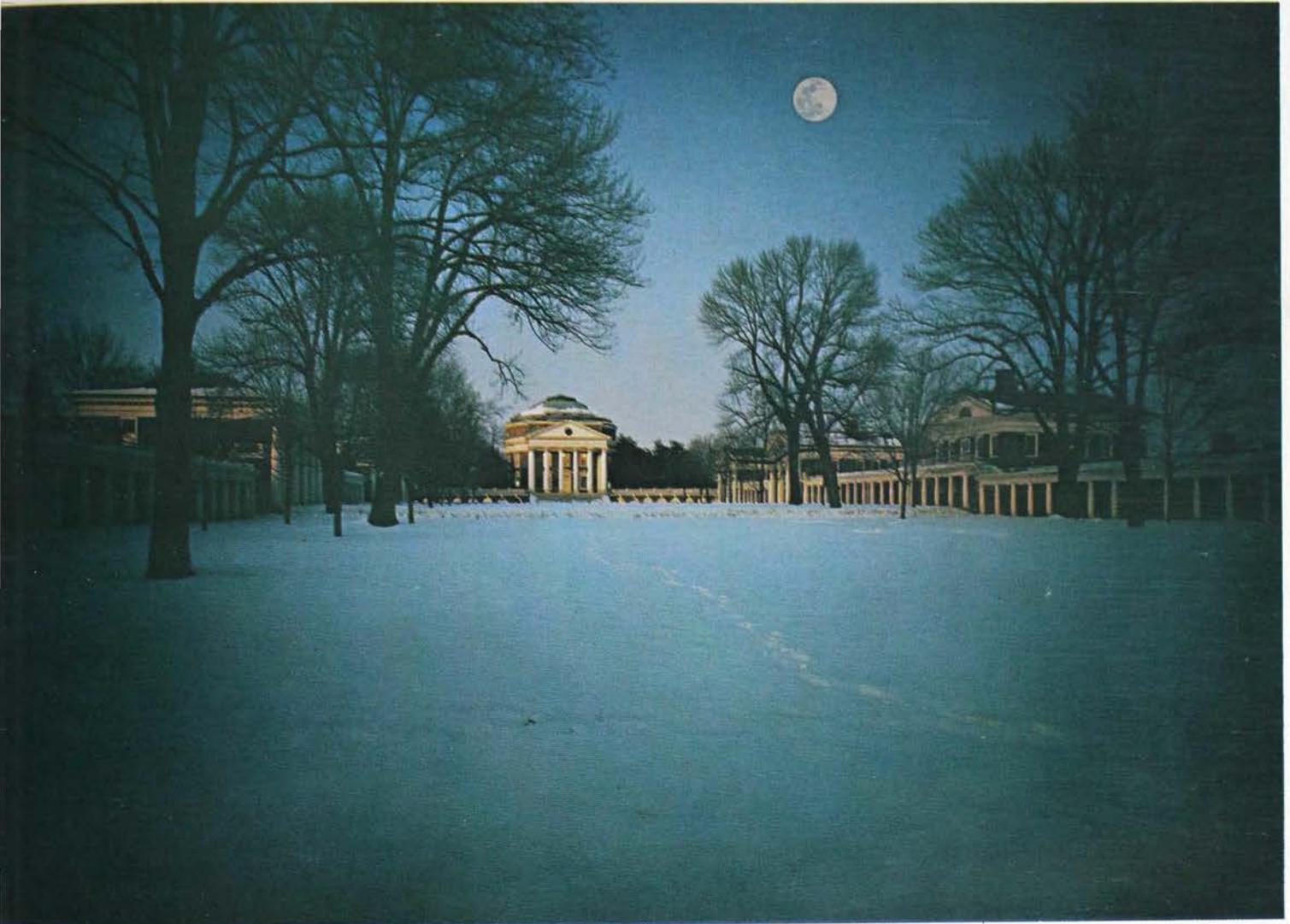


The

DELTA SIG

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

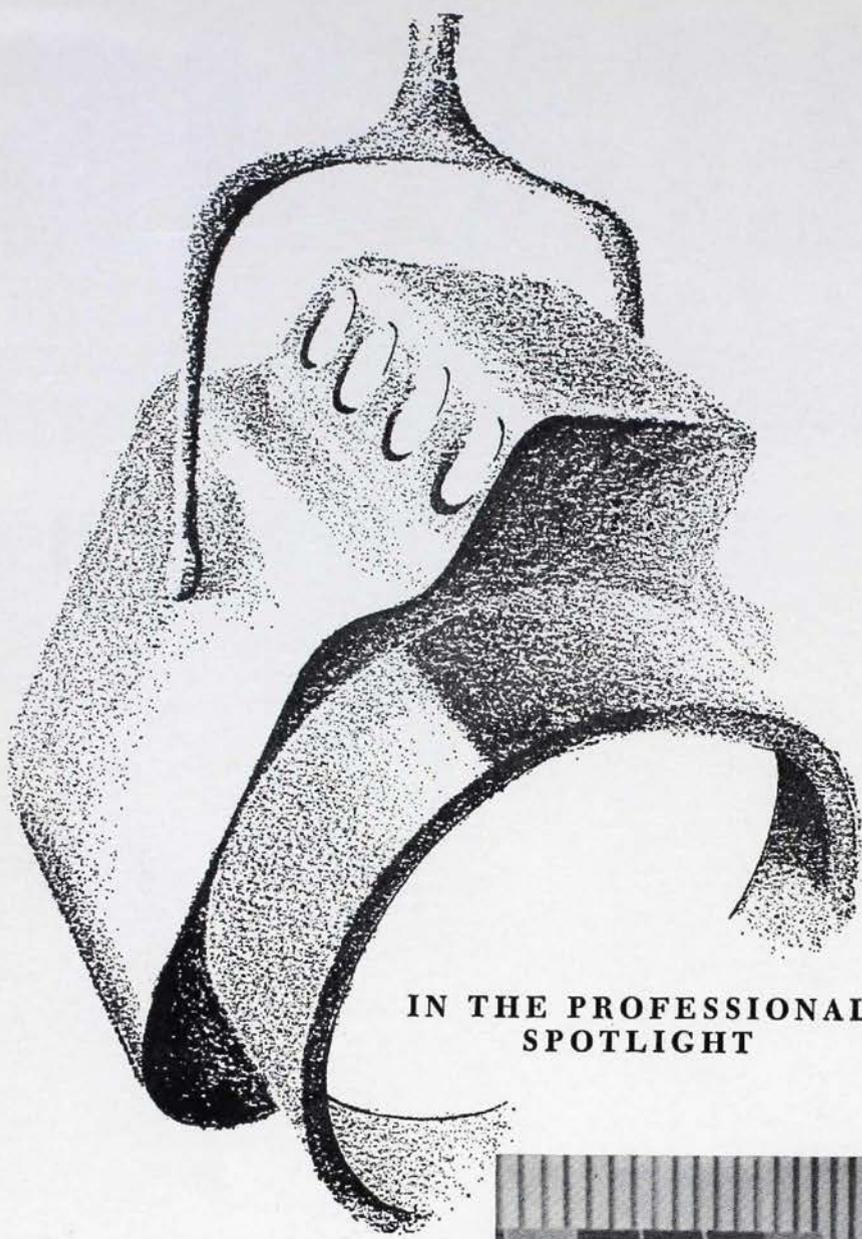


University of Virginia, Charlottesville, Virginia

PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY

FOUNDED 1907

JANUARY 1970



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 Eta Pi Chapter at Wayne State College, Wayne, Nebraska, in an informal discussion with James Larsen after he conducted an investments seminar for the chapter.

The DELTASIG

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

Editor

CHARLES L. FARRAR

Editorial Advisory Board

Timothy D. Gover, *Chairman*
112 Wabash Avenue
Mattoon, Illinois 61938

Firman H. Hass
15903 Rosemont Road
Detroit, Michigan 48223

Robert L. Howe
3830 Random Lane
Sacramento, California 95825

Dr. James F. Kane, *Dean*
School of Business Adm.
Univ. of South Carolina

W. Harmon Wilson
5101 Madison Road
Cincinnati, Ohio 45227

... in this issue

From The Desk of The Grand President	50
A Word From The Central Office	50
Eta Chi Chapter Becomes Eleventh in California	51
University of Colorado to Occupy new School of Business Building	54
People and Systems	55
Among The Chapters	57
Manpower Development: The Eleventh Hour is Now	82
With The Alumni the World Over	84

Our Cover

Our cover for this issue of THE DELTASIG features this unusual view of the Rotunda and The Lawn at the University of Virginia at Charlottesville, Virginia. The Rotunda, long considered a landmark on the University of Virginia campus, was built prior to the actual start of classes nearly 145 years ago.

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.



Postmaster: Please send copies returned under labels Form 3579 to Delta Sigma Pi, 330 South Campus Avenue, Oxford, Ohio 45056.

The DELTASIG of Delta Sigma Pi is published four times annually in the months of November, January, March, and May. Publication Office—Curtis Reed Plaza, Menasha, Wisconsin 54952. Editorial Office—330 South Campus Avenue, Oxford, Ohio 45056.

Subscription price: \$5.00 per year.

Second class postage paid at Menasha, Wisconsin 54952, and at additional mailing offices. Acceptance for mailing at special rate of postage provided for in the Act of February 28, 1925, embodied in paragraph 4, Section 538, P. L. & R., 1932 edition. Printed in U.S.A.

From The Desk of The Grand President

WARREN E. ARMSTRONG
Gamma Iota—New Mexico



WHILE TRAVELING cross-country in a commercial jet recently I had the good fortune of meeting a college recruiter employed by one of the larger corporations in America. We had a very interesting two hour discussion on today's youth, methods of recruiting, and serious changes his company is contemplating. He asked that he not be identified.

The value of the recruited college graduate is being questioned seriously by his company, he commented, "It takes us a year to train them after they have been educated. Within another six months they have moved to another company, not for more money generally but just to move."

Unless industry understands many of the problems of the "Now Generation" and makes some changes, the graduates of the 1970's will become the "Lost Generation."

Money is nice, but it alone will not suffice in dealing with young men who have become accustomed to affluence and

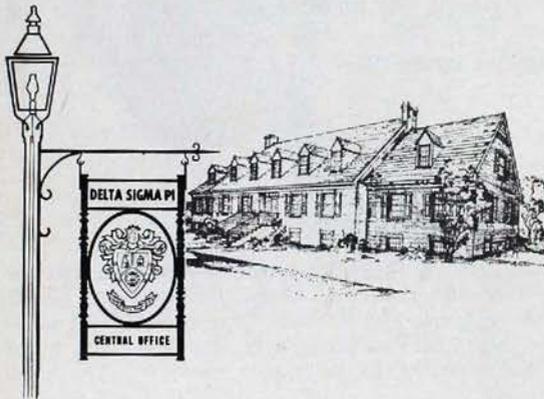
have very little economic anxiety in their overall makeup.

Today's graduates feel that self fulfillment and the achievement of individual identity is stronger than an "extra hundred or two per month."

I believe it is time for industry to take another "tack" on this problem. It is also my belief that today's graduate should not be so starry-eyed in thinking their entire future belongs to the larger corporations. It's true the graduate is romanced by the big giants but perhaps we should find out why.

The smaller companies of today may offer many more advantages in personal attainment. Their starting salaries may be slightly lower but compare the differences of like positions after five years or ten years with each.

I'm not really knocking the larger corporations but you should look at both sides of the coin before you decide wherein your future lies.



A Word From The Central Office

WE HAVE NOW entered into the decade of the '70's. There is no crystal ball in which we can look to see what the future holds for Delta Sigma Pi. During the last decade 56 new chapters have joined our ranks and nearly 30,000 new members were initiated. It staggers the imagination to think that an equal growth in the next decade will increase the membership to over 100,000 members and over 200 undergraduate chapters. During this past decade we have also liquidated the indebtedness on the original Central Office building and shortly will be moving into expanded quarters. We hope that we have prepared for this future growth.

If we are to reach this level of achievement, we must have the dedication possessed by our predecessors. We may rightfully ask are we as a professional business fraternity living up to the aims and objectives of our fraternity as established by

our four founders over 62 years ago? Are these aims and objectives as appropriate in today's academic environment as they were then? Certainly there is no less need for professional competence on the part of our members. Communications between the business student and the business community are more vital than ever before if there is to be mutual understanding. We must then agree that our aims and objectives are still as appropriate today as they were when we were founded. Through the years changes have been made in our fraternity as dictated by current trends and will probably continue to be made as necessary. If we are to remain a leader in the academic community and maintain the respect of the academic, as well as the business community, we must continue our dedication to these aims and objectives of our fraternity.

More important, if the fraternity is to withstand the criticism of being "pro establishment", we must by our action demonstrate the professional character of our fraternity and its aims and objectives.



The DELTASIG

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

Eta Chi Chapter Becomes Eleventh in California

ON NOVEMBER 16, 1969, just a week after the 62nd Anniversary of the Fraternity, Delta Sigma Pi installed its 162nd chapter at California State Polytechnic College at Pomona, California, Eta Chi Chapter becomes the eleventh in the state, joining Rho Chapter, University of California-Berkeley; Phi Chapter, University of Southern California; Gamma Xi Chapter, Santa Clara University; Gamma Omicron Chapter, University of San Francisco; Delta Omicron Chapter, San Francisco State College; Delta Sigma Chapter, Loyola University of Los Angeles; Epsilon Theta Chapter, Chico State College; Epsilon Phi Chapter, Sacramento State College; Zeta Rho Chapter, Menlo College; and Zeta Tau Chapter, California State College-Hayward.

With the installation of Eta Chi Chapter, Delta Sigma Pi becomes the first international fraternity to be represented on the California State Polytechnic College-Pomona campus.

Kellogg Hall, a beautiful Spanish Hacienda on a high landscaped hill overlooking the rest of the scenic campus, was the sight of the day's installation activities. The hacienda was the ranch headquarters for the original Kellogg ranch where the campus is located. In this building the program opened with registration of guests attending the installation. These guests were Grand President Warren E. Armstrong, Western Regional Director R. Nelson Mitchell, Executive Director Charles L. Farrar, Executive Secretary Ben H. Wolfenberger, District Director Charles F. Bengston, and Past Regional Directors Burrell C. Johnson and Andrew P. Marincovich. Also present were Paul F. Weisend, *Southern Mississippi*, who is the Eta Chi Chapter Advi-

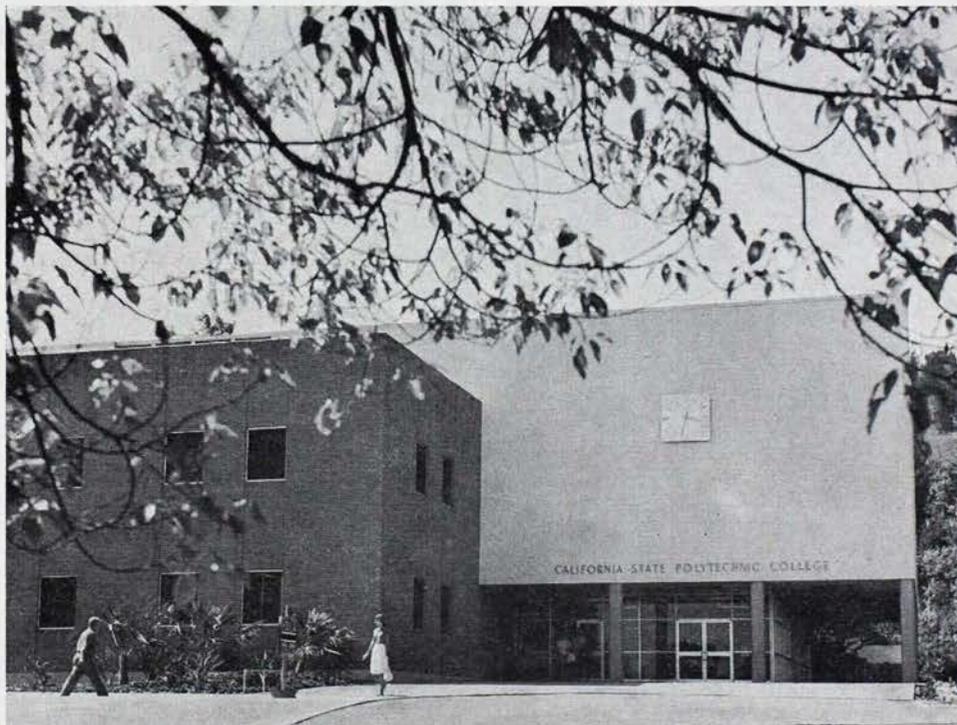
sor, and undergraduate delegations from Delta Sigma and Zeta Rho Chapters.

