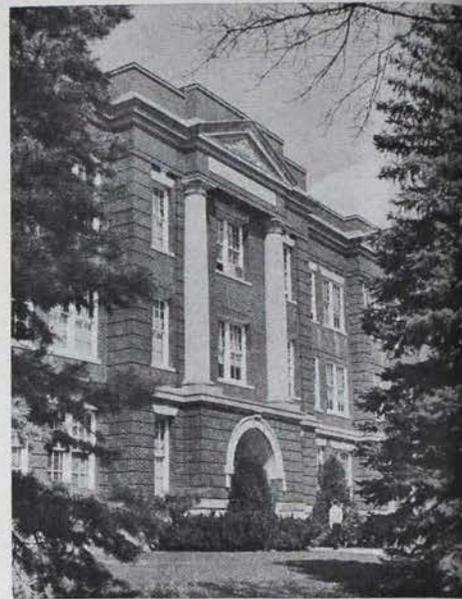
OUR ALUMNI CLUB has had a rather active and varied summer of activities. As spring and summer are generally vacation time and a number of our members were out of town, our meetings have been mostly family oriented.

We have attended a dinner theater with our women folk in April and had a picnic outing for the whole family in May. Unfortunately for the members, some over-zealous alumnus challenged the members of Delta Sigma Fraternity at the University of Houston to a softball game. We gave it a good fight, but succumbed to the undergrads. Embarrassment prevents me from mentioning the final score.

In June, we attended a dinner meeting. Brother Bob Sampson, who works at NASA, brought films of one of the moon orbit flights. Our July meeting was another family get together.

For August, we again took the wives to a dinner theater. We all had such a good time before that this type of gathering was repeated at popular request.

We had over 80 members in our first full year of operation and our goal this year is to top 100. Any alumni in the Houston area are invited to contact either Brother Gerald Franklin or Brother Larry Gaylord.—GUS A. AMUNDSEN



SHOWN HERE IS THE administration building at Wayne State College, Wayne, Nebraska, where Delta Sigma Pi recently installed its Eta Pi Chapter.

*Continued from page 10*

thinking to the metropolitan areas of today—but must also include those medium-size cities which will be growing to full metropolitan status during the next 25-30 years. These cities have the opportunity now to plan systems of the future which will eliminate many of the problems being experienced today in cities like New York, Los Angeles and Chicago.

As we look to the future, we know—based on past experience—that our nation's accomplishments of the past 25 years will probably be exceeded within the next five to ten years.

But our future will not be based primarily on more sophisticated machines or other manifestations of technological competence. Even more than in the past, it will depend on people—better trained people to do the more complex assignments; better trained people to insure a continued flow of new ideas; better trained people to manage most effectively both our physical and human resources.

In the business world today, there is a great need for specialists who can pioneer beyond the frontiers of knowledge. Even more critical, however, is the need for men and women with broad perspectives.

We need people who understand the inter-relationships of the many disciplines



SHOWN IN THIS view of the University of West Florida campus at Pensacola is the Humanities Building, typical of the other buildings on this campus.

of business—engineering, manufacturing, sales, costs; trends in consumer preferences and market potential; legal and public relations implications, and, to an increasing degree, the effects of government policy on business. We need people who can understand the effects of our products and their use on the total environment. We need people with social consciousness which leads them to participate in seeking solutions to society's major challenges.

This broad-based attitude of mind is vital. This is the attitude which helps translate the creative genius of technology into practical, meaningful advances in the products America builds and sells—into tangible benefits for our nation.

Our future success also will depend to an important degree upon our ability to develop a new language of communications—a more effective language of motivation and common purpose—between management and employee. The average industrial employee today is vastly different from his counterpart of even a few years ago. He is more affluent and independent. Also, there has been a loss in pride of workmanship among some industrial employees. These changes have been reflected in a dramatic recent rise in absenteeism and turnover rates. One of the most critical challenges facing large industrial and business firms is the need to bridge the communications gap which has developed as business operations have grown larger and more com-

plex, as the distance between management decision and employee action has become longer and longer.

By far our greatest priority in seeking further efficiency is the development of capable management personnel. These are the men and women who must decide which ideas and which innovations hold the greatest potential. These are the men and women who, through their knowledge and their example, can motivate, inspire and lead people to accomplish the great tasks which lie ahead.

There are many qualities which we look for in people who must manage the business enterprise in the future. Of major importance are imagination, initiative, dedication and the willingness to work hard to achieve individual or organizational goals. But the one characteristic which sets the leader apart from all others is the will to excel; the belief that there is nothing in this world that cannot be made better; and the determination to make it so.

This is the human quality of leadership that will insure the continuing progress of this nation in the years ahead.

It was American industry that took man to the moon and back again. This was a big step in space. American industry is capable of even bigger strides of benefit to mankind here on earth. These are practical frontiers of challenge in managing our future which outshine even the potential achievements of man among the stars.

The method of selecting the Deltasigs to receive these awards has not yet been completely worked out. However, the awards will be made prior to the college term beginning in September 1970. Every Deltasig who is interested as a possible recipient of these awards should write to the Foundation now, at the address shown on the application blank. Further details will be furnished to you as they develop.

This expansion in our program should be gratifying news to Deltasigs everywhere. It means that we have taken another step forward in our effort to "foster the study of business in universities." This increase in our awards is made possible only as a result of your contributions. For those who want to participate in our program, a full membership in the Foundation is \$100. It is not necessary to send the full amount at one time. A dollar, or \$10, or any part of the full fee will be welcomed and acknowledged. You will be given credit for part payments. Also, there is no reason why you cannot make larger, or additional contributions. It is all income tax deductible and it all goes into the Fund which will be used to fulfill the basic purposes of our Fraternity. To carry on this program, we need the continued support of every loyal Deltasig. Send a check today to the Delta Sigma Pi Educational Foundation, 970 Waverly Road, Glen Ellyn, Illinois 60137.—JAMES J. MOORE.



THE LITTLE MAN with the big hat and smile is Nick Kerpchar and his wife Carolyn as they arrive for their second Grand Chapter Congress. Nick is the past president of Beta Kappa Chapter at the University of Texas at Austin.

**Please complete and mail this coupon today!**

*Delta Sigma Pi Education Foundation, Inc.*

ROBERT G. BUSSE, Treasurer  
2039 Shore Hill Drive  
Orchard Lake, Michigan 48033

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# Through the Eyes of an Educator

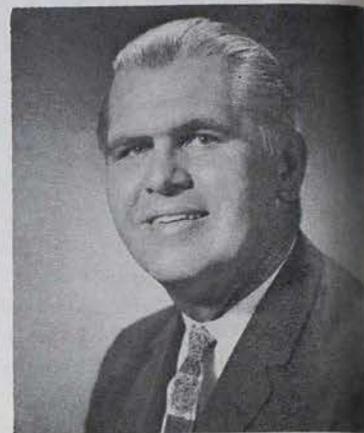
## The "Thirty Years" Challenge

By

DR. PAUL V. GRAMBSCH, *Dean*  
School of Business Administration  
University of Minnesota

Dr. Paul Grambsch was born in Dayton, Ohio, and received his Bachelor of Arts degree from North Central College, Naperville, Ill. He received his M.A. from the University of Mississippi and his D.B.A. from Indiana University. He started his teaching career at Township High School, Equality, Illinois, and later taught at the University of Mississippi and Tulane University before assuming his present duties as Dean of the School of Business Administration at the University of Minnesota in 1960. Prior to that time he had been dean of the School of Business at Tulane University.