Following registration, the local chapter members and guests took a motorcade tour of the Kellogg campus, the proposed Kellogg-West campus, and the nearby Voorhis campus, all parts of California State Polytechnic College at Pomona.

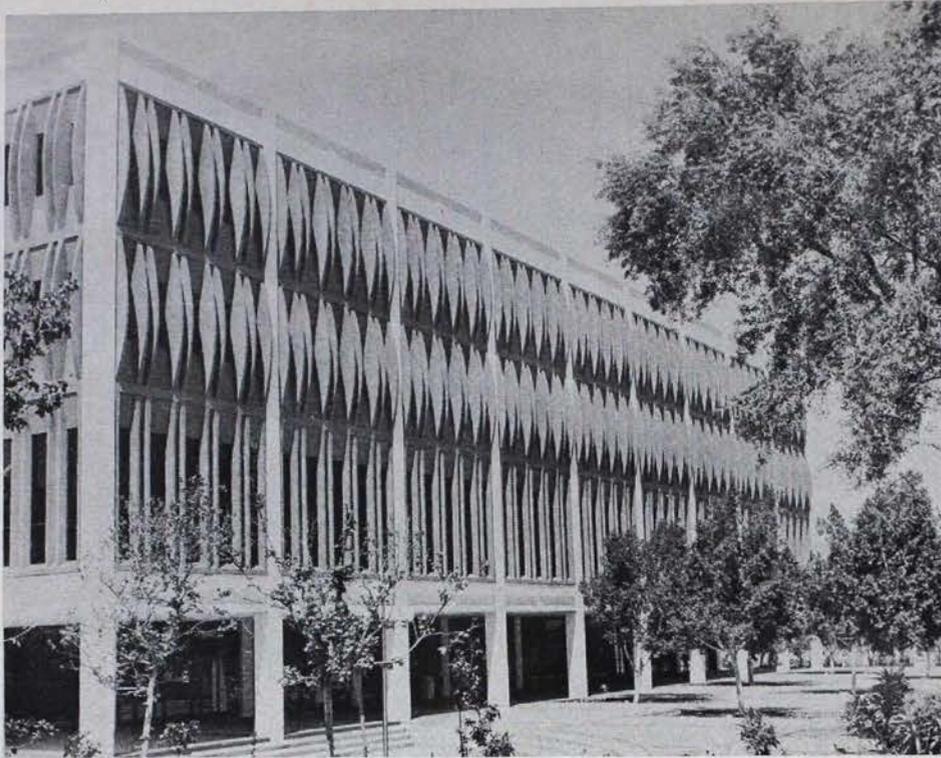
After an informal luncheon at Los Olivos Commons on campus, the entire group returned to Kellogg Hall for the Ritualistic Initiation Ceremonies. On completion of these ceremonies, the newly initiated Brothers and guests reassembled at the Royal Coachman Restaurant in West Covina, California, for the installation banquet.

Opening the evening's program was Regional Director R. Nelson Mitchell who introduced Mr. Henry House, Dean of Students at the college, to offer the invocation. After the meal, others at the head table and special guests around the room were introduced. Dr. Louis Kaufman, Dean of the School of Business Administration, then gave a history of that particular school. Following this, Paul F. Weisend, the chapter advisor, gave the history of Delta Sigma Fraternity which had that day become Eta Chi Chapter.

Grand President Warren E. Armstrong then presented the Charge and Charter to the chapter and it was accepted by Mark S. Gehrs, president, on behalf of the



SHOWN HERE IS the Administration Building at California State Polytechnic College in Pomona where Delta Sigma Pi recently installed its 162nd undergraduate chapter.



THIS UNUSUAL and highly attractive building is the Library at California State Polytechnic College at Pomona

chapter. Grand President Armstrong also presented President Mark Gehrs the chapter gavel as a symbol of his office. Closing the evening's program was Executive Director Charles L. Farrar who presented the many greetings to the new chapter from other chapters, alumni clubs, and past and present national officers of the fraternity across the United States.

History of California State Polytechnic College

As one of the 19 colleges in the state college system, the college offers educational programs in agriculture, arts, business, engineering, science and education.

The college has its antecedents in the establishment in 1901 of a vocational high school at San Luis Obispo, which began offering junior college courses in 1927, and became a two and three-year technical institution in 1933. In 1936, a degree transfer program was added, and in 1940, the first bachelor of science degrees were authorized.

The program was extended to Southern California in 1938, when the Voorhis School for Boys near San Dimas was deeded to the state by the Voorhis Family. The Kellogg campus near Pomona was originally founded by W. K. Kellogg as an Arabian Horse Ranch in 1925, and was given to the state in 1949 for the use of California Polytechnic State College.

Instruction began there in 1956, and it has since become the center of the Pomona operations. The Voorhis campus is reserved as a continuing education center.

The campus has grown from 550 students and six academic majors in 1956, to over 8,000 students and 36 academic

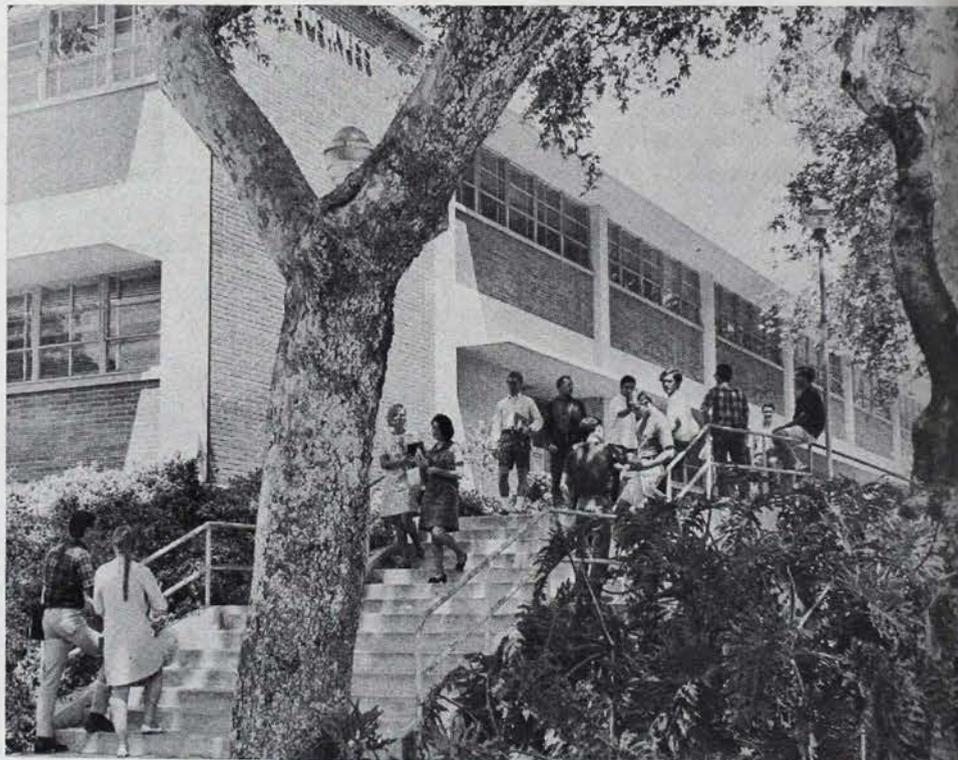
majors in 1969. Also in 1966, the trustees of the California State College system named the Kellogg-Voorhis campus as a separate state college. The Kellogg-West campus will be immediately adjacent to the Kellogg campus and is due for immediate development as a continuing education center.

The college holds numerous accreditation credentials and has a projected enrollment of 20,000 students by 1975.

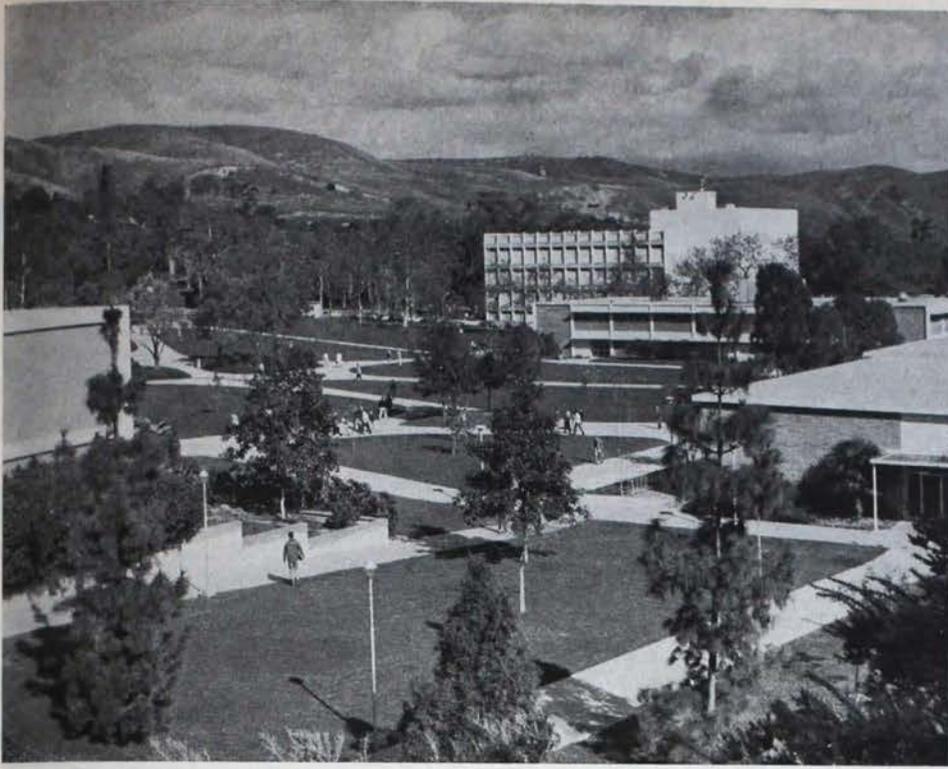
Business administration studies were first offered in the Department of Business Management within the School of Arts, but in 1968, the School of Business Administration was established. Within the school are the departments of Accounting; Business Management; Finance, Insurance and Real Estate; and Marketing. The objective of the school is to provide an educational environment to prepare the undergraduate student for effective citizenship, as well as for a career in business. The School of Business Administration has about 1,200 students enrolled for the 1969-70 school year.

History of Delta Sigma Fraternity

The formation of Delta Sigma Fraternity began in October of 1968, with a group of interested students under the direction of Professor Paul F. Weisend *Southern Mississippi*, expressing their desire to form a professional business fraternity on the Cal Poly Campus. The



TYPICAL OF THE beautiful landscaped campus at California State Polytechnic College at Pomona is the School of Business building.



THE KELLOGG HILLS near Pomona form a backdrop for the Kellogg Campus of California State Polytechnic College at Pomona. The School of Business building can be seen near the center in the upper right. Cal Poly at Pomona is the home of Eta Chi Chapter of Delta Sigma Pi.

name of the organization was selected at the first meeting on December 11, 1968, and acting officers were elected to guide the group in obtaining recognition from the college and a charter from Delta Sigma Pi. It was also at this meeting that a formal motion was passed to petition Delta Sigma Pi formally for a chapter charter.

Additional objectives selected were to achieve the goals set for established chapters by Delta Sigma Pi; to promote the study of business administration at Cal Poly; and to bring leaders of the business world to the campus to share their knowledge and experience with the fraternity members, thus widening their perspective of all phases of the business world.

During the balance of the 1968-69 school year, the fraternity received a visit from Executive Secretary Ben Wolfenberger who discussed requirements and procedures for receiving a chapter charter. Permanent officers were elected, fund-raising activities were held, and the overall program and management developed in all areas. Late in the Spring, the fraternity received college recognition and in the Fall of 1969 received approval from Delta Sigma Pi for a chapter charter. With the installation of Eta Chi Chapter on November 16, 1969, the his-

tory of Delta Sigma Fraternity closed. Those initiated as charter members were: David C. Aby, John Bastian, Dennis J. Bauman, Harold E. Bridges, Terry J. Burns, Bertin Cote, Alfred N. Couch, Thomas L. Cuculic, John C. Dakin, Jr., Timothy L. Daley, Paul G. DePace,

Glenn T. Ford, Mark S. Gehrs, David B. Hughes, Ronald D. Jeffery, David H. Karjala, Louis Kaufman, Earl A. La-Mothe, Luke V. McCarthy, Philip H. Minard, Lane K. Molsberry, Merle E. Pentz, Thomas R. Pettigrew, Kenneth E. Phillips, Robert M. Roady, Richard H. Schoning, Ronald G. Sidorchuk, Kep S. Skidmore, James H. Smith, Philip A. Stricker, Steve D. Tableman, Loran W. Todd, Dudley W. Williams, G. Dow Worley, Jr., and Lyle E. Yates.

PERSONAL MENTION

James R. Hall, *Missouri-Columbia*, has been named a registered representative with the firm of Moore, Leonard Lynch, Inc. in Pittsburgh, Pa.

David H. Lambert, *Pittsburgh*, has left the University of Pittsburgh to become a trainee with the firm of C. S. McKee and Company.

The 33rd degree of the Supreme Council of the Ancient and Accepted Scottish Rite of Free Masonry has been conferred upon Dulaney Foster, Johns Hopkins. The 33rd degree is an honorary degree based on service to the Scottish Rite and the community. Brother Foster is Chief Judge of the Supreme Bench of Baltimore.

Vincent G. Mercer, *Detroit-Theta*, recently received the professional designation, Chartered Life Underwriter. The diploma is conferred upon successful completion of five comprehensive college-level examinations and the satisfaction of rigid ethical and experience requirements.

James R. Cone, *Arizona State*, was recently awarded the Chartered Life Underwriter designation at the National Conferment Exercises of the American College of Life Underwriters in Washington, D. C.



ETA CHI CHAPTER President Mark Gehrs, on the right, receives the chapter charter from Grand President Warren E. Armstrong at the installation banquet held at the Royal Coachman Inn at West Covina, California. The initiation ceremonies were held on the campus of California State Polytechnic College in Pomona.

University of Colorado to Occupy new School of Business Building

THE SCHOOL OF BUSINESS at the University of Colorado at Boulder will shortly be moving into a new \$2.4 million four story stone, steel and concrete building. The move will mark the third site for the 63 year old School of Business at the University of Colorado during the last three decades. Previous buildings were the old Student Union building and the Woodbury building.

Serving more than 800 graduate and undergraduate students the 100,000 square foot air-conditioned building will offer a wide range of teaching-learning opportunities not previously available. The new building will include 16 classrooms and three seminar rooms, 65 faculty offices, six case rooms for presentations of business cases and an auditorium, tentatively called "The Business Forum," with seating for 107.

In the new building will be a very fine library area to handle the library resources needed by the several School of Business programs. The library will house 27,000 volumes with four separate areas—the corporate reports collection room; the current business economic indicators center; the microfilm collections room and the open reserve browsing area and lounge.

The new building will also contain a



THE SCHOOL OF BUSINESS at the University of Colorado will shortly occupy the new building pictured here. This is the front view of the new building.

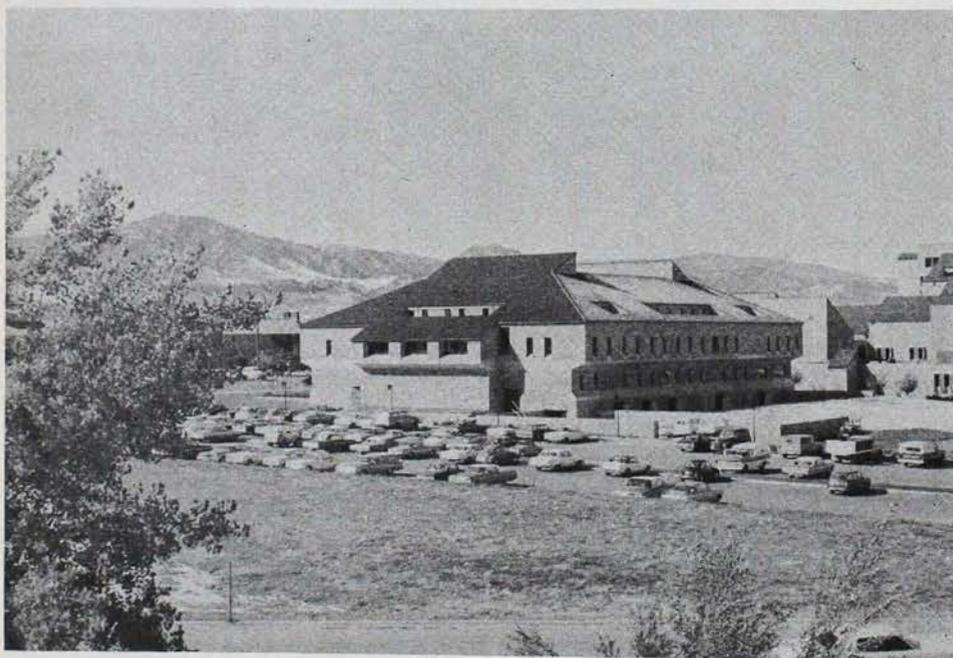
very adequate student lounge area and a series of small offices that will be assigned to student organizations. Thus, the building will be a self-contained facility for the School of Business students, and should contribute toward a much more cohesive student body.

The building will have a faculty

conference room, a faculty-alumni lounge, a computer laboratory and an organizational behavior laboratory. Of the building's cost of \$2,443,550, \$481,000 will be paid by the United States Office of Education; the rest will be from the State of Colorado.

Heading the business school and beginning his sixth year as Dean is William H. Baughn. He predicts continued growth of the Master of Business Administration degree program operated by the Graduate School of Business Administration. The school was formed four years ago to administer this program for persons without a bachelor's degree in business. Other business graduate programs are administered by the Graduate School of the University. Dr. Kenneth A. Reed is the associate Dean of the School and director of Graduate Studies. Dr. P. John Lymberopoulos is the Associate Dean in charge of the undergraduate program. Brother Lymberopoulos is also the District Director for the Colorado Chapters of Delta Sigma Pi.

The business school will continue to expand its executive education programs during the coming year, including one for the gas industry and long-standing programs for banking and installment banking employees.—PHIL Y. BARTON



SHOWN HERE WHILE still under construction is the new School of Business at the University of Colorado at Boulder. The Rocky Mountains can be seen in the background.

People and Systems

by

Henry M. Boettinger, Assistant Comptroller
Management Sciences Division
American Telephone and Telegraph Company

Mr. Boettinger's article is based on an address which he gave recently to the National Industrial Conference Board.

FOR TEN YEARS or more I have been espousing the virtues of mechanization, automation and computers, and the systems these make possible. But it is only recently that I have come to appreciate the secondary effects that these tools can have on our society, and on business in particular. I have come to recognize some of their potential pathology, and have been concerned that we develop preventive measures that will allow their original promise to be fulfilled.

We have become convinced, by our achievements to date, of the great positive potential of the computer, its ability to bring order out of chaos, to save us from drowning in seas of paperwork and data, and to help solve the scientific, technical and social problems of the day—each of which contains more complex variables than our brains can handle practically. Conversely, many see the computer and the systems controlled by it as tools for removing human beings, with their inherent frailties, from the problem-solving tasks they face. This idea has provided the theme for endless numbers of speeches, magazine articles, films and science fiction stories.

Let me suggest that the situation is a little different today, and that it soon may be a lot different.

Accumulating evidence indicates that we may be at one of those crossroads in human history during which mankind's fortunes can take a sharp turn for the better—or for the worse. We must exercise our power of choice and decide which turn to take.

Within our businesses we see increasing numbers of examples of employee unrest. This in spite of the fact that productivity has never been higher, employment never higher, wages never higher, benefits never higher, and the overall level of living never higher.

Though employment is high, so is force turnover. Though wages and benefits are high, so is the number of labor disputes. Though productivity is high, so is there a leveling off in the amount of work an individual expects to do. In our own business we had a strike for added worker protection in high crime areas (not an economic strike). In New York City we experienced a teachers' strike for added pay in the makeup and management of schools (only partially an economic strike). In Youngstown, Ohio, police and firemen went on strike only partially for economic reasons. Almost daily

there are demonstrations on our streets, in our factories, and on our campuses for a wide range of political, social, and economic causes.

Outside of our business environment, we are brought into almost daily contact with signs of great social, political and philosophical unrest. We see upheaval in family life, and changing religious and moral outlooks. Gloomy variations of international conflicts throughout the world are instantly displayed to millions every night on TV. Add to this the action on social and cultural frontiers: racial equality, ending discrimination; changing moral and ethical conduct; changing religious freedoms; changes in the content of education and methods of teaching. All these developments add up to one thing, that is: people want more to say about the things affecting their individual lives.

In the Eye of the Storm

Business is at the center of all this action. It employs the members of society. It produces for that society the goods and services it demands. And it provides the working environment where many of the people I have mentioned spend most of their days.

What attitudes can business leaders take to this uproar? Attempts to stem it will encounter failure. The forces are too powerful to turn back. Can we afford to ignore it and hope to cultivate our gardens as before? Or should we intelligently appraise the changed situations and do our best to adapt our objectives and methods by reexamination of their old premises? If managers—experts at judging and combining diverse circumstances and resources—do not make the essential effort to cope with the changing world, what can we expect from other segments of our society? This is biting off a lot, but I believe that we also have the requisite character, experience and ingenuity to effect the required alterations—if we want

to. And one place to start is with the staff that businesses are made of: people, machines, and that complex interaction of the two called "the job itself."

Many jobs are being reduced in complexity and scope. More and more, as we automate and mechanize, jobs are becoming over-structured. What we have done is to place more responsibility on mechanized systems, and less and less of the total responsibility on the many individual persons in those systems. We started out to increase productivity and decrease costs by making a system the tool for man. But as all of us progress in the introduction of more complex business information systems, we should now ask ourselves: Who or what is the servant? Who or what is the master? Who does what to whom?

As I see it, it won't be long before man becomes the servant of the machine and the system it controls becomes the master unless steps are taken now to change the direction and emphasis of our effort to utilize the enormous power of the new machines. I believe that can—and must—be done.

The Historical Tensions

Since time began, man, his tools and his environment have been in a constant state of tension. But, it is this tension which has bred progress. Like the sailor, his boat and the sea; or the pilot, his plane and the air; employees, their machines, and their tasks—living in tension—are all mutually dependent. Each element is essential. Each element in the uneasy equation must function together in some harmony to attain the ultimate goal, whatever it is.

Each element in a system is in tension both within and without itself. Each element is both independent and interdependent, and no single element is more or less important than the other—when one fails, all fail to some extent. So I main-

tain, that man and his machine are separate but interdependent sub-systems to a "total system." Each has its own dimensions. Each has its own capacity. In one it is born; in the other it is designed. Each has its own ability. In one it is taught; in the other it is programmed. But where has the attention been given these past ten years since the computer was first introduced on a large commercial scale? The answer is obvious and disquieting. By far the greatest attention has been given to the computer, with its "hardware" and "software."

The great question we must face now is how to reconcile man with his machines, or to put it another way, how do we bring machine and man into tensions of mutual support, rather than tensions of disruption?

Answers to this question cover a wide spectrum of possibilities; but it seems to me that our best approach will be to humanize jobs again. To make them fun. To make them rewarding and satisfying. To make those doing the jobs feel and know that they are an important and essential element in the success of an enterprise—not by telling them, but by so structuring their work that they will see it for themselves and feel it in their bones. Employees should have the opportunity to be contributors; not the slaves of machines, but rather the masters of them. Employees should have the experience that the machines are tools in their hands, for their use in accomplishing their own goals and objectives as well as those of their employer. If we can provide these conditions, then we will have truly turned toil into work.

In humanizing jobs, I'm not talking about management employee relations, or "human relations" as developed years ago. There have been many refinements, insights, and new techniques developed which take up where the "human relations" form of management leaves off. It is only recently that the work of people like Herzberg, McGregor, Gellerman, Argyris, and McClelland has taken on new meaning. What are these behavioral scientists now saying?

The common thread runs something like this: Employees are not being allowed to use or to develop their full capacity. Jobs have been traditionally designed after work plans and processes have been laid out. The argument has been: if the designer uses only the minimum capability of those performing the work, a person can learn a job quickly

and training costs are low. It all made sense, but not for long. This approach fails to recognize that employees have psychological needs which must be satisfied if true employee "motivation" is desired.

What we've done, according to the modern behavioral scientists, is to give more and more in the way of economic incentives for less and less productivity. They claim that as we become weary of this ratchet effect, we end up saying that employees are lazy, disloyal, and cannot be motivated. To a large extent, they further tell us, we are probably right.

But these same behavioral scientists also tell us that people behave this way because that's the way they are expected to behave. That's the way their jobs are designed. That's the way policies, procedures and traditions have taught not only managers, but labor as well, how to behave. Unlike our nineteenth century forebears, we do not call our employees "hands," (as though that was the only part of them that interested us), but have we completely abandoned their old attitudes?

Now, new, well-researched insights into human behavior force us to face a different "definition of man." Rather than being "lazy," etc., employees want challenging, rewarding, meaningful work.

What will work best in today's business environment, in today's machine and computer world, requires a complete restructuring of management's thinking and commitment. Some approaches introduced of late offer great promise. One is to assign tasks to an employee which "stretch" or demand more from him in terms of difficulty levels than what he has previously done. This helps satisfy a person's need to experience achievement in his terms, and those of his associates.

The "How" of the Job

Another step is to give an employee broad discretion over details of how his work is to be handled once he and his boss agreed on precise targets and prescribed cost limits. This works toward raising a man's "sense of proprietorship" in his work, which becomes a measure of his abilities rather than his boss's. More important, perhaps, leaving the "how" of a job in its doer's hands—and mind—opens the way to innovation and creativity.

"Participation" is another art which satisfies basic employee needs. Participation means calling on people to help

make those decisions that affect their work. Being "in" on the decision serves to increase understanding and lessen misinterpretation and anxiety in the face of change. And this happens even where specific suggestions are not accepted after frank, open discussion.

Employees need other things too. For instance, recent research has established that employees want, and often demand, real pride in their work. This requires giving them as big a "work module" as possible, as complete a "piece of the action" as we can, so they can see the results of their labors. Unless we do, employees become frustrated, another dimension to the creative tension problem, for frustration turns potential creativity into hostile and aggressive channels. It is appalling to think of the number of jobs today that would fit the category of "tedium."

The "Herzberg Breakthrough"

Perhaps one of the greatest behavioral science breakthroughs on the subject of motivation has been the work done by Dr. Frederick Herzberg of Case Western Reserve University in Cleveland. We've seen that the work people do is a central force in human motivation. His investigations have shown that the work itself should be designed so as to stimulate and challenge the worker, and provide the opportunity for the worker to be creative and grow in skill. His studies show that apathy and minimum effort are the natural results of jobs that offer the worker no more satisfaction than a paycheck and a decent place to work. These latter factors may keep the employee from complaining, but they will not make him want to work harder or more efficiently. Employees are saying not only "Treat me well," but also, "Use me well." Herzberg's "job itself" experiments strongly suggested that effective motivation can be accomplished when the workers' jobs are deliberately improved to encompass greater responsibility, broader scope, and more challenge, which is just what they want.

We have studied these findings. And under the leadership of my Bell System associate, Dr. Robert Ford, we have introduced them into our business on an experimental basis.

Our first trial was conducted in the Treasury Department at AT&T in 1965. It was built around the Herzberg motivation theories. The section involved han-

Continued on page 79



STATE U. OF NEW YORK— Albany

ZETA PSI CHAPTER at the State University of New York at Albany is alive and well, according to Dr. Harold Cannon. On November 22, a banquet was held in order to properly congratulate our new Regional Director, Dr. Cannon. Another faculty Brother deserving of much praise is Zachariah Mathew, now serving as our new District Director.

The following were elected officers of Zeta Psi Chapter for the 1969-1970 year: President Steve Benvenuto; Senior Vice President John Williams; Vice President Robert Axtmann; Secretary Mark Pessin; Treasurer Mick McCulley; Chancellor Jim Frank; and Historian Hank Krostich.

The rush activities this Fall achieved unparalleled success. A sampling of the rush events would include a coffee hour, a trip to the Albany Felt Company and even an outing to Saratoga Raceway. Zeta Psi Chapter sponsored seven rush events, and is pleased to say that it has over 20 enthusiastic pledges.

Founders' Day was commemorated with a wine and cheese party with Alumni Brothers, Faculty Brothers and all undergraduate Brothers in attendance. A good time was had by all. It has been a prosperous semester, and we at Zeta Psi Chapter hope that the New Year will bring success and prosperity to Deltasigs everywhere.—PETER A. HART

STATE U. OF NEW YORK— Buffalo

ALPHA KAPPA CHAPTER at the State University of New York at Buffalo has begun another year of progress for the chapter and the fraternity.

Last year's activities were closed with Alpha Kappa Chapter achieving 100,000 points in the Chapter Efficiency Index. All the Brothers are now pitching in so that Alpha Kappa Chapter will duplicate last year's performance.

We are also happy to announce that 10 neophytes were initiated into the Brotherhood last semester. This year's Fall rush program has resulted in the induction of 11 new pledges. Plans are to have our new Brothers' banquet at the Airways Hotel. Our thanks go to Senior Vice President Gary Bush for his expert handling of all aspects of the pledge education program.

The Alpha Kappa Chapter's leadership this year is vested in Carlton Ordway, president; Gary Bush, senior vice president; Robert Tiffany, vice president; Sam Puma, secretary; Froncell Clifton, treasurer; James Calamita, chancellor; Robert Hoover, historian; and Robert Cornwell, chapter advisor.

Our professional program is off to another good start. This has included speakers, tours, and our annual work party at St. Rita's Home for children. These have all added up to a wonderful complement to our academic endeavors.

In closing, Alpha Kappa Chapter would like to wish all their Brother Chapters a most successful year.—LAWRENCE J. CALLERI

ROCHESTER TECH

THE FALL QUARTER has been a very active one for the Brothers of Epsilon Lambda Chapter. Our first professional event featured Jack Tapley of Slade Research. We also presented a panel of speakers from the Young Presidents' Organization. Other professional events are planned for this quarter, including a tour of Rumrill-Hoyt, a local advertising agency.

The Brothers celebrated Founders' Day with a party on November 7, and plans are well under way for our annual "Rose" Dance, to be held February 7. Also planned for this quarter are several rush parties and house parties.

Although everyone has worked for the betterment of our Chapter, several Brothers deserve a special mention. Brothers Joe LaMonica and Mike LaMastro worked especially hard selling advertisements on a blotter distributed by Epsilon Lambda Chapter. This project netted us several hundred dollars. Another financially successful fundraising project was breaking up cement for one of the professors; special thanks here go to Brother Dave DuFlo. Brother Scott Hopwood is currently working to establish an Alumni Club in Rochester, and final thanks go to Brother Terry Castle, who has developed and put into effect a new type of Rush program, which should be very successful.

Epsilon Lambda Chapter was also honored this quarter by receiving a visit from Field Secretary Ellery Lacy. The Brothers would like to meet any other Deltasigs in the Rochester area. They should contact either our President Dick Perry at 436-8113, or myself at 244-5265.—ED CAIN

BOSTON COLLEGE

DELTA KAPPA CHAPTER, under the leadership of President Mark Bohan, started the 1969 school year on September 26 with an informal coffee hour which was followed by a business meeting, and has since been holding weekly meetings. At the first meeting the financial budget and activities were decided upon. The need for a strong professional program was stressed, and the highest budget ever was approved for professional

activities. Professional co-chairman Joe Daley and Russ Doherty have had short professional meetings after each general meeting, and are currently working on plans for the annual Delta Sigma Pi Career day at Boston College. Career day will feature prominent businessmen from the greater Boston area gathering in the Student Union to talk to seniors about their professions. Individual invitations have been extended to all seniors in the college, and the brotherhood is expecting a turnout of over 250 men.

Rush night was held October 7 at the Chestnut Hill Country Club, and 48 prospective pledges turned out to find out more about Delta Sigma Pi. After individual interviews, a rush party, and stag night, the brotherhood voted 30 men to the pledge class of 1969. Pledge period has been significantly altered this year. Individual freedom and constructiveness are being stressed more so this year than in previous years. Pledge period activities include a car wash, a fraternity sponsored orphanage day, and a happy hour.

The high point of the current year was a visit by the Executive Director of Delta Sigma Pi, Charles L. Farrar. Brother Farrar sat in on rush interviews and met with all the brothers informally during the day. After a dinner with the Executive Board, at Talino's in Newton, he attended a professional meeting that night after which he addressed the whole brotherhood. This was the most meaningful day of the year for the brothers, and instilled a new spirit in Delta Kappa Chapter at Boston College.