Brother Grambsch is currently president of the American Association of Collegiate Schools of Business. He holds membership in numerous professional associations, community and service organizations and serves as a member of a number of Boards of Directors. He was initiated into Delta Sigma Pi by Gamma Mu Chapter at Tulane. He is also a member of Pi Sigma Epsilon and Beta Gamma Sigma.



IT HAS BEEN SAID that the history of education will show that the first thirty years of this century was the period of the ascendancy of the dean, the second thirty years was the period of ascendancy of the faculty, and the third thirty years will be the ascendancy of the students. While this is a somewhat "broad brush" history of education, there is considerable evidence being developed which indicates the essential truth of this observation. Possibly in every century there is the same cycle in the history of education with the last ten years of each century being devoted to everyone catching his breath.

The term "ascendancy" is possibly not the most accurate way to describe the phenomenon we are witnessing in education. Instead, it might be thought of as sharing of power and responsibility. Administration and faculty have, of course, been sharing power in one degree or another for a long time. Now the question of sharing some of it with students has been raised. How much, and under what conditions? If administration and faculty relinquish too much power to the students, the institution of higher education might disintegrate. If they relinquish too little, the same thing could result. The proper amount is of critical importance to us today.

Nowhere in the field of education are these observations more substantiated than in education for business. Up until

1930, and in some cases later, the dean ruled with an iron hand. The schools were quite small and many of the faculty members had more business experience than academic qualifications.

In the period of the 1930's until 1960, the faculties of business schools took on more and more of the characteristics of college and university faculties generally. Emphasis on academic performance, upon the doctor's degree and upon a rigorous intellectual discipline have been the hallmarks of this period. Doctoral programs, particularly after World War II, expanded by leaps and bounds. The AACSB, which was assigned the accrediting function in the field of business administration by the National Commission on Accrediting in 1949, devised a set of standards which were designed to support the drive for academic standing for business administration. While the AACSB was comprised of deans, the evidence indicates that they thought of themselves as faculty members and were certainly in tune with the new power and influence which the faculty as a whole was beginning to exert. Thus, it has been that over the second thirty-year period we have seen the rise of the faculty as an organization in business schools and a sharing of power and authority between the dean and the faculty.

What of the next thirty-year period, the one which started in 1960? There is

no doubt that we are seeing the beginning of modification in the institution of higher education to permit more student voice in decision-making and certainly more communication channels between students, faculty and the administration. The first evidence we have seen dealt with matters that were extraneous to the academic part of the college and university work; namely, the matters of the university's role in student life. A host of behavior rules and regulations were challenged. In general, university administrators have made the necessary accommodations. Subsequent challenges are now entering into the academic sphere and as such are involving the faculty as much as the administration. The challenges to such matters as admissions criteria, to grading systems, and student participation in university committee and deliberative institutions are well upon us. The challenges to curriculum and to faculty hiring and evaluation procedures are just around the corner.

The business school as a professional school has been less subject to outward acts of violence or demonstration than many other schools on the campus. I like to think that this is because business school deans and faculty members have been more sensitive to student needs and desires than other schools. Business schools have always had a stronger teaching tradition than a research tradition. In-

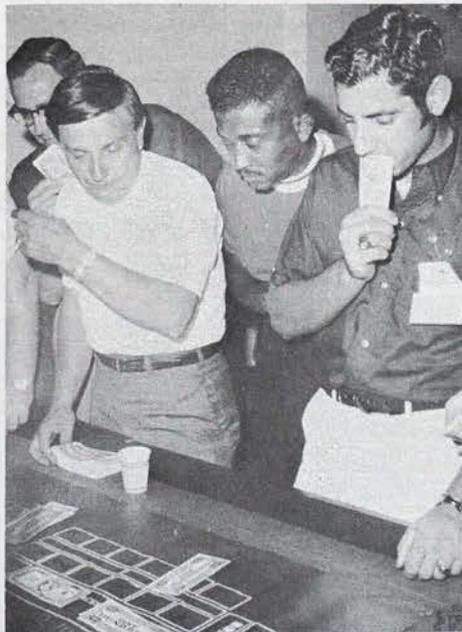
deed, some of us have felt that this has been too much the case and that we have not emphasized research to the extent that we should. Because of our teaching tradition, however, channels of communication are somewhat better developed than in many other parts of the university. Also, as business faculty, we are more concerned about product (student) development. While it is difficult to define the nature of the finished product in education for business other than to call it finished raw material, it is even more difficult to define the nature of the product in liberal arts, for example. This does not mean that we in business are doing a perfect job. Indeed, I am afraid that the charges brought against universities, in general, by students apply as much to the business school as other schools in the university. I believe that we are finding, however, that the business schools are more adaptable and can move more quickly to meet legitimate complaints of students. Also, the business program has been under some criticism from a substantial segment of the business community as well as the academic community for fifteen years or more and many adjustments have been made which have benefited all of us a great deal. Even though we have had a better record and have better communication channels between students, faculty and administration in business schools than in other parts of the university, I maintain that changes are coming to us, too, and more will need to be done rather than less. We now find students on curriculum committees and on other bodies within the school that were formerly reserved strictly for faculty. We also find that many business schools are involving students in problems all the way from admissions to faculty evaluations. While it is true that we have had a more orderly process of change, the fact remains that we have had changes and will be undergoing more all the time.

What is the role of the Delta Sigma Pi chapter in all the changes that are coming about? After all, the chapter represents one of the organized bodies within the business school in which a large percentage of students is not organized. Therefore, if it puts its mind to it, the Delta Sigma Pi chapter can become a most effective instrument for bringing about orderly and responsible change within the school. What the chapter can do best is to make sure its own members are fully informed about the school, curriculum



**DELEGATES ARRIVED FROM** throughout the fraternity well prepared for the Grand Chapter Congress at Mackinac Island. Some, such as these members from Gamma Pi Chapter, brought cameras, jackets, suit packs and tennis rackets. Others brought brief cases and golf clubs. Whether for business or pleasure they were prepared for an outstanding Grand Chapter Congress.

problems, admission problems, etc., by sponsoring discussion sessions with the dean and the faculty.



**DISTRICT DIRECTOR Rocco Domino** guards his stage money carefully during the Las Vegas party at the 27th Grand Chapter Congress. Looking on from behind is George Carr, a member of the San Francisco Alumni Club; Tyree Felder from Sigma Omega Beta Fraternity at Virginia Commonwealth University and Raymond Comperatore of Eta Xi Chapter at Philadelphia Textiles.

It can also attempt to promote the concept of excellence in our field of study. Good faculty are often recruited and retained by good students. It is far more important that the students perform well in classes because this is the way in which faculty members are inspired to do a better job, thereby benefiting all students.

The Deltasig chapter can also do much not only for its members but for the entire school by sponsoring projects which go beyond the normal social events. The Deltasig chapter might very well take the lead in a program which I would like to see called, "The Social Concerns of Young Businessmen." There are hundreds of social service projects which could be useful in and of their own right but at the same time serve as a powerful vehicle for helping to thrust the school of business forward.

Business schools are often criticized for teaching students all the techniques of appraising risk and then at the same time knocking out all willingness to assume risk. Delta Sigma Pi might very easily be the vehicle for refuting this charge by launching some adventure-some programs designed to further the outreach of the members and to contribute to the well-being of their respective schools.