C. W. POST

ZETA OMICRON CHAPTER at C. W. Post College participated in the annual carnival held at the campus. For the theme of the carnival the participants had the option of choosing the "1890's" or the "Roaring 20's." The Deltasigs choose the "Roaring 20's" theme and constructed an old-time speakeasy complete with a legitimate front in the form of "Kruger's Mortuary."

The tangible reward was the fact that the booth came within one vote of being chosen the "Best Fraternity Booth." Intangibly, however, the Brothers received a much greater reward. The long hours of planning and actual labor that went into the construction of the speakeasy tightened the bond of Brotherhood within Zeta Omicron Chapter.

Pledging at Zeta Omicron Chapter is in full swing as the Brothers are proud to report that this semester's pledge class is the second largest that this Chapter has ever had. We are looking forward to a very prosperous and productive year.—STEVE KATZ

SUFFOLK

DELTA PSI CHAPTER of Delta Sigma Pi at Suffolk University conducted the most successful rush program on campus. Under the direction of the chapter's Vice President, Tom Horgan, fifteen pledges were inducted, including Dean Robert Waehler, new dean of the College of Business Administration, a position vacated by Brother Donald Grunewald, who has recently been promoted to vice-president of the University; Professor Stanley Dennis, one graduate and twelve undergraduate students. Pledges—Good Luck.

On October 23, Executive Director Charles L. Farrar visited Delta Psi Chapter and addressed the brotherhood at an informal meeting. He spoke on the continuing growth of Delta Sigma Pi, and reminded all brothers of The Central Office's position on physical hazing. A buffet dinner was served following the meeting, and was attended by Executive Director Farrar, Chapter Advisor Mr. Harold Stone, brothers, and pledges.

On November 7 our chapter held its 10th annual Founders' Day Dinner Dance. The brothers were pleased to see that an interest among faculty and alumni members still exists in our chapter as was witnessed by their attendance. Because of the emphasis we place on this event, we continue to find it to be an overwhelming success. Special thanks go to Paul Arienti for planning and organizing the affair.

During the first semester we have also participated in other social events, some of which include a party for brothers and their friends, who are not members of Delta Sigma Pi, inter-fraternity football games, and a hay-ride sponsored by one of the sororities at Suffolk. A Christmas party was also held in mid-December.

At the same time, the brothers of the chapter have not forgotten their obligation to professionalism. Smokers have been held headlining top executives from different aspects of business. We feel that this type of event is not only interesting and informative, but also of considerable value to the undergraduate who is in the process of shaping his career.—PETE CARCHIDI

MANHATTAN

THE NEW SCHOLASTIC YEAR has seen the newly elected officers assume their roles as the leaders of Zeta Chi Chapter. They are President John P. Lytwyn; Senior Vice President George Cullen; Vice President Thomas Gray; Recording Secretary Francis Hopp; Corresponding Secretary Richard Ausburn; Treasurer Roger Wszolek; Chancellor Anthony Salvemini; and Historian Steven Dorosewicz. The new administration is continuing and expanding the previously established policy of standing committees comprised largely of non-office holding Brothers to aid the Executive Officers, and also to involve all of the Brothers in the affairs of Zeta Chi Chapter.

Our Chapter initiated four new Brothers from the Spring pledge class. They are Steven "BOF" Dorosewicz, Bob Barrett, Bill Weisgerber, and yours truly, Bill Casciani. We welcome these new Brothers who ex-

press their special thanks to Tom Gray who coordinated the Spring Rushing Program.

Our professional activities for this semester included two speakers on September 12: Robert Elmo, Vice President of Eastman Dillion Union, and Mr. T. Crawford, Senior Economist for the First National City Bank of New York. One of our Alumni Brothers, Joe Galanthay, '69, attempted to get Mr. Robert Barbieri of the U.S. General Accounting Office to speak at Manhattan during the week of November 12. The activity for which Zeta Chi Chapter is most proud, however, is attributable to Brothers George Cullen, Thomas Gray, Richard Ausburn, Francis K. Hopp and Bill Weisgerber, who attended the Grand Chapter Congress held on Mackinac Island on August 20-23. They would like to take this opportunity to say hello to all the Brothers they met here.

The social scene is shaping up very well this semester. Thanks to the efforts of Brother Barry Koblick, our social chairman, we held a beach party at Jones Beach during the summer which was very successful. We also held a Halloween party at Brother Koblick's house and an affair at the "Straw Hat," a nightclub in Queens. Brother Bill Weisgerber was also gracious enough to hold a barbecue at his home in June which was quite successful. Brother Tom Gray is busily making preparations for this year's "Biz Ball." We wish Tom luck in this enterprise and also in his duties as President of the Businessman's Association at Manhattan College.

The Brothers of Zeta Chi Chapter have plunged into the new semester with new and renewed vigor, looking for increased participation in social and professional activities, always trying to improve themselves and maintain the high standards expected of them as Brothers in the International Fraternity of Delta Sigma Pi.—WILLIAM P. CASCIANI

BABSON

GAMMA UPSILON CHAPTER at Babson College, Babson Park, Massachusetts, returned from the summer very high spirited. Our officers, President Danny Morris; Vice President Robert Paul; Treasurer Robert E. Britton; Secretary Barrie Drazen; Chancellor Jamie Kiernan; Historian Richard Romeo; Chapter Efficiency Index Chairman Paul "Pancho" Taylor; and Professional Chairman John Johnston, along with the other brothers, have planned for an exciting year both professionally and socially.

Brother Johnston has set up a professional program for the first semester with speakers Norman E. Weill, from New England Merchants Bank in Boston, and Gregg Nolan, auditor for Mobil Oil Company in Houston, Texas. Also a tour of Carling Brewery was held in November.

Socially our annual money-making function, the Purple Garter, took place November 22. This is an all school function with a live band and refreshments. We always look forward to this as a financial and social success.

Our football team is preparing to compete for its 14th undefeated season. We also will be trying to win "The Jock," the inter-frater-

nity sports award, which we won last year.

On October 22, Brother Charles Farrar visited our chapter. He spoke to us on the principles of Deltasig and its future. We thank Brother Farrar for taking his time and appreciate his participating in our meeting.—RICHARD ROMEO



LAMBDA CHAPTER AT the University of Pittsburgh is blessed with unusual alumni support in their activities. Shown here are a number of the alumni members who attended the chapter rush.

PITTSBURGH

LEADING THE Lambda Chapter at the University of Pittsburgh for the 1969-70 academic year are: President Rudy Tarabek; Senior Vice President David Blythe; Vice President Donald Kersten; Secretary Otto Szabo, Jr.; Treasurer Stanford Weintraub; Chancellor Raymond Dripps, Jr.; Historian Paul Misicko.

Our first business meeting was held in September with guest Mel Brown, new Regional Director of the Mideastern Region. His talk centered around life-time membership in the fraternity. Our President Rudy Tarabek gave a report on his trip to the Grand Congress held at Mackinac Island.

The fall rushing and smoker held in October was an undergraduate and Alumni affair. The program included a social hour, dinner and formal program. The guest speaker was Mr. Thomas J. Foerster, Allegheny County Commissioner. Commissioner Foerster spoke on the subject of "Urban Renewal" and the "Mass Transit in Allegheny County," followed by a question and answer period.

The initiation ceremonies for 12 pledges was held on Deltasig Day, November 15. On the same date the Founders' Day and Honorary Banquet was held at the Holiday House with entertainment by the Kingston Trio. This, too, was an undergraduate and alumni affair.

Wedding bells rang this past summer for Brother Carl Hjerpstedt. Congratulations to Brother Don Conte on the new addition to his family. Welcome to Brother Bob Comfort, our new Chapter Advisor. Happy recovery to Brother Otto Szabo with his leg injury incurred at the chapter's annual summer picnic.—EDWARD BOBAR

PHILADELPHIA TEXTILES

IN ONLY OUR SECOND year of existence the Eta Xi Chapter of Delta Sigma Pi has become an active force in the School of Business at Philadelphia College of Textiles and Science.

On October 23, 1969, we sponsored an Accounting Forum in conjunction with the Pennsylvania Institute of Certified Public Accountants. The role of the accountant in business was discussed and questions from the floor were entertained. We were very pleased with the success of the Forum and feel that it has greatly contributed to the program of the School of Business.

We were extremely proud to have accumulated 100,000 points in the Chapter Efficiency Index in our first year. The chapter was inspired by the speech given by Brother Ellery Lacy. This talk gave added impetus to our planning for future chapter programs. Under the direction of our new officers the Brothers of Eta Xi Chapter are planning a professional and social program which we feel will help us achieve our goal of 100,000 points again.

We in the Eta Xi Chapter hope that we can further the success of Delta Sigma Pi in every possible way. Now that we are a strongly knit group, it is our desire to assist the Grand Chapter and The Central Office in the fulfillment of their aims and duties.

—ARNOLD S. GOLDBERG

PENNSYLVANIA STATE

FORMER PRESIDENT Bob Dapper and those that worked with him should be congratulated for the job that they did. The past year was the most outstanding one in the 46 year history of the Alpha Gamma Chapter. For the first time we reached 100,000 points in the Chapter Efficiency Index. Also our first representative in the "Rose of Deltasig" contest won the Eastern Region "Rose" title and placed fourth nationally.

The new administration was elected at our first spring meeting. They are President Charles Gerhards, Senior Vice President Byron Rovegno, Vice President Alan Davies, Secretary Bill Lucci, Treasurer Frank Knuth, Historian Nick Ross, Chapter Efficiency Index Chairman Al Marazas, Social Chairman Bill Keber, and Corresponding Secretary Jerry Cohen.

Last spring we initiated a new method of picking pledges. After having them to a meeting and the whole brotherhood getting a chance to meet them, a panel interviews each rushee separately. We feel that this method is more thorough and helped us to pick the best men. We were able to initiate 10 new men, giving us 50 returning brothers this fall.

The activities last spring featured three speakers, a tour, and a picnic. The first speaker was a criminal lawyer named Ed Willard who told us some interesting things about this aspect of law. He was followed by John Silinsk, who is a Vice President of Hill and Knowlton Marketing Company, and he talked about public relations. This was on April 15 which coincided with our 46th birthday. Our final lecture was by Robert Brown, who is the head accountant at

North American Rockwell. We also toured H. R. B. Singer, which is a subsidiary of the Singer Company. They do research and are designed to solve technological problems that might arise in the parent company. The year was brought to a close by our First Annual Senior Picnic which was a great success.—JERRY COHEN

SHEPHERD

THE BROTHERS OF Epsilon Kappa started another successful year on September 9, when we toured Mack Truck's Engine and Transmission Plant at Hagerstown, Md.

On September 19, a party was held at the Ponderosa, featuring the Pattern. A good time was had by all, and the Ponderosa survived long enough to host a Halloween costume party on October 31.

On October 4, the Brothers heard an address by Mr. John McCardell, Executive Vice President and General Manager of Potomac Edison Company. His talk dealt with "The Role of Public Utilities."

In keeping with Epsilon Kappa Chapter's tradition, we embarked on a three day professional tour to Cleveland. While we were there we toured the following places; I.B.M., Eaton, Yale, and Towne Axel Division, Carling Brewing Company, and the United States Navy Finance Center.

December 13 was the date of a night to remember for all of the Brothers of Epsilon Kappa. Our Fall Banquet was held at the Shannondale Club in Charles Town, W. Va. A fine meal, topped by a great dance, climaxed a fun-filled weekend.

On January 13, we will tour the M. P. Moller Organ Works in Hagerstown, Md. This plant is the world's largest producer of pipe organs.

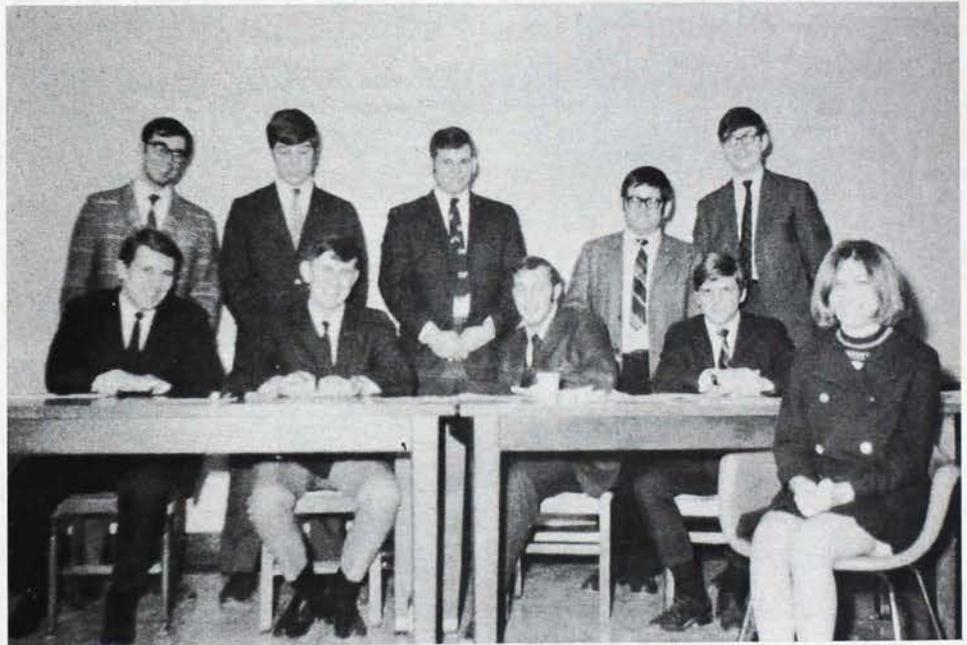
In closing, the Brothers of Epsilon Kappa Chapter would like to wish all chapters the best of luck in reaching 100,000 points. We

also would like to extend a welcome to any Brother who happens to be lost or searching for something in the great metropolis of Shepherdstown.—THOMAS "HERBIE" HARMON

TEMPLE

OMEGA CHAPTER at Temple University has, within the last year, initiated a highly successful community relations program not only within our own fraternity, but throughout the fraternity system at Temple University. Despite the fact that the program has spread to many other fraternities, Delta Sigma Pi, under the coordination of Jim King, remains as the leader of one of the most important and most relevant programs on campus.

Under this program Delta Sigma Pi Fraternity has taken a North Philadelphia gang of young black boys and welcomed them into our house where they may benefit from our guidance, instruction, and the college atmosphere. In return they have responded admirably. The "Omega Soul Gents," as they call themselves, have participated in a community basketball league initiated by Brother King. Numerous picnics and social events have drawn encouraging support from both the Brothers and the "Soul Gents." The general attitude of these kids seems to be of great appreciation, and concern for the Brotherhood. They have helped us in many, many aspects, ranging from house improvement to cheering us on in an interfraternity football game. But above all, the Brothers of Omega Chapter have the benefit of an opportunity to know and understand what makes these kids tick. Overall the program has been overwhelmingly successful and we of Omega Chapter look forward to a long and rewarding relationship with the "Omega Soul Gents."—JOHN H. FASY



MEMBERS OF ALPHA GAMMA Chapter at Penn State are shown here screening the contestants for "Rose" of the chapter. The members are from left to right, first row: John Eddy, Robert Dapper, Howard Mager, Allen Davies and the contestant Roberta Ross. On the second row are Charles Gerhards, Byron Rovegno, Mike Kelley, Nick Ross and Bill Lucci.

MARYLAND

GAMMA SIGMA CHAPTER at the University of Maryland is proud to have been chosen to represent the student body in the dedication of the School of Business and Public Administration Building. The Building will be named for Senator Miller Tydings.

The Brothers are taking two trips to Baltimore to study the different business methods used by the Carling and National Breweries. Also on the professional program are a presentation by Eastern Airlines, and one on the Stock Exchange.

The highlight of the semester's social calendar was the Homecoming Football Game on November 8, 1969 followed by the Founders' Day banquet and a dance that night. The Brothers of Chi and Epsilon Kappa Chapters will join us in the annual Brother vs. pledge football game and picnic.

Although many of last year's members graduated, the 24 Brothers remaining have dedicated themselves to regain the 100,000 points in the Chapter Efficiency Index that we just missed last year. We are already well on our way towards our goal.—RICK MARTINO

RUTGERS—Beta Rho

BETA RHO CHAPTER at Rutgers University has established itself as a leader in campus politics and affairs. The senior class has elected Brother Steve Styes as president and Chapter President Bill Brennen as vice president. In addition to class leadership, the Student Activities Advisory Committee, which discusses extracurricular activities, has appointed Brother John Sapiro to be its treasurer and Brother Rick Land as Student Council Representative.

In the 1969 Commencement ceremonies 15 Brothers of the chapter graduated and in order to maintain chapter proficiency a goal

of 20 new Brothers has been set. A unique method of introducing prospective pledges to the fraternity has been initiated by President Bill Brennen. An information booth, manned by alumni volunteers, has been set up in one of the main classroom buildings. It is felt that by having alumni participate, not only will information be made available to student and faculty, but the Brotherhood, so important in Delta Sigma Pi, will be clearly demonstrated, also.

Beta Rho Chapter planned for the fall semester a combination Founders' Day celebration, rushing party, and professional meeting. Also scheduled for future meetings are speakers from The Charles Pfizer Company, Celanese Plastic Corporation, and a tour of the Budweiser Breweries. On December 6 the Brothers of the chapter sponsored its Annual Christmas Dance.—JOHN A. MURPHY

RUTGERS—Beta Omicron

BETA OMICRON CHAPTER at Rutgers University in Newark, New Jersey, projected an outstanding first semester. Our schedule of events has already shown favorable response through the diligent and progressive minded slate of officers: President Robert Hughes; Senior Vice President John Hartmann; Vice President Robert Norris; Treasurer Frank Molineri; Secretary Harry Bagrier; Chancellor Joseph Bonnano; and Historian Jerry Luongo.

Ben Cannizzaro, our social chairman, has planned an extraordinary schedule of events. The Brothers have already enjoyed a fabulous "pizza party," and also celebrated the chapter birthday by attending the New York Rangers opening hockey game at Madison Square Garden. Other social events were two house parties, a Halloween party, and a Founders' Day Formal in which the chapter attended a concert by Herb Alpert and the

Tijuana Brass, after which the Brothers enjoyed supper at one of New York's finer restaurants.

With a conscientious effort by hardworking John Hartmann, our Senior Vice President, our rush program and smoker were overwhelmingly successful. The pledge ceremony was held, and nine prospective members have been formally pledged. Although this number is not impressive at first glance, the Brothers are nevertheless proud because of the small membership of only 15 Brothers.

Our professional program also promises to provide a very worthwhile experience for our Brothers. Mike Glikin has planned an active program with two professional tours, and four professional meetings. Our first tour was to Port Newark, in which the Brothers viewed the productive and administrative facilities, accompanied by a tour guide.

Although our membership is small, Beta Omicron Chapter is looking forward to having a big semester, aided by a sense of pride in their work and membership in Delta Sigma Pi.—ROBERT J. PASTENA

JOHNS HOPKINS

INDIVIDUAL RESPONSIVENESS will be the keynote of another successful year for Chi Chapter. The fine accomplishments of 1968-1969 were due in large measure to a far reaching and effective administration headed by Brothers Bruce Windesheim, Dick Lyttle and John Strumsky. This year President Buz Lupien leads Chi Chapter in aggressively pursuing the aim of individual involvement and the vigorous promotion of ideas—goals which are desirable for the benefit of all Deltasigs.

As always, the integral portion of Chi Chapter's agenda is the professional calendar. Recent addresses by representatives of the investment, communication and transportation industries have been well attended by members with the added honor of the presence of several wives. Invariably, the most successful portion of the program is the spirited question and answer period which follows the formal presentation. Brother George Hesse has scheduled several interesting tours and speakers for the coming months, including Dr. Richard Mumma, Dean of Johns Hopkins Evening College.

The success of the Founders' Day Banquet was assured by the acceptance by Mr. C. R. Zarfoss, Vice President of the Baltimore and Ohio and Chesapeake and Ohio Railroad, to be the main speaker. Additionally, Brother Jim Konitzer's ability to organize social events is well known through such recent successes as the Steak Fry, Crab Feast (a Baltimore tradition) and Rush Function.

Naturally, the main interest of the Rush Function was the introduction of prospective pledges. Chi Chapter is proud of the work Sr. Vice President James Held and Vice President Bill Kilburn have done in introducing and instructing a group of pledges who, individually and collectively, show great interest and the potential to become valuable Deltasigs and responsive members of Chi Chapter.—JAMES R. COX



MEMBERS OF BETA OMICRON Chapter at Rutgers University are shown here during a tour of Port Newark, New Jersey

LA SALLE

EPSILON SIGMA CHAPTER at La Salle College continues its excellent professional program under the leadership of chairman John Vermillion. "Consumer Fraud," the title of our first lecture delivered by Associate Professor Edward Domineske of La Salle College, informed the Brotherhood of the tremendous amount of fraud taking place in the United States in all phases of business. Our second lecture, "Insurance and the College Graduate," delivered by Mr. William McNulty, made us aware of our need for protection, and explained to us the numerous policies available.

As a part of our future professional program Epsilon Sigma Chapter will tour Wall Street and hold a joint gathering with Alpha Chapter at New York University.

The Brotherhood won its first game in the La Salle College Touch Football League, with Thomas Leonard at the controls tossing three touchdown passes. The Brothers, enthusiastic after their first victory, are looking forward to their next game, and they are quite optimistic about the championship.

We are all anxiously looking forward to our fifth annual Father and Son Banquet, which promises to be our finest banquet. As guest speaker, we expect to have Mr. Thomas Gola, Helms' 1968-69 "Basketball Coach of the year" and three time All-American, at La Salle College.—JOSEPH F. CAPODANNO, JR.

MONMOUTH

EPSILON PI CHAPTER at Monmouth College, West Long Branch, New Jersey, has begun the year with one word—determination. We feel this word marks the difference between a good chapter and an average chapter. Epsilon Pi Chapter is determined to be better than average.

Our Chapter has started off the year fast in that area which is most important to us—our professional program. Brother Woodrow Luhrs has organized an outstanding professional program geared to benefit our many graduating seniors in their quest for positions in business. Thus far we have toured Brotherhood Winery, Washington Forge, Inc., and have plans made for tours of Lever Bros. Co., Newark Airport, and RCA Astro-Electronics. Some speakers include James M. McNamara from Good Deal Supermarkets, Inc., Keith R. Miller from Lever Bros. Co., and Mr. Verkoven from Deli Silverplate, Inc.

We are looking forward to a competitive year in sports. Lack of bulk prevented us from playing intramural football but the other fraternities and independents had better watch out for us in basketball and baseball. Such high optimism is attributed to the fact that we have playing for us Brother Robert Williams, a new brother who once toured the world playing opposite the Harlem Globetrotters, and played AA ball for the Minnesota Twins. We have aspirations with Bob leading the way. At the present time we are engaged in what we hope will be another successful bowling campaign.

At the present time we are preparing for Homecoming. We are building a float enti-

led "Man in the Future" and we feel we have a real winner in our Homecoming Queen candidate, Miss Janice Shaw. We are also in line for one of the highest awards Monmouth College has to offer, the Dean's Trophy. The Dean's Trophy is awarded each year during Homecoming festivities to the fraternity with the highest cumulative scholastic average. With 13 fraternities on campus we feel we have the best chance to win this prestige award.

Realizing the need for a healthy treasury we have several money-making schemes planned. We purchased Christmas cards from a local card distributor which we sold at a handsome profit. Also, a Deltasig-Fly-to-Bermuda trip, and a ski trip are on the agenda for the second semester.

Crown Delta, our house corporation, is looking forward to a successful year both as a business venture and as a means of uniting our alumni, who make up the corporation. Epsilon Pi Chapter welcomes all Deltasigs to visit us at our chapter house at 44 North Broadway, Long Branch, N.J.—ED WENDEL

RIDER

BETA XI CHAPTER at Rider College began its academic year by securing a pledge class of 16. Included in this class is a member of our faculty, Mr. Kenneth Gorman. We have continued with the tradition of each pledge choosing a brother to be his Big Brother to guide and assist him throughout his pledge educational period. The brothers and pledges each held a fund drive, and both proved to be not only profitable to the chapter, but very rewarding to all concerned. In the middle of the pledge season the annual brother-pledge football game was held, which the brothers won because of their exceptional attributes of leadership and determination. However, the pledges put up a good fight with their courageous spirit, but to no avail.

On November 15, we held our fall semester initiation. In the afternoon the ritual was held, then the brotherhood got together for dinner at a nearby restaurant with their dates. All then proceeded to the initiation party, where over 130 people were in attendance. Included in this figure were alumni who were invited to both a Founders' Day Dinner on November 6 and the initiation. These activities, plus a costume party on October 31, filled our social calendar fairly well.

Beta Xi Chapter sent three representatives to the Grand Chapter Congress in August. President Ed Laesser, Ed Stein, and our advisor, Mr. Kelley, all enjoyed it and found the Congress most educational and informative.

At our professional meetings we had an insurance company speaker, a vice president of finance, a tour of the stock exchange, and two deans of schools as speakers. Ellery Lacy, Deltasig Field Secretary, spoke to a small gathering on October 16 and this discussion went very well.

Our chapter has three brothers in this year's edition of "Who's Who in Colleges"—Ed Laesser, Don Monks, and Quent Carri-

The election of new officers was held during the week of December 1, and the new officers replaced the workhorse team of old officers. In the athletics department, Deltasig entered a volley ball team and hopes to field a softball team in the Spring.

Beta Xi Chapter is investigating the possibility of offering service to young children in the nearby slum area to help them become better acquainted with the world outside their immediate area. We are also planning to donate a model of the ship of commerce to the new student union which is now under construction.

We are looking forward to selecting a new "Rose" for our chapter—an idea which Beta Xi Chapter introduced to the fraternity on a national basis. We also anticipate another good pledge season which starts in early March.—IRVING A. DUCHOWNY

WAKE FOREST

GAMMA NU CHAPTER at Wake Forest University returned to campus for the fall semester 25 Brothers strong. After an intensive rush program, we added seven industrious pledges to our number.

As usual, the professional program received top billing with Gamma Nu Chapter. Professional Chairman Bill Townsend arranged numerous professional outings which were both interesting and informative. Our tours took us to such places as the Joseph Schlitz Brewing Co., R. J. Reynolds Tobacco Co., and Hanes Corporation—Knitwear Division. Equally impressive were the several professional speakers who frequented the Gamma Nu Chapter House during the semester. They included Mr. W. J. Fraering of Fraering Brokerage Co., Inc., New Orleans, La., and a representative of Burlington Industries, Inc., Greensboro, N.C.

Even with their deep involvement in professional activities, the Brothers did not allow their athletic prowess to go to waste; the various facets of intramural competition called forth the innate athletic skills of each Brother. Under the direction of Bill Brewer, we fielded teams in football, bowling, water polo, and volleyball and had individual participants in golf, tennis, handball, rifle, table tennis, and track.

Gamma Nu Chapter also found time for a full social schedule. Social Chairman Bill Braswell's organizing ability showed through as each social turned out to be highly successful. In addition to the fall rush party, which featured The Notations Combo, the Brothers enjoyed a homecoming party with the psychedelic Blu Erebus and several other house and combo parties.

In extrafraternal activity, several of the Brothers assisted in dedication ceremonies for the newly-erected Charles H. Babcock School of Business on the Wake Forest University campus.

As is evident, Gamma Nu Chapter has experienced a full, well-rounded program during the fall semester of 1969 with emphasis on professional, athletic, social, and extrafraternal activities. As always, we welcome all Deltasigs to visit us when you are in the Winston-Salem area.—BILLY M. HAYWOOD

VIRGINIA TECH

ZETA UPSILON CHAPTER at Virginia Polytechnic Institute expresses its appreciation to Dr. Robert K. Coe who was Faculty Adviser of Zeta Upsilon Chapter for two years. The Brothers of Zeta Upsilon Chapter wish him success in his new position as Dean of the School of Business at Bakersfield State College in Bakersfield, California.

The seniors in Zeta Upsilon Chapter were honored in the spring with a Senior Weekend Party. Because of its success, the chapter intends to make Senior Weekend an annual social event.

We are proud to report that we achieved our goal of 100,000 points in the Chapter Efficiency Index last year. Zeta Upsilon Chapter is working to reach the Chapter Efficiency Index Honor Roll again this year.

At our recent initiation seven men, including Dr. Warren W. Brandt, were initiated into Zeta Upsilon Chapter. Dr. Brandt was Executive Vice President of Virginia Polytechnic Institute and is now the President of Virginia Commonwealth University.

The Brothers of Zeta Upsilon Chapter extend congratulations to Brother Leon H. Harding III, an alumnus of Zeta Upsilon Chapter, who is the new District Director of our region. We are confident that Brother Harding will do as outstanding a job as he did here at Zeta Upsilon Chapter.

Our intramural football team, with a 3-2 record, is, as usual, enjoying a winning season.—W. ROBERT BOWERS, JR.

ST. JOSEPH'S

ZETA PI CHAPTER at St. Joseph's College has set as its primary goal this year a score of 100,000 in the Chapter Efficiency Index. Through the excellent leadership of President Joe Genuardi and the combined efforts of all the Brothers this is becoming a reality.

As always, the Zeta Pi Chapter is enjoying a very successful professional program. This year the program is under the capable leadership of Brother Mark Maloney. The highlight of our program was "Food Marketing Day," held in the Bluett Theatre at St. Joseph's College. The morning session of "Food Marketing Day" featured Mr. Wendell Young, president of the Retail Clerks International Association, Local 137. Mr. Young spoke on the role of the labor force in the food industry. Also in the morning the Director of Labor Relations for Food Fair, Mr. Arthur Adams, spoke on the role of management in the food industry. The afternoon session featured addresses by Mr. James J. O'Connor, executive director of the Academy of Food Marketing at St. Joseph's College, who spoke on the World Food Problem and Mr. Steven Weinstein, co-ordinator of the International Program at St. Joseph's College. Mr. Weinstein spoke on the Domestic Food Problem. The day was brought to a close with Mr. Michael Senerviratne, who is the senior economic advisor for the Ceylon delegation to the United Nations.

Other successful professional events included a lecture on the packaging industry, a finance lecture given by Mr. George McGovern of the First Pennsylvania Bank-

ing and Trust Co., Mr. David Berger, Democratic candidate for district attorney of Philadelphia, who expressed his views on the problems of Philadelphia today, and field trips to Western Electric in King of Prussia and to Publicker Industries in Philadelphia.

An additional step in the Zeta Pi Chapter program has been undertaken this year. Under the leadership of Brothers Ed Johnson and Steve Kazanjian Zeta Pi Chapter is involved in a tutorial and counseling program in the Germantown section of Philadelphia. This project is expected to be beneficial to the community, the chapter, and the individual Brothers.

The highlight of Brother Tom O'Connor's Fall social program was a Christmas Party, which was attended by the Alumni and Brothers of Zeta Pi Chapter. Other outstanding social events included a Halloween Party, a Founders' Day Party, an Orphans' Party, a Chapter Birthday Party and a Parents Cocktail Party.—JOSEPH MICHAEL SCHELL

SOUTH CAROLINA

BETA GAMMA CHAPTER at the University of South Carolina has enjoyed a prosperous fall semester. Officers for the fall are: President Kirk Stewart; Senior Vice President Berk Egenes; Vice President Ed Neeley; Secretary Barry Jones; Treasurer Robert Jackson; Chancellor Doug Burnette, and Historian Jack Padgett.

Beta Gamma Chapter's fall fund raising project, selling corsages for home football games, was planned by our fund raising committee and all of the Brothers.

Various professional activities were on the agenda for the fall. Beta Gamma Chapter hosted guest speakers, including University of South Carolina professors and local businessmen. Several professional trips also enhanced the semester's activities.

Turning to the social side, the Brothers were treated with an exceptional line-up of social functions. The Homecoming Party, Halloween Party, and the fall formal were all quite successful.

Various drop-ins after home football and basketball games provide the Brothers with additional social entertainment.

Our fall pledge program, highlighted by a pledge fund-raising project, formal initiation and the initiation banquet, was most successful.

With a continued effort by all of the Brothers, this year seems to be one of our most prosperous.—T. JACK PADGETT

GEORGIA TECH

ZETA LAMBDA CHAPTER at the Georgia Institute of Technology celebrated the changing of the name of the school from the School of Industrial Management to the College of Industrial Management with a dinner and professional meeting which featured Mr. Bill Rocker, vice president of the Atlanta Alumni Club. He spoke about the purpose of Delta Sigma Pi and generated a lengthy discussion period at the end of his speech.