Continued from page 24

Sigma Pi was realized on May 4, 1969. On that date the Eta Upsilon Chapter of Delta Sigma Pi was installed at the University of West Florida with the following new brothers as its charter members: Ronald G. Alexander, Joe S. Armentrout, Barton R. Bailey, J. Michael Borganier, Dwight S. Cenac, James F. Chason, Howitt D. Cook, Robert E. Cox, Emil R. Duchene, Robert E. Gilmore, Murray R. Hall, Terry L. Harris, Perry L. Harrisons, John Hinely, Franklin Holtzman, James W. Lamb, Byron L. Laws, Peter J. Lewis, Charles W. Marshall, William R. Marting, Barron E. Mayo, Jr., Samuel M. McCall, Richard B. McKnight, David S. McLean, Gordon O. Meinscher, James D. Paulk, Sidney D. Ray, Jr., James L. Riley, Grady T. Rymer, James E. Smith, Wayne Stephenson, Ronald L. Sweeney, David L. Taylor, Vincent R. Weenink, Marshall R. Wills, Thomas C. Committe, Alan D. Grinsted, Bruce Johnson and Allen W. Schwadron.



MEMBERS AND PLEDGES are shown here on the steps of the John C. Pace Library at the University of West Florida during a tour of the campus prior to the initiation and installation of Eta Upsilon Chapter on that campus.

## Delta Sigma Pi Educational Foundation Awards Scholarship to James R. Thomson

THE DELTA SIGMA PI Educational Foundation, a tax exempt corporation separate from Delta Sigma Pi, has granted its first annual scholarship to James R. Thomson, son of Lillian and James D. Thomson, former Executive Director of Delta Sigma Pi.

The scholarship is granted to a son, daughter, grandson or granddaughter of a member of Delta Sigma Pi who will be enrolled in a School, Division or Department of Business Administration where there is an active chapter of Delta Sigma Pi located. The recipient must also have achieved recognition from the National Merit Scholarship Corporation.

James R. Thomson graduated in 1969 from Talawanda High School, Oxford, Ohio, and began his studies in September, 1969, at Miami University at Oxford in the field of economics. He will receive the scholarship for four years while enrolled at Miami University. He was previously honored when he was selected by the American Field Service in 1968 as an American Abroad Scholar which led to his spending a year in Australia. He returned to Oxford in January, 1969, to complete his senior year at Talawanda High School.

In making the award Robert O. Lewis,

Executive Director of the Educational Foundation stated, "We are pleased to make this announcement. We look forward to an annual announcement of this

nature. It is not too late to apply for the 1970 scholarship to be presented to a senior high school student graduating in May or June, 1970."



JAMES R. THOMSON, center, a freshman at Miami University majoring in economics is shown here as he receives a plaque from Executive Director Charles L. Farrar on being named the winner of the first scholarship awarded by the Delta Sigma Pi Educational Foundation. Also included are from left to right, Bill R. Moeckel, dean of the School of Business at Miami University, William J. McKinstry, head of the Department of Economics and James D. Thomson, his father and former Executive Director of Delta Sigma Pi.

# Grand Council Chosen at Mackinac Island to Lead Fraternity for Next Two Years

AT EACH MEETING of the Grand Chapter Congress a new Grand Council is elected to lead the fraternity during the next two years. By provisions of the Constitution the Grand Council is the supreme executive, legislative and judicial body of the fraternity during the interim between sessions of the Grand Chapter Congress.

Elected head of the fraternity is Grand President Warren E. Armstrong, Albuquerque, New Mexico. The 23rd Grand President, he succeeds M. John Marko who will remain on the Grand Council until a new Grand President is elected. Other members of the Grand Council who were either re-elected or who were not subject to election at this Grand Chapter Congress are: Director of the Mideastern Region, H. Melvin Brown; Director of the Southeastern Region, George E. Ragland; Director of the East Central Region, Andrew T. Fogarty; Director of the Central Region, Thomas M. Mocella; Director of the North Central Region, LaVerne A. Cox; Director of the Southwestern Region, Charles P. Foote; Director of the Western Region, R. Nelson Mitchell; Executive Director Charles L. Farrar; and Executive Secretary Ben H. Wolfenberger.

New members of the Grand Council elected or appointed for the first time are: Director of the South Central Region, Franklin S. Yates; Director of the

Eastern Region, Harold L. Cannon; Director of the Southern Region, Roy N. Tipton; Acting Director of the Midwestern Region, Walter D. Nelson; Director of the Intermountain Region, William E. Wilson; Director of Alumni Activities, Edward H. Langer and Director of Education for Business, H. Nicholas Windehausen.

The following is a brief sketch of each member of the Grand Council:

## WARREN E. ARMSTRONG

Grand President

Warren E. Armstrong was elected the 23rd Grand President of the Fraternity at the 27th Grand Chapter Congress at Mackinac Island. Born in South Bend, Indiana, he attended Indiana University and Los Angeles City College before enrolling at the University of New Mexico where he earned his bachelor's degree. It was here that he was initiated into Delta Sigma Pi in 1950 by Gamma Iota Chapter. As an undergraduate, he served as Social Chairman and President of his chapter.

In 1953 he was appointed a District Director in the Intermountain Region, a position he held until 1961 when he was elected Regional Director at the 23rd Grand Chapter Congress at Asheville, North Carolina.

Brother Armstrong is a past president of the Albuquerque Lions Club and past

Zone Chairman of the Lions Club. He is also a past Commander of an American Legion Post. He is presently a member of the Elks, Masons and Shrine and is a member of the New Mexico State Aviation Commission.

A veteran of World War II, he continues to fly his own plane. He is the president of Armstrong Building Maintenance Company with offices in 61 cities in the United States and is also president of Armstrong Chemical Corporation, manufacturers of industrial supplies.

He and his wife "Millie" live in Albuquerque, New Mexico.

## CHARLES L. FARRAR

Executive Director

Now starting his eleventh year with The Central Office staff is the Executive Director of Delta Sigma Pi, Charles L. Farrar. He joined the staff as a Field Secretary in 1959 and held that position until 1961 when he was appointed Executive Secretary. As a member of the Grand Council he is the second oldest member in terms of service to the Fraternity. Only Past Grand President Marko has more years of service on the Grand Council.

In 1964, Charles was appointed Executive Director and administrative head of the fraternity following the resignation of former Executive Director James D. Thomson.



**WARREN E. ARMSTRONG**  
*University of New Mexico*  
Grand President



**CHARLES L. FARRAR**  
*Louisiana Polytechnic Inst.*  
Executive Director



**BEN H. WOLFENBERGER**  
*Texas Tech University*  
Executive Secretary



**M. JOHN MARKO**  
*Rutgers University*  
Past Grand President

Initiated into Delta Sigma Pi in 1957 by Beta Psi Chapter at Louisiana Polytechnic Institute he went on to be elected The DELTASIG Correspondent, Vice President and President of his chapter.

A native of Louisiana, he was born in Monroe and spent much of his early childhood life in that state. In 1947 his parents moved to Arkansas where he completed his secondary education. After graduation from high school he attended and graduated from Louisiana Business College in Monroe and was then employed for a short time by Olin Mathieson Chemical Corporation. In 1953 he entered the United States army and later served at bases in Oklahoma, Kansas and Texas, being discharged in June 1955. He re-joined Olin Mathieson in his hometown until February 1956 when he enrolled at Louisiana Tech. Majoring in accounting, he received his bachelor's degree in 1959. He has since taken some graduate courses in the School of Business at Miami University.

### **BEN H. WOLFENBERGER**

Executive Secretary

Ben H. Wolfenberger is now beginning his fifth year on the staff of The Central Office. He joined the staff on August 1, 1965, as a Field Secretary, a position he held until January 1, 1967, when he was appointed Executive Secretary of the fraternity.

Initiated into Delta Sigma Pi by Beta Upsilon Chapter at Texas Technological University he was three times elected secretary of his chapter. He was also active in a number of other departmental and university organizations as a student.

A native of Weatherford, Texas, he attended Weatherford Public Schools be-

fore entering the United States army. Upon completion of his active duty he enrolled at Weatherford Junior College, later transferring to Texas Tech in Lubbock where he received the B.B.A. degree in retailing and marketing. After receiving the bachelor's degree he then took a number of courses in the M.B.A. program at Texas Tech.

Before joining the staff at The Central Office, Ben was employed in Lubbock and Dallas during which time he was a District Director in the Southwestern Region.

As Executive Secretary, Ben's major responsibilities are the supervision of the undergraduate program, including the visitation program by the field staff. He continues to travel extensively throughout the fraternity in this capacity.

### **M. JOHN MARKO**

Past Grand President

A charter member of Beta Rho Chapter at Rutgers University, John is the immediate Past Grand President having now completed two very successful terms as Grand President. Initiated in 1942, John was elected president of his chapter and later served as president of the North Jersey Alumni Club. He was then appointed District Director and in 1959 he was elected Director of the Eastern Region, a position he held until his first election as Grand President at the 25th Grand Chapter Congress at West End, Grand Bahama Island.

Brother Marko earned his B.B.A. degree at Rutgers University and then earned an M.B.A. degree at New York University. He is currently completing his doctoral studies at New York University. Interestingly enough, all of John's

academic work has been completed during evening programs, evidence of his determination to excel.

John is exceedingly active in numerous professional and business societies and associations, his church, and the Boy Scouts of America. Among his most cherished awards are the Silver Beaver Award from the Boy Scouts of America and the Distinguished Alumnus Award from Rutgers University.

John has attained a highly successful career in many management positions with his company, Western Electric Company, and is currently responsible for all Government Relations of the Company at its corporate headquarters in New York City. In this capacity he is called upon to make many out of town trips to Washington, D.C., California, Florida and elsewhere around the country. Such a flexible schedule will permit John to continue much of the travel for the Fraternity which he has enjoyed as Grand President.

### **HAROLD L. CANNON**

Director, Eastern Region

Harold L. Cannon was initiated as a charter member of Epsilon Theta Chapter at Chico State College, Chico, California. After moving to Albany, New York, he was instrumental in the establishment of Zeta Psi Chapter at the State University of New York at Albany. After serving as chapter advisor to that chapter, he was named District Director in 1967 and served in that position until being elected Regional Director at the Grand Chapter Congress at Mackinac Island.

Brother Cannon received his Bachelor's and Master's degree from Kansas



**HAROLD L. CANNON**  
*Chico State College*  
Eastern Region



**H. MELVIN BROWN**  
*Johns Hopkins University*  
Midwestern Region



**FRANKLIN S. YATES**  
*University of South Carolina*  
South Central Region



**GEORGE E. RAGLAND**  
*Memphis State University*  
Southeastern Region

State Teachers College, Emporia, where he was affiliated with Sigma Tau Gamma Fraternity. While enrolled at Emporia he served as editor of the campus newspaper and was named in 1954 to *Who's Who in American Universities and Colleges*. He received his Ph.D. degree from the University of Minnesota in 1965.

He taught one year in a Kansas high school before teaching at Kansas State Teachers College at Emporia, Chico State College, the University of Minnesota and the State University of New York at Albany. During the 1967-68 academic year he served as Acting Chairman of the Department of Accounting in the School of Business at Albany. He was recently elected to a second three-year term as Faculty Senator from the School of Business. During the last year he was chairman of the Undergraduate Academic Council.

Hal served in the United States Navy for four years, including, prophetically, service aboard the U.S.S. Albany.

He is a member of the American Accounting Association, National Association of Accountants, Delta Pi Epsilon, Pi Omega Pi and the Toastmaster's Club.

## H. MELVIN BROWN

Director, Mideastern Region

H. Melvin Brown was initiated into Delta Sigma Pi in 1953 by Chi Chapter at Johns Hopkins University. Since his initiation he has been active in Chi Chapter, the Baltimore Alumni Club and on a national level. He is currently Director of the Mideastern Region, having been elected Director of the Eastern Region when M. John Marko was elected Grand President. From 1961 to 1963 he served on the Grand Council as a Member at Large and later served as District Director before being elected to his present position.

Mel received his bachelor's degree from Johns Hopkins University in 1965. While a member of his undergraduate chapter he served as social chairman and was later elected president.

For a time he was employed in Industrial Engineering at Bendix Radio Corporation. During World War II he served in the United States Navy Construction Battalion at Samar, Philippines, and at Tsientien, China. Since 1946 he has been a Federal employee, starting as Personnel Training Officer, Veterans Administration in Baltimore. He has progressed steadily

and is now Assistant Branch Chief, Office of Financial Management, Federal Health Programs Service, Department of Health, Education and Welfare.

He is also active in his church, having twice been elected president of the Church Council; and the Boy Scouts. He and his wife Ruth live in Bowie, Maryland.

## FRANKLIN S. YATES

Director, South Central Region

The Director of the new South Central Region is Franklin S. Yates. Brother Yates lives in Luray, Virginia, and is Assistant to the Vice President of the world famous Luray Caverns. Born in Luray, he attended high school there and later attended Apprentice School in Newport News before enrolling at the University of South Carolina where he received his bachelor's degree in management.

He was initiated into Delta Sigma Pi in 1962 by Beta Gamma Chapter and later served the chapter as Professional Chairman, Chancellor and President. Prior to his election as Regional Director he had served as a District Director in Virginia when the chapters and alumni clubs in that state were a part of the Southeastern Region.

Brother Yates' work in Public Relations and Advertising for Luray Caverns involves activity with many regional, national and international organizations. These include the Chamber of Commerce, Rotary, Shenandoah Valley, Inc., Virginia Travel Council, Washington Area Attractions Association, Southern Highlands Attractions, National Tour Brokers Association, and the Discover America Travel Organization.

The new South Central Region of the fraternity consists of chapters and alumni clubs in Virginia, North and South Carolina and Eastern Tennessee.

## GEORGE E. RAGLAND

Director, Southeastern Region

George E. Ragland was appointed Director of the Southeastern Region in 1968, succeeding James R. Westlake who had been forced to resign due to business reasons. Re-elected Director of the Region at the recent Grand Chapter Congress, George will supervise the Fraternity activities in the new Southeastern Region which consists of all chapters and

alumni clubs in Alabama, Florida and Georgia.

A native of Memphis, Tennessee, Brother Ragland attended Memphis State University and in 1957 graduated with a bachelor of science degree in economics, Magna Cum Laude. He was president of his chapter, Gamma Zeta Chapter, and was later president of the Memphis Alumni Club. From 1959 to 1966 he served as a District Director in the South Central Region under Roy N. Tipton and Max Barnett, Jr. In 1966 when he was transferred by his company from Memphis to St. Petersburg, Florida, he was appointed a District Director there, a position he held until his appointment to the Grand Council in 1968.

After graduation from Memphis State University he joined the College Textbook Division of Prentice-Hall, Inc. He has worked as a Field Representative, Regional Recruiter, Field Supervisor and Senior Field Representative before being promoted to his present position of Manager of the Southern Division of Prentice-Hall. In this capacity he supervises the securing of college level manuscripts for publication and the marketing of a broad list of books covering all academic disciplines.

George, his wife Mae and their five children reside in St. Petersburg, Florida.

## ANDREW T. FOGARTY

Director, East Central Region

Brother Fogarty remains on the Grand Council as Director of the East Central Region, having been elected in 1967 for a four year term. Andy has served on the Grand Council since 1963. During the past four years he has been a member of the Executive Committee of the Grand Council.