Our Fall Quarter rush program has been very successful. At one of our rush functions we had the pleasure to hear Bill Dan-

iels, president of the Atlanta Alumni Club, and Gerald Phillips, District Director of Delta Sigma Pi, discuss the many attributes of our fraternity; they were received with enthusiasm by our potential Deltasigs. Nearly all of our 24 members were present later that evening to extend and have accepted bids to ten pledges.

A survey is being conducted by our chapter for faculty brother Dr. William A. Schaffer. Its purpose is to study the impact of the Georgia Tech Football team on Metropolitan Atlanta, Georgia, and the Southeast. The surveyors are assigned to different sections of the stadium and approach pre-selected seats to ask their occupants such questions as where are they from, how many in the party, do they have season tickets, and how much are they spending while they are in town for the game.

Our chapter, in conjunction with Kappa Chapter at Georgia State University, held a dance at the Deltasig Lodge which was a rousing success. The attendance from both chapters was very good. The Zeta Lambda Chapter has entered a team in the Georgia Tech independent intramural league and has 27 brothers and pledges participating. Our record stands at two wins and one loss.

We are using all of our determination to attain 100,000 points in the Chapter Efficiency Index for the fourth year in a row. A lot more activities are planned throughout the academic year in addition to the ones mentioned beforehand.—JERRY M. SOKOLOV

FLORIDA ATLANTIC

ZETA PHI CHAPTER'S goal of remaining one of the best chapters in Delta Sigma Pi was furthered by again achieving 100,000 points in the Chapter Efficiency Index, and by again being named by the faculty the outstanding student organization on the Florida Atlantic University campus.

The Brothers discovered that community service can be a lot of fun—as they played ball with the beautiful bunnies from the Miami Playboy Club in an exhibition softball game. The real winner was the Boca Raton Community Hospital, the recipient of all net proceeds.

A delegation of three Brothers sent to the Grand Chapter Congress at Mackinac Island reported themselves very impressed by the spirit of brotherhood among reunited alumni there. Remaining active during the summer quarter, Zeta Phi Chapter sponsored a softball team, winning the Runner-up Trophy in the Boca Raton City League.

In scholarship, the Brothers salute President Arthur Favreau, who has been honored as one of the five Outstanding Students on campus in Florida Atlantic University's initial University Scholar Awards.

As Zeta Phi Chapter began the Fall quarter, the School of Business and Public Administration moved into a new building, 18 potential Brothers were pledged, the Business Forum series of distinguished speakers got underway, and vigorous participation in the intramural sports program was renewed. Zeta Phi Chapter observed its Third Anniversary in December, and is looking forward to another successful year in Delta Sigma Pi.—DONALD H. SMITH

FLORIDA

BETA ETA CHAPTER, after coming off a year that achieved a 100,000 points in the Chapter Efficiency Index, feels confident of attaining that goal again this year.

Thirty brothers returned this fall. Among them are the officers for this quarter; Jeff Gilstrap, president; Mike Welborn, senior vice president; John Fox, vice president; John Acker, secretary; Gus Van Eepoel, treasurer; John Barron, chancellor; and Chuck Goodrich, historian.

Our rush program proved successful once again as we formally pledged 18 new men. George Ragland, our regional director, and Gregory V. Gore, our district director, were present at the meeting and formal pledging.

The building of our homecoming float saw all the brothers and pledges enthusiastically working together. To celebrate the homecoming victory the brothers, pledges, and dates attended one of the best parties Beta Eta Chapter has had in a long time.

Our professional program this term consists of a field trip to Jacksonville, Florida. Here we will tour the Food Fair Stores, Inc., headquarters and warehousing facilities. Following this tour will be a Food Fair sponsored luncheon. Afterwards, we will make a tour of the Seaboard-Coastline Railroad offices which include discussions with their management personnel. Several speakers have also been invited to speak at our meetings, among them Justin Ryan of E. I. DuPont Co., G. L. Wilson of Procter & Gamble Co. and D. D. Dickson of St. Regis Paper Co.

The brothers of the University of Florida's Beta Eta Chapter would like to wish all brothers and chapters a very successful year.—CHUCK GOODRICH

AUBURN

BETA LAMBDA CHAPTER of Delta Sigma Pi at Auburn University installed a new slate of officers this past year, and this new administration has promoted a vigorous program of rush and professional activities. We expect this momentum to be carried on when officers for the '70-71 school year are chosen.

As previously mentioned, this has been an active year for the Beta Lambda chapter. Once every month the chapter holds a banquet at one of the leading restaurants in Auburn. On occasion these banquets have been held in Montgomery, Alabama, and Columbus, Georgia. The fraternity invites a guest speaker who lectures on modern business practices and concepts at the banquet. For the most part our guest speakers have been prominent figures in the world of commerce. We altered this policy somewhat for our last professional meeting of the '69-70 school year by having Mr. Homer Fisher, the associate registrar of Auburn University, speak to the fraternity on the relationship between student and college administrator and also modern computer concepts. This form of professional activity has proven very successful and we expect its popularity to grow even more in the future.

Although last year was a good year for Beta Lambda chapter, next year looks even

more promising. Before long our "Rose of Deltasig" contest will begin, concluding with the crowning at a banquet held in her honor this winter quarter. Plans are underway to conduct an Investments Forum this winter quarter. The purpose of this forum will be to acquaint students with modern theories and practices of personal investments. Both students and faculty will participate in the forum. As usual we are making plans for our professional banquets, and contacting our prospective guest speakers. Although the professional banquets have been highly successful, we plan to complement these with plant trips later in the year.

Membership-wise we have increased considerably in the past year, initiating 23 members as well as 2 faculty initiates. Dr. Donald R. Street and Mr. Eugene E. Stansland, two prominent faculty members in the School of Business, were our faculty initiates.

We can look forward to increasing our membership considerably this year. The School of Business here at Auburn is growing rapidly and more and more students are becoming eligible for membership in Delta Sigma Pi. The future looks great.—MARTY ELDER

TAMPA

THE EPSILON RHO CHAPTER, at the University of Tampa, hosted the district meeting on October 18. Regional Director George Ragland, Director of Alumni activities Ed Langer, and District Director, Greg Gore, headed the conference.

Membership and finance were the major topics of discussion. Those in attendance found the information very helpful in planning fraternity affairs throughout the year. It was hoped by all that the meeting would continue each year.

Epsilon Rho Chapter came up with its largest pledge class in several years. Among those pledging are seven Viet Nam veterans who are completing their education while still in the service. In charge of pledging was Jim Spencer, senior vice president, with Brian Bishoff, vice president, giving the pledge education.

The chapter has set up a check cashing service in the student center at the University. It functions as training for the students of business, a money making project, and a service to the students of the University. In charge of the planning was Bob Hearndon, president, Dave Cabiness, treasurer, and Bob Fedor, secretary.—ANDY MEEKS

FLORIDA STATE

GAMMA LAMBDA CHAPTER at Florida State University has once again made plans for a very active and fruitful year and is well on its way to a successful completion of the tasks before us.

Our rush program this term consisted of three Smokers and proved to be a most happy success with the formal pledging of 10 new men.

So far this quarter Gamma Lambda Chapter has sponsored the annual School of

Business Student-Faculty Reception, initiated a blood drive, and formulated new ways to make the chapter "hop-to" and once again reach that 100,000 point mark in the Chapter Efficiency Index.

The Brothers of the chapter have planned a food drive for needy persons at Thanksgiving, a carwash to raise operational funds, a field trip to Jacksonville, Fla., and serve as hosts and "big brothers" to several deserving young boys from the Florida Sheriffs' Boy's Ranch during a day of fun and college football.

Although these tasks take time, we work united and still find time for social activities and fun. All Brothers and pledges truly enjoyed erecting a Homecoming display in front of the School of Business and most wholly enjoyed themselves at our Homecoming Dance, which was a well-executed venture on the part of Brother Ed Gregory.

Our own Chapter Advisor, Mr. Howard Abel, has been appointed a District Director in our Region. The Brothers are proud to have such a hard-working and dedicated Brother serve as our Advisor and we know that as District Director he will do his best to further the good standings of his District, our Region, and the fraternity as a whole.

This should be a very rewarding quarter for Gamma Lambda Chapter; a quarter in which the Brothers of Gamma Lambda Chapter, as well as all Brothers of Delta Sigma Pi everywhere, will gain and give much. This will be a time of work, determination, and a willingness to help one another in all that we do, as we discover that Brotherhood is something real and nothing false; something that is found and never lost.—LARRY M. WRIGHT

GEORGIA STATE

KAPPA CHAPTER is very proud of its school this year due to the fact that it is now a university. The Brothers of the chapter realize that as a professional business fraternity they have gained a greater responsibility on campus.

Senior Vice President Mills did an outstanding job on fall quarter rush. Through his efforts we were able to pledge 27 men.

Founders' Day was celebrated at our lodge by a dinner-dance. Pledges prepared the dinner as well as served it. Everyone had a very enjoyable time, even the pledges.

Kappa and Zeta Lambda Chapters plan to become better acquainted this year. A right step in this direction was taken when we held a joint party which was held at the Deltasig Lodge. Both chapters felt that the party was very successful. We hope that there will be more joint functions in the future.

The Alumni Club under the able leadership of Bob Daniels has been very helpful to the chapter. We look forward to working with the alumni brothers.

Kappa Chapter's theme is unity. We feel that if everyone puts his best individual efforts forward for a united cause, we will succeed in our efforts. We want to urge all the chapters to keep one idea in mind in this new year—Unity!—HUGO P. HOFER

ALABAMA

THE ALPHA SIGMA CHAPTER at the University of Alabama is looking forward to a most prosperous year headlined by a number of meetings with noted businessmen throughout the area as speakers, as well as many social activities between the members and pledges. At our first rush meeting, 20 new pledges were signed and are now in their pledge education program. Our speaker at this rush meeting was District Director Ron Goertz, who explained and reminded us of the history and objectives of Delta Sigma Pi.

Our "Rose," Miss Pam Humble, was featured in the Homecoming parade, which was also one of the highlights of this fall semester.

The Brothers of Alpha Sigma Chapter are very proud to have Dr. Robert J. Freeman returning as our co-chapter advisor, and with his help and the hard work of our members, we are sure to enjoy one of the most prosperous years ever.—CECIL V. BROWN, JR.

MIAMI—Florida

BETA OMEGA CHAPTER at the University of Miami has conducted a successful rush program this semester, with the installation of 12 neophytes. The featured speaker at the installation dinner was the Dade County Manager, Porter Homer, who spoke on business in government.

The Brothers of Deltasig were very happy after defeating Alpha Kappa Psi 38 to 0 in football. This was the first meeting in the history of the University of Miami between Alpha Kappa Psi and Deltasig in football.

In the remainder of the fall semester, the Brothers constructed the Homecoming Float and participated in Homecoming Weekend. The Brothers are also looking forward to the Initiation Dinner and Dance at the Playboy Club.—DAVID WINTER

BALL STATE

TO MARK THE BEGINNING of the year, the men of Epsilon Xi Chapter have come forth to explore and benefit commercial and university life. Our professional programs have brought to this chapter James Zid, partner of Ernst & Ernst accounting firm of Fort Wayne, Indiana, to discuss public accounting and its legal involvements. Several similar ventures are planned for the rest of the year for the edification of our members, pledges, and faculty.

Again, for the seventh consecutive year, we are working to achieve 100,000 points in the Chapter Efficiency Index; and judging from the cooperation and hard work being put forth, I cannot doubt the success of Epsilon Xi Chapter in this or any venture.

Our energetic and talented Fall pledge class members were duly initiated on November 7 and were honored at a dinner-dance in Anderson, Indiana, on the evening of November 8. Other social events this year include intramurals in football, basketball, and golf. Our total scoring record is only exceeded by our enthusiasm.

This October we were fortunate enough to have a visit from Ben H. Wolfenberger, Ex-

ecutive Secretary. His visit prompted questions and suggestions that are certain to enlighten and strengthen Epsilon Xi Chapter of Delta Sigma Pi.—KEITH H. LYMAN

CINCINNATI

ALPHA THETA CHAPTER at the University of Cincinnati realized its 17 year old dream last summer when it purchased a chapter house. Since 1951, when Andy Fogarty first conceived the idea of a permanent home for Alpha Theta Chapter, each pledge class has worked to gain funds for the dreamed of house. The dream is finally a reality.

The house, located at 3340 Whitfield, is a three story brick structure. Just a short distance from campus, it affords the perfect atmosphere for study or relaxation. The property is well landscaped, with mature trees and shrubs as well as an attractive rose garden. The house has been well maintained and everyone agrees that it was an excellent choice.

With the new responsibilities involved in owning a house has come a new feeling of unity and brotherhood. This, combined with a new pledge class of 34 men, makes the outlook for the coming year a bright one.

Alpha Theta Chapter's professional program again promises to be a strong one. Tours of Philip Carey Corp. and Monsanto Co. combined with our "Meet-a-Prof" program have gained wide spread support of the faculty.

A new feature was the awarding of the first annual "Outstanding Professor of the Year Award." The brothers voted on faculty members who were nominated as being best in categories ranging from teaching ability to fairness in grading. The winner, Professor Dale Kieffer, was honored at a dinner and a permanent plaque was placed in the college

office. The name of each year's winner will be inscribed on this plaque.

A well rounded program must also include social activities, and Alpha Theta Chapter has a generous supply. An all night "Sign Party" for the Homecoming game and the "Rose" Dance are planned events, but spontaneous parties at the house are a usual occurrence.

With the strong program which is planned, plus the incentive of our own house, Alpha Theta Chapter foresees a profitable year and an active chapter that numbers over 100.—MIKE TILLAR

KENT STATE

AFTER BEING THIRD in the nation in the Chapter Efficiency Index last year, Beta Pi Chapter looks at the new year with added enthusiasm. With the election of our new President, Dale Peterson, the chapter is more united and encouraged than ever before. Athletic Chairman Mike "Squeak" Burnette, in commenting about our football team, stated: "The overwhelming attendance at football practice and never say die attitude on the football field can only mean a championship for us this year" (We already have won our first game against TEKE). Football members Ron Begue (alias Badoo), Bruce White, Pat Raymond, Mike Buck, John Cross, Ralph Fairbanks, Ken Keffer, and Mike Latowski all share in our Athletic Chairman's confidence in them.

New pinnings for the quarter so far are Mike Buck, Bruce White, and Mike Latowski. Congratulations are also in store for Brother Dave Green's engagement to Miss Ellie Petrello and Dale Peterson's engagement to Miss Aggie Hazucha.

Finally, it's been rumored in the chapter house that Chris and Ron are secretly now meeting at Ravenna Park instead of Engleman Hall.—WALTER G. MAJEWSKI



PICTURED HERE IS the chapter home for Alpha Theta Chapter at the University of Cincinnati which was acquired last summer.

INDIANA

THE FIRST SEMESTER of the 1969-70 school year finds Alpha Pi Chapter at Indiana University busy with plans to carry out a program that is not only entertaining but, more importantly, of educational value as well. Already this semester a pledge class has been selected and formally pledged. The next week, an informal get-together complete with bonfire and hot dogs was held and a good time was had for the members to further get acquainted with their prospective brothers.

Projecting into the future, several other activities are in store. A Founders' Day party was held and then to round out the social activities there will be the much awaited "Rose" Dance.

Turning to professional activities, the scheduled speakers include a member of a stock brokerage firm, an F.B.I. agent, and a representative from a hedge fund. A special attraction to cap off the professional program will be a tour of the R.C.A. plant located here in Bloomington, Indiana.

All in all, it looks to be an interesting and beneficial year here at the Alpha Pi Chapter of Delta Sigma Pi.—JOE WHEELER

INDIANA STATE

THIS FALL SEMESTER has been one of revitalization. Our executive committee has injected many new ideas into the bloodstream of our chapter. As a result, we are expecting a very active and constructive year.

The first activity of the year was a fund raising car wash. With every brother of Delta Tau Chapter participating, the car wash yielded a profit of \$200.

After the car wash, attention shifted to our rush program. By starting our rush program earlier and by contacting all eligible business majors by mail, we accepted 17 pledges out of 40 rushees.

On October 10, at Louise's Restaurant in Terre Haute, the brothers of Delta Tau Chapter celebrated the chapter's tenth anniversary. After enjoying a delicious meal, we listened to Brother George Eberhart, retired Professor of Business at Indiana State University.

Our professional program is off to a good start this year with one speaker and one tour already scheduled. A speaker from Indiana Blue Cross-Blue Shield was held on October 30 and a tour of Alcoa Aluminum in Lafayette, Indiana, was held on November 11.