Born in Cincinnati, he received his secondary education in Cincinnati Parochial Schools. He then attended the University of Cincinnati where he earned the B.B.A. degree. He is currently pursuing the M.B.A. degree during the evening at Xavier University in Cincinnati.

He was initiated into Delta Sigma Pi by Alpha Theta Chapter in 1951. He was elected rush chairman and president of his chapter and was twice chosen official delegate to the Grand Chapter Congress. Later active in the Cincinnati Alumni Club he served as treasurer, vice president and president of the Alumni Club. He has been equally active as a member



**ANDREW T. FOGARTY**  
University of Cincinnati  
East Central Region



**THOMAS M. MOCELLA**  
Northwestern University  
Central Region



**ROY N. TIPTON**  
Memphis State University  
Southern Region



**LAVERNE A. COX**  
University of Nebraska  
North Central Region

of the Grand Council having served on a number of different committees.

From 1954 to 1956 he served with the United States Army as a Lieutenant. In 1957 he joined IBM and held various sales system engineering positions which led to his being named "Leading Salesman of the Midwestern Region" in 1963. He was promoted to senior marketing representative in Cincinnati in 1965 and the following year was promoted to Insurance Industry Special Representative. He is currently Marketing Manager, Cincinnati Branch Office, a position he has held since 1968. He and his wife Rosemary and their four children live in Cincinnati.

### **THOMAS M. MOCELLA**

Director, Central Region

The Director of the Central Region, Thomas M. Mocella, is employed as the Marketing Services Officer in the Marketing Department of the Harris Trust and Savings Bank in Chicago. He is also a member of the faculties of Northwestern University Evening Divisions and the American Institute of Banking.

While attending Northwestern University Evening Divisions he was initiated into Delta Sigma Pi by Beta Chapter. In earning his bachelor's degree he was awarded 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 Service Trophy. He was also president of the senior class and the Commerce Club.

During World War II he served with the United States Army for three years. Most of this time was spent in the Euro-

pean Theater of Operations as a staff sergeant in the 79th Infantry Division.

He is a past president of the Chicago Alumni Club and currently serves as Director and Past President of the Deltasig House Corporation of Beta Chapter. He is also a past president of the Chicago Junior Association of Commerce and Industry and received its distinguished service award 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 of the nation.

His current affiliations are the Mail Advertising Club of Chicago, Past President of Chicago Financial Advertisers Club, American Institute of Banking, Chicago Passenger Club, Illinois Bankers Association and many others.

Brother Mocella is the father of three children; Michael, a graduate student at Michigan State; John and Patricia are both students at Wisconsin State University at Whitewater. He and his wife Lois live in Palatine, Illinois.

### **ROY N. TIPTON**

Director, Southern Region

After an absence of eight years Roy N. Tipton is returning to the Grand Council as Director of the Southern Region. He previously served on the Grand Council as Director of the South Central Region from 1958 to 1961 when increased business responsibilities forced him to resign.

Brother Tipton was initiated into Delta Sigma Pi in 1949 by Gamma Zeta Chapter at Memphis State University and was the charter president of the chapter. He is also a charter member and past president of the Memphis Alumni Club. Prior to be-

ing named Regional Director in 1958 he had served the fraternity as a District Director. Roy has attended meetings of the Grand Chapter Congress in 1949 at Baltimore, 1951 at Dallas, 1953 at Denver, 1955 at Detroit and 1959 at Cincinnati.

Brother Tipton is the Credit Manager of Pidgeon-Thomas Iron Company in Memphis which is one of the largest steel fabricators and distributors of steel, industrial supplies and contractors supplies in the country. He is also active in the National Association of Credit Management and has served as a director, treasurer, vice president and president of the Mid-South unit. At the present time he is the national chairman of the Structural Steel, Reinforcing Steel and Ornamental Iron Fabricators Industry Credit Group. He is also the past president of the Memphis State University Alumni Association.

Brother Tipton and his wife and three children live in Memphis.

### **MERGERS**

Charles K. Easterwood, *Memphis State*, on May 29, 1969, to Billie Jean Ford, at Memphis, Tenn.

Phillip A. Maystead, *Ferris State*, on June 22, 1969, to Jonatha Ann Hagadorn at Burr Oak, Michigan.

Wendell W. Wiener, *Maryland*, on June 23, 1968, to Patricia J. Lundgren, at Baltimore, Md.

Jeffrey Gebhard, *Kent State*, on June 14, 1969, to Bonnie Brandt, at Parma Heights, Ohio.

Ralph Fairbanks, *Kent State*, on June 21, 1969, to Linda Ellis, at Dayton, Ohio.

### **DIVIDENDS**

To Brother and Mrs. Glenn Neumann, *Eastern New Mexico*, a daughter Kelli.

To Brother and Mrs. Larry G. Cray, *Ohio U.*, on March 7, 1969, a son, David Christopher.



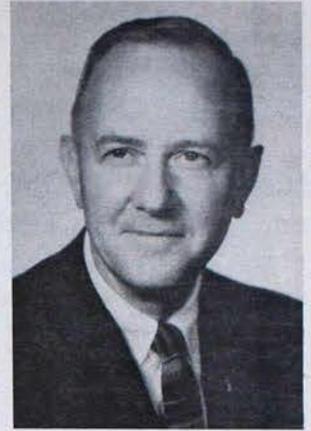
**WALTER D. NELSON**  
*Oklahoma City University*  
Midwestern Region



**CHARLES P. FOOTE**  
*Texas Christian University*  
Southwestern Region



**WILLIAM E. WILSON**  
*Arizona State University*  
Intermountain Region



**R. NELSON MITCHELL**  
*Johns Hopkins University*  
Western Region

### **LaVERNE A. COX**

Director, North Central Region

First appointed to the Grand Council in 1963 to fill the unexpired term of Regional Director George Eide, LaVerne A. Cox continues on the Grand Council as Director of the newly created North Central Region. He had been Director of the Midwestern Region which was divided into the Midwestern and North Central Regions.

LaVerne was born in Bladen, Nebraska and received his elementary and secondary education there. He then enrolled at the University of Nebraska at Lincoln where he earned his bachelor's, master's and doctor's degrees. He was initiated into Delta Sigma Pi in 1954 by Alpha Delta Chapter while on the staff at the University of Nebraska. During the time that he was on the staff at Nebraska he served his chapter as chapter advisor.

Brother Cox is now the Chairman of the Department of Management and Finance of the School of Business at St. Cloud State College, St. Cloud, Minnesota.

Prior to his academic experience he was employed by the United States government with the Treasury Department and the Federal Security Agency. He is also active in the National Association of Accountants and the Systems and Procedures Association.

Brother Cox served on the Executive Committee of the Grand Council from 1965 to 1969 and a number of other committees.

### **WALTER D. NELSON**

Director, Midwestern Region

Walter D. Nelson was appointed Acting Director of the Midwestern Region by the Grand Council. Since a Grand Council member must have been a member of the Fraternity for at least five years the appointment is for a two year term or until the next meeting of the Grand Chapter Congress at which time a Director will be elected to fill the remaining two years of the four year term of office.

Brother Nelson was born in Perry, Oklahoma. He attended Wellington Junior and Senior High Schools at Wellington, Kansas. He later attended Wichita Drafting College, Wichita, Kansas, where he was awarded the IBM degree. He then enrolled at Oklahoma City University where he earned his Bachelor's degree. Here he was initiated into Delta Sigma Pi by Delta Theta Chapter. He was elected Historian and President of his chapter there. Until his appointment as Director of the new Midwestern Region he had served as District Director in the Southwestern Region for chapters in Oklahoma.