These professional programs, along with various social and athletic activities, will help make this school year one of the most interesting and fruitful in our chapter's history.—GARY LEVIN & BOB MEAD

OHIO U.

ALPHA OMICRON CHAPTER at Ohio University is planning a careers day for the College of Business Administration. Speakers are being invited from various professions to give business students an insight into their professions. Other professional activities include a field trip to Cleveland where

we toured the Federal Reserve Bank and Paul Leimkuehler, Inc., which is a prosthetics (artificial limb) facility. We have had two speakers, one from the Department of State and one from the United States Information Agency.

Our delegates to the Grand Chapter Congress were Tom Williams and Phil Martin. They brought back some great ideas from the Grand Chapter Congress which will enhance our goal of achieving 100,000 points in the Chapter Efficiency Index and our pledge education program.

Our past rush was very successful, bringing 11 pledges. We celebrated Founders' Day with a campus display. We are also planning a party with four or five other organizations on campus and a father's weekend luncheon with the brothers and their fathers.—DAVID H. ARTHUR

WESTERN KENTUCKY

ZETA THETA CHAPTER at Western Kentucky University recently celebrated our University's Homecoming. As a money making project, and in conjunction with Homecoming, the Zeta Theta Chapter sold Homecoming "Mums." This project was a tremendous success due to the efforts of the entire chapter. During Homecoming week the Brothers of the Zeta Theta Chapter visited the International Business Machine Corporation in Lexington. This tour was not only interesting but informative as well in that it dealt with the mechanics of a modern accounting department. During every Homecoming the Zeta Theta Chapter builds a float in which the chapter instills a great deal of pride, having won first place in this competition for the past two years. To conclude our activities we gave a Homecoming Dance for seven alumni who joined us in celebrating Homecoming.

This year the Zeta Theta Chapter planned numerous events for the Christmas season. In an effort to cooperate with the local businessmen of our area our chapter built a float sponsored by these merchants. This float was entered in our city's Christmas parade. In conjunction with Christmas our chapter also attempted a pre-rush program. This allowed the prospective pledges the opportunity to become acquainted with the business and social aspects of a Professional Fraternity. To close the year the Zeta Theta Chapter held an old fashioned Christmas Dance.—JERRY L. LAYMAN

WEST LIBERTY STATE

DELTA OMEGA CHAPTER at West Liberty State College congratulates its executive officers for this year. These include Rod Hawk, president; Chuck Leightner, senior vice president; Walt Walaszczk, vice president; Terry Raines, secretary; Bob Krzys, treasurer; Tom Zohn, chancellor; and Yon-dhet Thongsima, historian. Special congratulations are extended to Brother John Zohn, who was elected president of the West Liberty student body.

The Brothers celebrated homecoming with a dinner-dance at the Wilson Valley Lodge in Elm Grove, West Virginia, where we en-

tertained several Deltasigs from Shepherd College. Earlier that day, our float was judged the best in the homecoming parade for the second consecutive year.

Socially, we have held two picnics and a theme party. We are currently planning social mixers with other fraternities and sororities on our campus. We paid a return visit to our Brothers at Shepherd over the Thanksgiving holiday.

In promoting our professional program, we were addressed by marketing researchers from the Colgate-Palmolive Company and the Calgon Corporation as well as a cost accountant from Wheeling-Pittsburgh Steel Corporation. Moreover, we have made tours to the Fostoria Glass Company in Moundsville, and the Federal Reserve Branch Bank in Pittsburgh.

The Brothers are doing their part to carry out a broad humanitarian program. For Halloween we escorted several children from the Woodsdale Orphanage trick-or-treating around Wheeling. We donated a sign which now marks the entrance to the School of Business at West Liberty. We also canvassed the Wheeling area for donations of canned foods which were redistributed to needy families for Thanksgiving.—DENNIS R. O'DONNELL

DAYTON

EPSILON TAU CHAPTER of the University of Dayton conducted a flower sale for Homecoming. All Greek organizations on campus were contacted with a special ten per cent discount given. Well over \$1500 was taken in, with 25 per cent of the proceeds being turned over to our chapter treasury. The sales lasted two weeks, with deliveries being made by the Brothers and pledges the night before Homecoming.

On October 5, Brother Ben Wolfenberger, Executive Secretary, spoke encouraging words to us at our bi-monthly business meeting. A report of the national convention in August was given as well as constructive ideas of our chapter. Brother Ben Wolfenberger also passed judgement on the candidates for Homecoming Queen.

Mr. Granuglow of Baggot, Logan, and Granuglow spoke to us on September 28 about the recent changes in the law concerning the rights of suspected criminals. A detailed explanation of the recent decision on this matter by the Supreme Court was stated as well as new attempts by the Judicial Department to curb monopolies. The following Sunday, Epsilon Tau Chapter sponsored a film in conjunction with the Management Department of the University of Dayton, called "Management of Human Assets." Next month, our chapter is sponsoring a trip to Green and Ladd Brokerage firm open to all prospective pledges.

On November 2, our pledges and a member of our faculty, Mr. Edward L. Marrinan, were inducted into the Epsilon Tau Chapter. Following the initiation was a Happy Hour and a dinner. We are counting on these Deltasigs to help us achieve 100,000 points in the Chapter Efficiency Index.—HUGH O'ROURKE, JR.

EASTERN MICHIGAN

ETA PHI CHAPTER at Eastern Michigan University would like to extend greetings to all of our Brothers. This is our first semester since our initiation last spring and we are looking forward to having a successful one.

Our first pledge program has produced 10 new pledges which we feel will make a fine addition to our Chapter. We are looking forward to having them as our Brothers.

At the present time our professional program has scheduled one or two speakers a month and future plans call for more speakers. We are also planning several tours of business firms in the surrounding area.

We have been kept busy this fall with our many chapter activities. During Homecoming Week our chapter and Phi Gamma Nu Sorority built a float and we are proud to say that our float placed second in competition. We also participated in intramural football and even though we did not win too often, we all had a lot of fun.

Some of the other activities that we are currently planning are a hayride, several mixers, and attending a Detroit Red Wing hockey game.

The Brothers at Eastern Michigan have as our goal the attainment of 100,000 points in the Chapter Efficiency Index and we will work hard to achieve this goal.—VINCENT V. GAINOR

FERRIS

DELTA RHO CHAPTER at Ferris State College is on its way to another outstanding year.

Last spring we had the honor of initiating nine new brothers who are already actively participating as seasoned members. We traveled to Wayne State to participate with the brothers of the Gamma Theta Chapter in their "Business Symposium" which was tremendously successful. This has prompted us to plan our own "Career Day" for next March which should attract over 50 companies.

We had guest speakers on four separate occasions and sponsored a coffee hour each month to become better acquainted with the business faculty.

Our spring quarter highlight was the "Rose" Ball which saw the lovely Miss Corky Czernski crowned as our queen. To end the quarter we enjoyed our annual canoe trip. Many alumni return each year for the fun.

To start the academic year of 1969-70 the brothers held a "weekend retreat" in an isolated section of Northern Michigan. Our agenda for the year was planned and perfected with a motion being made to make it an annual affair.

Our professional chairman, Phil Berquist, is presenting a varied list of speakers including marketing, accounting, investment brokers, and advertising representatives. He is doing a fine job securing top-notch speakers and arranging tours.

On October 27 eleven pledges were inducted into our pledge program under the guidance of Vice President Tom Cram. Our plans are for an even larger pledge class during the winter and spring quarters.

We have our eyes set on the intramural sports trophies and are more than confident of reaching 100,000 points in the Chapter Efficiency Index. We are definitely on the move, for this is going to be a year of growth and success with more excellent years to follow.—WALT MONROE

WISCONSIN STATE—La Crosse

ETA RHO CHAPTER at Wisconsin State University at La Crosse would like to thank all of our Brothers for a memorable and meaningful initiation last April 26. We are particularly grateful to Psi Chapter at the University of Wisconsin for both their initial visit, on which they pointed out the superior merits of Delta Sigma Pi, and their subsequent visit for our formal initiation which was also attended by Alpha Epsilon Chapter of the University of Minnesota.

Our most significant event for this year was the second annual school wide Career Day on November 12. We repeated the success of last year when 60 representatives from 38 companies and agencies attended. We also supplemented this program with a separate Educational Career Day on December 9, which was jointly sponsored by Eta Rho Chapter and Kappa Delta Psi, a professional women's sorority.

We started our first full year as members of Delta Sigma Pi with 26 Brothers, and have a group of 12 neophytes preparing for initiation. Arrangements for our initiation ceremony have been completed as has a full calendar of events for this semester. We are looking forward to a very rewarding year for all of us as proud new members of Delta Sigma Pi.—TERRY L. EISENMAN

SOUTHERN ILLINOIS— Edwardsville

ETA SIGMA CHAPTER at Southern Illinois University—Edwardsville Campus began its 1969 Fall Quarter with the return of 18 Brothers. We lost many Brothers through graduation, among whom was Jim Odorizzi, winner of the Scholarship Key. At this time Eta Sigma Chapter would like to say "thank you" for the many wonderful congratulatory letters received upon our installation in April, 1969. We are very proud to be the 158th chapter.

Since our installation we already have to our credit a first place trophy for the most successful booth at the school's annual Spring Festival and the reputation of obtaining the best speakers on campus. During the summer there were two dinners and professional meetings in addition to a camping trip. Eta Sigma Chapter was well represented at the Grand Chapter Congress at Mackinac Island with five Brothers participating in professional and social activities.

Several Brothers served as Orientation leaders instructing Freshman and new students at the beginning of the quarter. The many organizations and clubs on campus are infiltrated by Deltasigs with several Brothers holding offices. Six Brothers are currently employed part time by the school in campus offices. After a week of smokers and a party the chapter installed 13 pledges.

A dinner and professional meeting with Regional Director Thomas Mocella, as guest, was held after installation.

In November Eta Sigma Chapter sponsored a float, along with a sorority, in the school's homecoming parade which was a lot of work, but also a lot of fun. The Brothers of the chapter celebrated Founders' Day with a dinner and professional meeting which featured Dr. Pierce, faculty advisor. Much interest was displayed especially by the seniors in the talk on "Interviews."—ROBERT R. LITTLE AND LAWRENCE R. GEIGER

LOYOLA—Chicago

GAMMA PI CHAPTER at Loyola University conducted a Thanksgiving Food drive which started November 1 and continued through November 26. The purpose of this drive was to aid the poor and underprivileged of the community. The students in the School of Business Administration were contacted to help us achieve our goal of 1,000 cases of food. We also hope through this drive to obtain improved community relations.

On the social scene, we have planned two parties each month during the semester. We held an off-campus mixer on November 29. *The Argons* played at this event. Our Dinner Dance was held December 20 at *Villa Moderne*.

Our professional calendar got off to a great start when Mr. James Neurater, Sr., controller of Armour Industrial Products Company, a division of Armour and Company, spoke on the use of computers. The question and answer period that followed was quite interesting.

Last spring semester, Gamma Pi Chapter initiated 14 new Brothers. These new members have proven to be a great asset to the chapter. Embarking on a new semester, we have six new pledges.—ROBERT J. RIZZE

EASTERN ILLINOIS

EPSILON OMEGA CHAPTER at Eastern Illinois University conducted its first project for the new school year by sponsoring a dance at the Student Union on October 11. Our actual turnout was much larger than anticipated, and the chapter recognized substantial profits from the project.

The Brothers of the chapter welcomed the alumni to Eastern's Homecoming with a reception after the football game. It was a time of reunion for all. Many helpful ideas and comments were expressed by the alumni that will aid the chapter in the future. Such active interest by the alumni encourages us to achieve the best for our chapter in the future.

Our professional program was enhanced by a meeting on October 20 with Brother George F. Bowler of Inland Steel as the guest speaker. His topic concerned some of the characteristics that companies look for in a college graduate.

Epsilon Omega Chapter expresses its congratulations to Brother Warren E. Armstrong on his election as Grand President and wishes him success in his term in office.—LARRY MENSCHEL

LEWIS

ZETA XI CHAPTER is earnestly attempting a very active semester under the leadership of President Tony Consola. We are off to a good start in achieving our traditional 100,000 points in the Chapter Efficiency Index.

Our well-rounded professional program has already included a speaker on public accounting and tour of Kroger Co. and the Anheuser-Busch brewery. Future events include a tour of Stateville Prison and speakers from Al Baskins, Hillcrest Theater, Harris Bank, and the Playboy Club.

We started our busy social schedule with a picnic in August. On November 1 we sponsored our Annual Alumni Banquet and our Founders' Day Dance. Also on the agenda was the Pledge Initiation Banquet and a New Year's Eve Party in Chicago.

This was a building year for Deltasig in touch football. However, Athletic Director Bob Fagan is working with a strong junior class and forming them into a powerhouse for next season.

The Brothers of Zeta Xi Chapter are proud to welcome Miss Ellen Kopenski as our new "Rose." The honor was bestowed upon her at the Pledge Initiation Banquet on November 15.

Vice President Bill Costello did a fine job with the rushing program. We accepted 11 neophytes and feel they can contribute greatly to the fraternity.

The Brothers of Zeta Xi Chapter extend to you a wish for success and prosperity in the new year—J. MICHAEL DAWSON

DETROIT—Gamma Rho

GAMMA RHO CHAPTER at the University of Detroit is again this year aggressively on the move and gaining the momentum needed to duplicate last year's effort which produced 100,000 points in the Chapter Efficiency Index.

We have been very successful over the past years in filling many key offices on the campus and are proud to announce the election of Joseph Beck to Student Council, and Joseph Krochmalny to the Student Senate.

Gamma Rho Chapter has once again been very successful in scholarship with over 45 percent of the Brothers attaining the Dean's Honor list. For outstanding service to the chapter, the President's Award was issued to Roger Benedict and Everett Hawley.

Under the guidance of our newly elected officers we feel that this could be one of Gamma Rho Chapter's best years. The goals of both quantity and quality were successfully reached in this semester's rush program with 13 new neophytes being sworn in. The celebration of the chapter's 19th birthday will take place at Haverhill Farms this year as a combination hayride and dance.

Gamma Rho Chapter's many summer functions included a fund raising drive where 85 per cent of the undergraduate members participated in selling program guides for the Michigan International Speedway. There were a lot of sun burns but the spirit of unity and brotherhood that was shown by those who were there was truly inspiring.

Our first speaker this semester was Mr. John Lyons, assistant prosecuting attorney for Oakland County, who talked on the modern problems of law enforcement. This was followed by a combined meeting between the chapter and the Greater Detroit Alumni Club where the speaker was State Representative William Ryan, Speaker of the House. Mr. Ryan spoke on the activities and progress of the new Detroit, Inc. On November 16, United States Senator Philip Hart spoke about the current problems on campus. The talk was aimed at the "Silent Majority." This talk was open to the entire University and radio and television coverage.

In closing, Brothers of Gamma Rho Chapter would like to extend best wishes for an equally successful year to the other chapters of Delta Sigma Pi.—BOB MITCHELL

WESTERN MICHIGAN

THE BROTHERS of Epsilon Omicron Chapter journeyed north from Kalamazoo this past week to Blackmen Pump Company in Grand Rapids. At Blackmen we received an exhaustive tour of their plant facilities. Our junket included an excellent on the spot inspection of the production line, paint and packaging departments, and an amazing look at Blackmen's foundry where the red-hot iron is molded for the preparation of their pumps.

An important goal was reached early this semester by Epsilon Omicron Chapter. Through the help of our advisor, Professor Fredrick Everett of the Accounting department, we established an office for ourselves in West Hall on WMU's business campus. This office will function as a pivotal communication point for Brothers, as well as a storage center for our financial and operational records. We also plan to use the office as a recruiting headquarters for our 1970 rush program.

Many events were planned by our industrious professional Chairman for the latter part of the Fall semester. These events include a two day trip to Chicago, Illinois, at the invitations of A. C. Nielsen Corporation, a marketing research firm, and National Biscuit Company, one of the top food producers in the United States. Another notable event of importance was Epsilon Omicron Chapter's Founders' Day Banquet on November 7. Attending this banquet were the Brothers of Epsilon Omicron chapter, plus all the alumni from the Kalamazoo area. One of the principal topics of discussion for the night was the proposed establishment of an Alumni club for our area.

NORTHERN ILLINOIS

ETA MU CHAPTER at Northern Illinois University concluded its rush program by pledging 10 men. All the Brothers feel that these men will definitely be an asset to Eta Mu Chapter now and in the future.