He is currently Research Associate and Statistical Analyst of the Business Research Center at Oklahoma City University. In this capacity he has gathered research and statistical data for numerous publications and supervised the printing of them.

Walt, his wife Patricia Sue and daughter Stephania Sue reside in Oklahoma City. The new Midwestern Region consists of all chapters and alumni clubs in the States of Oklahoma, Kansas and Missouri.

### **CHARLES P. FOOTE**

Director, Southwestern Region

Charles P. Foote was re-elected at the 27th Grand Chapter Congress Director of the Southwestern Region for a full four year term. He first joined the Grand Council in 1967 when he was elected to fill the remaining two year term of Frank L. Strong who had resigned when transferred by his company.

Charles was initiated as a charter member of Delta Upsilon Chapter at Texas Christian University. He served that chapter for five years as chapter advisor. He was then appointed District Director, a position he held until his election to the Grand Council in 1967 as Regional Director.

Brother Foote is currently an Associate Professor of Accounting at Texas Christian University. He received his B.B.A. and M.S. degrees at East Texas State University and is currently completing the requirements for a D.Ed. degree at North Texas State University. His academic experiences include assignments at Fort Hays Kansas State College, East Texas State University, Arkansas State Teachers College and Texas A & M University.

He is a member of the Texas Association of University Instructors of Accounting, the American Accounting Association, the Texas Society of CPA's, Pi Omega Pi, Beta Alpha Psi, Beta Gamma Sigma, Phi Delta Kappa and numerous other organizations, both academic and civic. He is also active in the Christian Church and has served as treasurer of the Tarrant County Joint Board of Christian Churches and the Fort Worth Area Association of Christian Churches.

The father of one son and one daughter

ter, Brother Foote and his wife Glenna reside in Fort Worth. As Director of the Southwestern Region he will supervise activities of the Fraternity in Texas (except El Paso) and Mexico.

## WILLIAM E. WILSON

Director, Intermountain Region

A newcomer to the Grand Council, William E. Wilson was elected Director of the Intermountain Region to succeed Warren E. Armstrong.

Initiated into Delta Sigma Pi by Gamma Omega Chapter at Arizona State University in 1960, Bill went on to become Publicity Chairman and President of his chapter. In 1963 he was appointed a District Director for the State of Arizona, a position he held until his election as Regional Director. He has also served as Vice President of the Thunderbird (Phoenix) Alumni Club. In 1965 he was appointed to the Committee on Life Memberships and in 1967 was re-appointed to this Committee and named Chairman until the 27th Grand Chapter Congress at Machinac Island, Michigan.

Bill attended Phoenix Union High School and received both his B.S. and M.B.A. degrees from Arizona State University.

He and his wife, Joann, live in Scottsdale, Arizona, with their two children, Bob and Carol.

As Director of the Intermountain Region, Brother Wilson will supervise the fraternity activities in the States of Arizona, Colorado, New Mexico, Texas (El Paso only), and Utah.

Shortly after graduation from high school Bill joined the Mountain Bell Telephone Company. During the more than 16 years that he has been with this company he has worked as a switchman, service foreman, plant staff supervisor, district plant superintendent and is currently a commercial staff supervisor in charge of forecasts.

## R. NELSON MITCHELL

Director, Western Region

R. Nelson Mitchell was re-elected at the 27th Grand Chapter Congress for another four year term as Director of the Western Region. He was first elected to that post at the 25th Grand Chapter Congress at West End, Grand Bahama Island.

Born in Aberdeen, Maryland, he was initiated into Delta Sigma Pi in 1929 by Chi Chapter at Johns Hopkins University

serving as chancellor, historian and chairman of a number of committees. In 1934 he moved to Chicago and became actively associated with Beta Chapter at Northwestern University and the Chicago Alumni Club.

After serving in World War II his company transferred him to San Francisco where he helped organize the San Francisco Alumni Club, serving as its first Secretary-Treasurer and later as its President. In 1959 he was appointed a District Director for the Western Region, a position he held until his election to the Grand Council.

Mitch is the Supervising Underwriter, Surety Division, The Travelers Indemnity Company in San Francisco. He is Past President of the Surety Underwriters Association of Northern California, a member of the Presbyterian Church, a Mason and a Shriner. He and his wife Brownie live in Santa Rose, California. Their two children, Ray and Sandy, have been serving as Peace Corps volunteers in Kenya and Thailand.

## H. NICHOLAS WINDESHAUSEN

Director of Education for Business

Nick Windeshausen is another newcomer to the Grand Council, having been appointed by Grand President Warren E. Armstrong as the Director of Education for Business.

A native of Osmond, Nebraska, Brother Windeshausen graduated from Osmond High School in 1951. He then attended the University of Nebraska at Lincoln where he earned the B.S., M.A. and Ph.D. degrees. He was initiated into Delta Sigma Pi in 1952 by Alpha Delta Chapter at the University of Nebraska.

In 1962 he moved to Sacramento, Cal-

ifornia, and was instrumental in organizing Epsilon Phi Chapter at Sacramento State College. He has continued his association with the Fraternity as advisor to Epsilon Phi Chapter, a District Director in both the Midwestern and Western Regions, member and chairman of the Editorial Advisory Board of The DELTA-SIG and an active member of the Sacramento Alumni Club of Delta Sigma Pi.

He is a member of the American Marketing Association, Northern California Marketing Association, California State Employees Association, Beta Gamma Sigma and numerous other academic and civic organizations. He is also the author of many articles in various publications dealing with the subject of marketing.

In addition to teaching assignments at the University of Nebraska at Lincoln and Sacramento State College, he was Assistant to Coordinator of Sales, J. D. Adams Manufacturing Company; Office Manager, Indianapolis Cup and Specialty Company; and Production Marketing Association Office. He has also conducted a series of lectures and studies and served as consultant to a number of various companies.

He is currently a Professor of Marketing and Chairman of the Graduate Studies in the School of Business at Sacramento State College.

## EDWARD H. LANGER

Director of Alumni Activities

Edward H. Langer was elected the Director of Alumni Activities at the 27th Grand Chapter Congress at Mackinac Island succeeding Herbert W. Finney, the first Director of Alumni Activities.

A native of Pittsburgh, Pennsylvania, Brother Langer attended Carnegie High School in Carnegie, Pennsylvania. He then attended Duquesne University and



H. N. WINDESHAUSEN  
University of Nebraska  
Dir. of Ed. for Business



EDWARD H. LANGER  
University of Pittsburgh  
Director of Alumni Activities

the University of Pittsburgh where he earned his bachelor's degree.

He was initiated into Delta Sigma Pi by Lambda Chapter at the University of Pittsburgh in 1958. He went on to become president of his chapter and was later president of the Pittsburgh Alumni Club of Delta Sigma Pi. From 1963 to 1968 he served as a District Director of the East Central Region. In 1968 when he was transferred by his company to Tampa, Florida, he was appointed a District Director of the Southeastern Region, a position he held until his election as Director of Alumni Activities.

In 1965 he was first appointed as a member of the Committee on Alumni Activities and in 1967 he was re-appointed to this committee and named vice chairman.

Ed and his wife Virginia live in Tampa, Florida, with their two children, Lynn Ann, age 14, and son Edward, age 11.

Brother Langer is currently employed by the Westinghouse Electric Corporation, Tampa Division, as a senior buyer. The Tampa Division manufactures nuclear steam generators.

### LIFE MEMBERS

- 4544 William T. Hepperle, *Zeta Xi*, Lewis
- 4545 Thomas H. Jacobs, *Gamma Pi*, Loyola-Chicago
- 4546 Larry L. Sievers, *Alpha Delta*, Nebraska-Lincoln
- 4547 A. Louis LaRose, *Eta Iota*, Nicholls State
- 4548 Danny E. Kuss, *Eta Theta*, Angelo State
- 4549 Edward G. Schwebel, *Psi*, Wisconsin
- 4550 James A. Wurst, *Beta Lambda*, Auburn
- 4551 Douglas P. Kunze, *Sigma*, Utah
- 4552 Reed P. Buell, *Gamma Iota*, New Mexico
- 4553 Patrick A. Lynd, *Pi*, Georgia
- 4554 Ralph V. Palmer, *Gamma Eta*, Nebraska-Omaha
- 4555 Charles L. Harless III, *Eta Theta*, Angelo State
- 4556 Richard R. Young, *Beta Xi*, Rider
- 4557 Barry W. Weaver, *Epsilon Zeta*, Midwestern
- 4558 Fredric D. Rosa, *Alpha Sigma*, Alabama
- 4559 Leonard C. Guedry, Jr., *Eta Iota*, Nicholls State
- 4560 Mayer L. Smith, *Delta Tau*, Indiana State
- 4561 Ulysses G. Lupien, *Chi*, Johns Hopkins
- 4562 Lloyd R. Snow, *Eta Theta*, Angelo State
- 4563 William R. Learmonth, *Delta Tau*, Indiana State
- 4564 Robert D. Campbell, *Lambda*, Pittsburgh
- 4565 Edmund F. Munford, Jr., *Beta Upsilon*, Texas Tech
- 4566 Michael G. Crowe, *Zeta Sigma*,

- 4567 Southeastern Louisiana  
James W. Hockenberry, *Epsilon Kappa*, Shepherd
- 4568 Frank A. Mazza, *Epsilon Omega*, Eastern Illinois
- 4569 George G. Rothwell, *Alpha Delta*, Nebraska-Lincoln
- 4570 Ronald L. Magram, *Beta Omega*, Miami-Florida
- 4571 Donald L. Kersten, *Lambda*, Pittsburgh
- 4572 William H. Grizzell, *Eta*, Kentucky
- 4573 Glen A. Sosbee, *Beta Phi*, Southern Methodist
- 4574 Lyn E. Beyer, *Alpha Beta*, Missouri-Columbia
- 4575 John R. Werthmann, *Gamma Rho*, Detroit
- 4576 Raymond T. Rowe, *Gamma Theta*, Wayne State-Michigan
- 4577 David F. Schenkel, *Epsilon Sigma*, LaSalle
- 4578 Weldon M. Thomas, Jr., *Kappa*, Georgia State
- 4579 Lewis V. Cochran, *Lambda*, Pittsburgh
- 4580 William S. Glover, *Alpha Delta*, Nebraska-Lincoln
- 4581 Gary P. McMullen, *Alpha Theta*, Cincinnati
- 4582 William T. Sheldon, *Gamma Eta*, Nebraska-Omaha
- 4583 John W. Campbell, *Gamma Lambda*, Florida State
- 4584 Ralph K. Erz, *Gamma Rho*, Detroit
- 4585 George F. Wright, *Gamma Tau*, Southern Mississippi
- 4586 Grady A. Deal, *Gamma Psi*, Arizona
- 4587 Walter H. Ranks, *Gamma Omega*, Arizona State
- 4588 Marvin B. Elbaum, *Delta Tau*, Indiana State
- 4589 Douglas E. Paisley, *Delta Omega*, West Liberty State
- 4590 Wayne A. Zimmers, *Epsilon Eta*, Eastern New Mexico
- 4591 John W. Horton, *Epsilon Theta*, Chico State

- 4592 Joseph C. Thomas III, *Epsilon Kappa*, Shepherd
- 4593 John P. Kruczek, *Epsilon Xi*, Ball State
- 4594 George T. Serra, *Epsilon Omicron*, Western Michigan
- 4595 Jerrold J. Schwartz, *Epsilon Psi*, Christian Brothers
- 4596 Dennis L. Freeland, *Zeta Xi*, Lewis
- 4597 Craig S. Barker, *Zeta Phi*, Florida Atlantic
- 4598 Robert L. Seeley, *Alpha Eta*, South Dakota
- 4599 Steven C. Middlemas, *Epsilon Omega*, Eastern Illinois
- 4600 William T. Donald, *Gamma Kappa*, Michigan State
- 4601 Charles L. Richard, Jr., *Zeta Sigma*, Southeastern Louisiana
- 4602 Joseph J. Owens, *Gamma Kappa*, Michigan State
- 4603 John M. Sears, *Zeta Theta*, Western Kentucky
- 4604 Gayle L. Speck, *Epsilon Mu*, Sam Houston State
- 4605 Richard F. Abbott, *Sigma*, Utah
- 4606 Richard L. Lincoln, *Epsilon*, Iowa
- 4607 Orin L. Fosberg, *Delta Nu*, Loyola-New Orleans
- 4608 Kenneth L. Mitchell, *Alpha Kappa*, New York-Buffalo
- 4609 William C. Lauth, *Epsilon Pi*, Monmouth
- 4610 Robert W. Colombo, *Beta Xi*, Rider
- 4611 James W. McFarland, *Alpha Sigma*, Alabama
- 4612 David E. Otstott, *Beta Phi*, Southern Methodist
- 4613 Robert T. Gibson, *Beta Omicron*, Rutgers
- 4614 John P. Schnierle, *Alpha Theta*, Cincinnati
- 4615 Alan R. Wiman, *Zeta Upsilon*, Virginia Tech
- 4616 John E. Terrell, *Eta Mu*, Northern Illinois
- 4617 Jerry A. Lee, *Eta Theta*, Angelo State
- 4618 Earl E. Craig, *Epsilon Omega*, Easter Illinois
- 4619 Arthur L. Turner, *Beta Pi*, Kent State
- 4620 Joseph W. Ellis, *Gamma Lambda*, Florida State
- 4621 David E. Hawley, *Eta*, Kentucky
- 4622 Gary A. Studer, *Alpha Iota*, Drake
- 4623 Michael E. Montgomery, *Delta Chi*, Washburn
- 4624 Jeffrey J. Dypwick, *Alpha Epsilon*, Minnesota
- 4625 Wayne C. Duddleston, *Psi*, Wisconsin
- 4626 Michael J. Bonasera, *Gamma Xi*, Santa Clara
- 4627 Jordan Korbritz, *Mu*, Georgetown
- 4628 John L. Daly, *Gamma Sigma*, Maryland
- 4629 John R. Converse, *Rho*, California
- 4630 Michael A. Neff, *Alpha Theta*, Cincinnati
- 4631 James J. Lill, Jr., *Zeta Pi*, St. Joseph's
- 4632 Frank P. Farrell, *Epsilon Upsilon*, New Mexico State
- 4633 Richard E. Best, *Epsilon Kappa*, Shepherd
- 4634 John C. Magnuson, *Delta Chi*, Washburn
- 4635 John R. Clark, *Zeta Theta*, Western Kentucky



CONNELL HALL at Wayne State College, Wayne, Nebraska, houses the Divisions of Business and Social Sciences.



# DIRECTORY

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**Grand President:** WARREN E. ARMSTRONG, *Gamma Iota-New Mexico*, P.O. Box 8306, Albuquerque, New Mexico 87108

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**Executive Secretary:** BEN H. WOLFENBERGER, *Beta Upsilon-Texas Tech*, 330 South Campus Avenue, Oxford, Ohio 45056

**Past Grand President:** M. JOHN MARKO, *Beta Rho-Rutgers*, 1341 North Avenue, Elizabeth, New Jersey 07208

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**Director of Southern Region:** ROY N. TIPPON, *Gamma Zeta-Memphis State*, 5553 Santa Monica, Memphis, Tennessee 38116

**Director of North Central Region:** LAVERNE A. COX, *Alpha Delta-Nebraska*, School of Business, St. Cloud State College, St. Cloud, Minnesota 56301

**Director of Midwestern Region:** WALTER D. NELSON, *Delta Theta-Oklahoma City*, 2525 N.W. 42nd Street, Oklahoma City, Oklahoma 73112

**Director of Southwestern Region:** CHARLES P. FOOTE, *Delta Upsilon-Texas Christian*, 2716 Yates, Fort Worth, Texas 76133

**Director of Intermountain Region:** WILLIAM E. WILSON, *Gamma Omega-Arizona State*, 5935 East Edgemont Avenue, Scottsdale, Arizona 85257

**Director of Western Region:** R. NELSON MITCHELL, *Chi-Johns Hopkins*, 7206 Fairfield Drive, Santa Rosa, California 95405

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**Field Secretary:** ELLERY J. LACY, *Delta Eta-Lamar Tech*.

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**Secretary:** LAVERNE A. COX, *Alpha Delta-Nebraska*, School of Business, St. Cloud State College, St. Cloud, Minnesota 56301

**Treasurer:** ROBERT G. BUSSE, *Beta Omicron-Rutgers*, 2039 Shore Hill Drive, Orchard Lake, Michigan 48033

**Executive Director:** J. HARRY FELTHAM, *Chi-Johns Hopkins*, 4013 Spring Meadow Drive, Ellicott City, Maryland 21043

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- P. J. Warner, *Alpha-New York* . . . . . 1914-1915
- \*H. C. Cox, *Alpha-New York* . . . . . 1915-1916
- F. J. McGoldrick, *Alpha-New York* . . . . . 1916-1917
- \*C. J. Ege, *Alpha-New York* . . . . . 1917-1920
- H. G. Wright, *Beta-Northwestern* 1920-1924
- \*C. W. Fackler, *Epsilon-Iowa* . . . . . 1924-1926
- H. O. Walther, *Psi-Wisconsin* . . . . . 1926-1928
- \*R. C. Schmidt, *Theta-Detroit* . . . . . 1928-1930
- \*E. L. Schujahn, *Psi-Wisconsin* . . . . . 1930-1936
- \*E. D. Milener, *Chi-Johns Hopkins* . . . . . 1936-1939
- J. L. McKewen, *Chi-Johns Hopkins* . . . . . 1939-1945
- K. B. White, *Gamma-Boston* . . . . . 1945-1947
- \*A. L. Fowler, *Beta Nu-Pennsylvania* . . . . . 1947-1949

- \*W. C. Schm, *Alpha Epsilon-Minnesota* . . . . . 1949-1951
- H. B. Johnson, *Kappa-Georgia State* . . . . . 1951-1953
- R. G. Busse, *Beta Omicron-Rutgers* . . . . . 1953-1955
- J. H. Feltham, *Chi-Johns Hopkins* 1955-1959
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- Franklin A. Tober, *Alpha Kappa-Buffalo* . . . . . 1961-1963
- Joe M. Hefner, *Beta Upsilon-Texas Tech* . . . . . 1963-1965
- M. John Marko, *Beta Rho-Rutgers* . . . . . 1965-1969

\* Deceased

## Chapter Roll

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- DISTRICT DIRECTORS:**
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    - Advisor: PETER M. BLACK, 3 WOODLOT APTS., BABSON PARK, MASS. 02157
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    - Advisor: LOUIS HALL, 114 HAMPSHIRE RD., ROCKVILLE CENTRE, N.Y. 11570
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    - Advisor: ANIELLO N. MASSA, 146 PINETREE RD., ITHACA, N.Y. 14850
  - MANHATTAN (ZETA CHI, 1966), BRONX, N.Y.
    - President: JOHN P. LYTWYN, 280 FIRST AVE., NEW YORK, N.Y. 10009
    - Advisor: JOHN P. BIANCHI, 138-15 FRANKLIN AVE., MAMARONECK, N.Y. 11355
  - NEW YORK (ALPHA, 1907), NEW YORK, N.Y.
    - President: GARY K. BENZ, 110 SULLIVAN ST., APT. 6-G, NEW YORK, N.Y. 10012
    - Advisor: JAMES R. ADLER, 2 WASHINGTON SQUARE VILLAGE, NEW YORK, N.Y. 10012
  - Chapter Quarters: 5-11 UNIVERSITY PLACE, NEW YORK, N.Y. 10003
  - ROCHESTER TECH (EPSILON LAMBDA, 1961), ROCHESTER, N.Y.
    - President: RICHARD H. PERRY, 7 FOSTER ST., LYONS, N.Y. 14489
    - Advisor: DALE F. GIBSON, 276 WYNDALE RD., ROCHESTER, N.Y. 14619
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    - President: STEPHEN M. BENVENUTO, 1400 WASHINGTON AVE., 401 STUYVESANT TOWER, ALBANY, N.Y. 12203
    - Advisor: HUGH T. FARLEY, BUSINESS ADMINISTRATION BLDG., STATE U. OF NEW YORK, ALBANY, N.Y. 12203
  - STATE U. OF NEW YORK (ALPHA KAPPA, 1925), BUFFALO, N.Y.
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    - Advisor: ROBERT P. CORNWELL, 176 WASHINGTON AVE., KENMORE, N.Y. 14217
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    - Advisor: HAROLD M. STONE, 41 TEMPLE ST., BOSTON, MASS. 02114

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Advisor: WILLIAM R. FEIST, 518 1ST AVE., AVON, N.J. 07717  
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Advisor: ROBERT W. KOEHLER, 1000 PARK PLAZA, APT. 506, STATE COLLEGE, PA. 16802  
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Advisor: MICHAEL TUOSTO, 8 WILLOW AVE., METUCHEN, N.J. 08840  
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Advisor: DENNIS P. SENYK, 147 HADLEY AVE., CLIFTON, N.J. 07011  
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Advisor: G. NORRIS RATH, STEAMBOAT RUN ESTATES, SHEPHERDSTOWN, W.VA. 25443  
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Advisor: DANIEL J. McLAUGHLIN, 1665 SYLVAN DR., NORRISTOWN, PA. 19403  
ST. PETER'S (ZETA ETA, 1964), JERSEY CITY, N.J.  
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Advisor: VIRGINIA TECH (ZETA UPSILON, 1966), BLACKSBURG, VA.  
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Chapter Quarters: 110 POTEAT DORM, WAKE FOREST U., WINSTON-SALEM, N.C.

## SOUTHEASTERN REGION

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Advisor: G. LAWRENCE ROBERTS, JR., c/o UNIVERSITY OF TAMPA, TAMPA, FLA. 33606

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Advisor: ALAN D. GRINSTED, OMEGA COLLEGE, U. OF WEST FLA., PENSACOLA, FLA. 32504

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Chapter Quarters: 3340 WHITFIELD, CINCINNATI, OHIO 45220

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Advisor: BRO. J. ALFRED MORONI, CBC, 650 E. PARKWAY, S., MEMPHIS, TENN. 38104

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Advisor: FRANK BUSCH, SCHOOL OF BUS., LA. TECH, RUSTON, LA. 71270

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