Our professional program, lead by Brother Robert Townsend, is again off to a great start. The professional program for the

semester will include six to seven speakers. A highlight of the program so far has been Clark Weber, the well-known and popular disc-jockey from Chicago. Of course the Brothers did not hesitate in asking him about his famous secretary.

New officers were elected to positions that were vacated by Brothers who graduated in June. The newly elected officers are: Dennis McDonald, treasurer; Roger Whittaker, chancellor; and Michael Halloran, vice president.

In sports, the intramural football team of Eta Mu Chapter is in contention for the division championship of their league. Speaking of sports, the Brothers of Eta Mu Chapter were supposed to play the Brothers of Zeta Xi Chapter in football. For some odd reason the Brothers of Zeta Xi Chapter did not show up for the big game. They must have seen our own version of "the fearsome foursome" and decided to go back home. The Brothers are now preparing to start the basketball season.

The Brothers of Eta Mu Chapter feel that this can be the best year yet for Delta Sigma Pi at Northern Illinois. The Brothers also feel there is no reason why we cannot make 100,000 points in the Chapter Efficiency Index again this year.—RALPH L. ERMILIO

WISCONSIN

THE MEN OF Psi Chapter started their year off on the right foot. Eight new brothers were initiated into Delta Sigma Pi. Craig Chapman, Mike Gara, Tom Hoeft, John Holme, Mark Johnson, Mark Richfield, Al Ruderman, and Bob Tripp became brothers on September 21. Various rushing functions, including two post-football game victory (not only is the Pack back, but the Badgers too!) parties, netted ten pledges.

The return of two alumni highlighted our professional calendar of events. Brothers Ed Prisk and Alvin C. Steinhauer gave interesting dissertations concerning their particular roles in their chosen fields. We also worked, in cooperation with the Big Brothers organization, with some fatherless children. Activities included a hike and picnic lunch at Devil's Lake, Wisconsin. It was both entertaining and educational for all concerned. Similar undertakings are in the making in the near future.

The "Psi" guys social calendar, given the opportunity by the fightin' Badgers, left little to be desired. A number of victory parties supplemented by a number of non-victory parties got things going. Our Homecoming display took first place in the independent division for the second year in a row. Supporters were held with various women's groups both on and off campus. The traditional Pledge Party and finally the "Rose Formal" closed out 1969 in grand fashion.

All in all, Psi Chapter is off to a flying start and sends its wishes for a Happy New Year to all of our brothers.—MICHAEL F. GARA

ILLINOIS

UPSILON CHAPTER at the University of Illinois highlighted its professional program this past semester with a tour of the Anheuser-Busch brewery in St. Louis. Several brothers from nearby chapters accompanied us, and the brothers of Eta Sigma Chapter at Southern Illinois University at Edwardsville acted as our host to top an excellent week end. Credit should go to Bill Tarney, professional chairman, whose program promises to be one of the strongest in recent years.

Our two Fall rush smokers were highly successful. On October 15, 21 prospective new members were formally pledged. Brother J. R. Cooper, Assistant Professor of Finance, and Brother T. Emerson Cammack, Chapter Advisor and Assistant Dean of the College of Commerce and Business Administration, were guest speakers at the first and second rush smokers, respectively. Both members and pledges enjoyed Brother Cooper's speech on the social obligations of business and Dean Cammack's reflections on the growth of Upsilon Chapter.

Our new officers for the Fall semester are: Dwayne Morrison, president; Jeff Swanson, senior vice president; Lee Bell, vice president; Chuck Ponsonby, secretary; Bob Rubel, treasurer; Russ Hoffman, chancellor; and John Cast, historian.

Founders' Day was celebrated on November 9, in conjunction with our initiation. The "Rose" Formal was held on December 6. The semester was a busy one, indeed.—RAYMON BROWN

LOUISIANA STATE— New Orleans

The Epsilon Nu Chapter at Louisiana State University at New Orleans has undertaken an extensive rebuilding program.

Rush functions such as a barbecue and date party were held to acquaint members with future pledges.

Pledging was held Monday night, October 20. Sixteen pledges received their pins and instructions.

During the summer a closer relation with Beta Zeta Chapter was established with Brothers attending summer classes at New Orleans.

An exchange party was held with Eta Iota Chapter after a football game between LSUNO and Nicholls State.

We are attempting to establish better relations with surrounding chapters by getting together at social activities.—RON PERRY

CHRISTIAN BROTHERS

EPSILON PSI CHAPTER in Memphis, Tennessee, had three of its Brothers attend the Grand Chapter Congress. Our representative was Brother John McGuire and our other members that attended were Brothers Tom and Dick Sevier. They all said the meeting was very beneficial and also quite enjoyable.

The 10 new Brothers initiated on April 26, 1969, at the Holiday Inn Midtown were: Bill Farrell, Jim Gordon, Marty McDonnell, Ralph Mooser, Tom O'Brien, Dick Sevier, and Dave Wright who received the jeweled

badge as "Best Pledge." We also initiated two faculty members who were Mr. Hargraves and Mr. Ray. We also had an Honorary Member, Mr. Sheldon.

New officers for the fall semester are: Brothers Ken Kinelski, president; Mike Byrne, senior vice president; Bob Hummel, vice president; John McGuire, secretary; Jim Adamovitz, treasurer; Paul Zaleski, historian; and Rick Quinn, chancellor.

Brother Warren Armstrong, our new Grand President, visited our chapter while in Memphis, presiding over the installation of our new Regional Director, Brother Roy Tipton. Brother Warren Armstrong also attended our pledge induction and gave a short speech to the pledges of Epsilon Psi Chapter.

Our professional program this year started off with Reese Austin from Goodbody Company, showing our Brothers a movie of the New York Stock Exchange. The movie was well attended by the fraternity and also the Business Department.—EDWIN W. BONNELL

LOYOLA—New Orleans

DELTA NU CHAPTER at Loyola University of the South installed their new officers on April 20. They are: Frank Macaluso, president; Cliff Giffin, senior vice president; Wayne Webre, vice president; Markey Lawson, secretary; Alton Weekley, treasurer; Ted Stacey, historian; and Dave Ohlmeyer, chancellor. During the Summer, our chancellor and members of the judicial committee did an excellent job of amending our Chapter Bylaws and bringing them up to date to insure that Delta Nu Chapter is a modern and functional chapter of Delta Sigma Pi.

The Fall semester has been an eventful one for Delta Nu Chapter. Our professional chairman, Jeff Rae, did an outstanding job of presenting interesting and well qualified speakers to address our professional meetings on the theme of "The Businessman in His Community." Our annual professional banquet was held on December 8, with Grand President Warren Armstrong as the guest speaker. The banquet was attended by many members of the New Orleans business community, and was a tremendous success. Steve Turpin, as social chairman, arranged many entertaining events during the Fall which helped to relieve the tension and pressures of the term, caused by overdue term papers and a seemingly endless number of tests and exams.

Last year our chapter became the proud foster parent of Kim Huyn Sook, a six year old South Korean girl, who had been living in impoverished circumstances. Through the Foster Parent Plan our chapter has tried to make this child's life a little happier by insuring that she had adequate food, clothing and a chance to attend school.

Delta Nu chapter is working hard to become a very integral part of the Loyola Business School and to obtain 100,000 points in the Chapter Efficiency Index this year. The accounting majors in our chapter, with the approval of the Dean and the Chairman of the Accounting Department, has organized "an accounting lab" free of charge for all students of the Business School having problems in that field.

Our pledge class was formally initiated on November 2. Delta Nu Chapter is looking forward to Spring rush and a very successful year.—KENNETH R. SYMONETTE



ROY N. TIPTON, director of the Southern Region, receives the oath of office from Grand President Warren E. Armstrong during a recent meeting of the Memphis Alumni Club. Joining the members of the Alumni Club for the occasion were members of Alpha Phi Chapter at the University of Mississippi, Gamma Zeta Chapter at Memphis State University and Epsilon Psi Chapter at Christian Brothers College.

LOUISIANA TECH

This past Spring nine undergraduate pledges were initiated into Delta Sigma Pi along with Carl T. Johnson, a member of the faculty, and honorary member Charles Bussey. Brother Bussey brings a certain distinction to the fraternity. He graduated from Clemson where he was the first string quarterback. Later, in the Air Force he flew fighters and was an assistant football coach at the Air Force Academy. He is now the manager of the Easterby Plant of Laurens Class Company in Simsboro, Louisiana, and was recently selected as one of the "Outstanding Young Men of America."

Brother David L. Gloer served as president of Beta Psi Chapter as an undergraduate and in 1965 after graduation joined the Marines and was commissioned a Second Lieutenant. He learned to fly helicopters and in November, 1967, was assigned to Vietnam. In July, 1968, Brother Gloer gave his life for his country. In memorium, Beta Psi Chapter has established the David L. Gloer Scholarship Fund.

In keeping with the tradition of hard work and ability, Brother Frank Busch has been elected chapter advisor and Dr. Joe Pullis as co-advisor.

At the "Rose" banquet this past Spring, Miss Nancy Henderson was crowned "Rose" of Beta Psi Chapter by Miss Annette Nasse, 1969 national "Rose" who the year before had been crowned by the 1968 national "Rose" Miss Virginia Hill. Beta Psi Chapter has high hopes for Nancy in 1970, because these Southern girls are mighty pretty.

Everything seems to be going well for Beta Psi Chapter this year. The pledge class has 12 hard working, motivated pledges;

morale and spirit are up among the brothers; and the chapter is on the way to duplication of last year's 100,000 points in the Chapter Efficiency Index.—CURTIS A. ROWLAND

NORTHEAST LOUISIANA STATE

SENIOR VICE PRESIDENT John Womack has just completed a very successful rush with the pledging of 15 good prospects. Several rush functions were held with films of the Grand Chapter Congress highlighting our rush. Rush ended with a jungle juice party which was enjoyed by rushees and Deltasigs alike.

Vice President David Jones reports the pledges are doing well in meetings and are getting a football and basketball team together to challenge the chapter. Eta Omicron Chapter participated in intramural football and wound up the season in third place with a 5-2 record.

Dan Gilliland has done an excellent job on our professional program this fall. Four speakers from various walks of life will talk to us and a tour of State Farm Insurance's facilities here in Monroe will highlight the professional program. Several films concerning business aspects will also be shown at various meetings.

Eta Omicron Chapter participated in homecoming at Northeast Louisiana State College this year with a cash register 21 feet tall, 18 feet long and wide, entitled, "Short Change the Cowboys."

We are looking forward to a great year of fraternal spirit, and welcome correspondence and visits from any chapter.—FRANK CANTU

MEMPHIS STATE

GAMMA ZETA CHAPTER at Memphis State University is looking forward to another successful year. We began by being honored with the presence of newly elected Grand President Warren Armstrong. A dinner was held by the Memphis Alumni Club honoring the installation of Regional Director Roy Tipton.

The professional committee, lead by Brother David Kihnl, has been very successful. Included in the programs were a meeting featuring a local radio announcer, Jon Scott, and also a tour through Boise-Cascade of West Memphis, Ark., a leading firm in the paper industry. We have also scheduled a meeting with a representative from Delta Air Lines within the next two weeks. In addition, we have invited a group of under-privileged children for a Thanksgiving celebration during the holiday week.

The athletic and social programs have become great assets to Gamma Zeta Chapter. Last spring our bowling team won first place trophy and our tennis team was the recipient of the second place award. During the fall, we are planning on making room for a new trophy by handing Epsilon Psi Chapter at Christian Brothers College a defeat in touch football. The social events included the homecoming display and making final plans for our Founders' Day party, looked forward to by all of us.—R. DOUGLAS DEMPSEY

LOUISIANA STATE— Baton Rouge

BETA ZETA CHAPTER started the fall semester with a planning and brainstorming session at Camp Singing Waters, near Hammond, Louisiana. New ideas were integrated in the discussions by Brother Lonnie Larsen, the Chapter's official representative to the Grand Chapter Congress. Also, the president, Brother Hingle, officially announced that Beta Zeta Chapter had achieved 100,000 points in the Chapter Efficiency Index. The Brothers feel this is a beginning, a sign of things to come. Our president was elected Vice President of Finance for the Student Government Association—three cheers for "the bearded one," as Brother Hingle is humorously known.

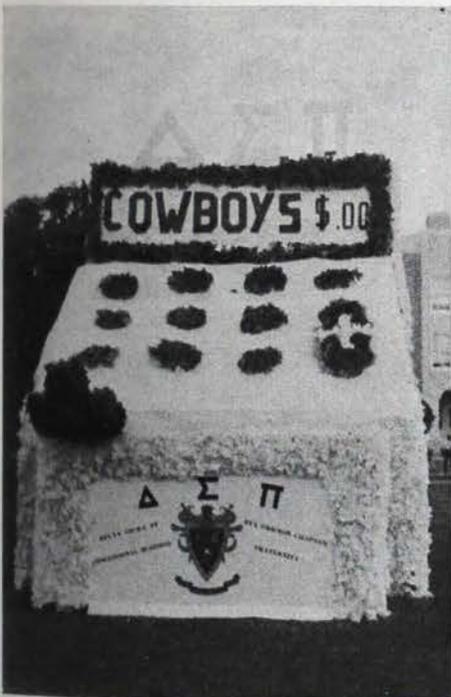
The Chapter's rush program ran smoothly, thanks to Brother George Alleman, vice president, and Brother Larsen, professional chairman. The rush professional program was different because five speakers, representing five worthwhile organizations, gave their reason for existence and how they help the community.

The social phase of Deltasig, headed by Brother Ted Bacot, has undoubtedly topped any previous efforts. His Christmas party can only be termed an extravaganza. Several "unofficial" social functions have been spearheaded by Brother Barry Wynne, known to Beta Zeta Chapter as "Pooh Bear." Lastly, our award for Anti-Pollution goes to Brother Morris E. Tarleton. Calculations show the state will be sterile for Mardi Gras.—J. MALCOLM DICHARRY

MISSISSIPPI

ALPHA PHI CHAPTER began its 1969-70 school year with a general business meeting. At this meeting plans were made for the coming year. The officers of Alpha Phi Chapter for the first semester are President Erskine Wells, Senior Vice President John Borchert, Vice President George Woodliff, Secretary Harvey Ferguson, Jr., Treasurer Barry Allen, Historian Ed Barnes, and Advisor Dr. Charles Treas. A full report was given to the chapter by those attending the 27th Grand Chapter Congress in Mackinac Island, Michigan, in August. Those attending were President Erskine Wells, Secretary Harvey Ferguson, Jr., and Advisor Dr. Charles Treas. All reported a very enjoyable and worthwhile trip. In September a district meeting was held at Ole Miss with delegates from Christain Brothers College, Memphis State, and Ole Miss attending. On October 6 a rush party was held with forty rushees attending, and on October 13, the pledge service was held, at which time 20 men became Alpha Phi Chapter's new neophytes. Plans are made for formal initiation to be held on November 17. Besides the initiation of the undergraduate pledges, at this time, Alpha Phi Chapter also will initiate the Chancellor of the University, Porter Lee Fortune.

Other activities for the semester include various professional meetings. Also, the chapter will take a field trip to various businesses in northern Mississippi. Several social functions are lined up for the semester.—HARVEY FERGUSON, JR.



SYMBOLIC OF THE professional character of Delta Sigma Pi, Eta Omicron Chapter at Northeast Louisiana State College constructed this float for the homecoming parade prior to the Indians' football game with the McNeese State College Cowboys.

SOUTHEASTERN LOUISIANA

The Zeta Sigma Chapter at Southeastern Louisiana College at Hammond had a very successful rush and pledge program this semester. Cecil Ranzino has obtained gratifying results from the new pledge program.

The professional and social programs of the 1969 fall semester went over great. Rodney LeBlanc and Jim McDaniels, two of Zeta Sigma Chapter's alumni, were among the professional program speakers offered by the chapter. The chapter's Halloween, Christmas and Homecoming parties were some of the best at Southeastern so far.

A special note should be made of two Brothers from Zeta Sigma Chapter. Dr. Sweat was recently appointed head of the School of Business Administration at Southeastern Louisiana College and Dr. Carver completed his Ph.D. degree in business administration.

SOUTHERN MISSISSIPPI

THE GAMMA TAU CHAPTER had six pledges for the Fall Quarter 1969. We have held one car wash to raise funds for activities and it yielded approximately \$75.00. We are currently selling donuts three nights a week and have increased profits from approximately \$7.00 per week to approximately \$15.00 per night. We hope to be able to finance our activities through these sources.

Our chapter entered a float in the homecoming program and it won first place for originality theme.

The chapter is participating in the school intramural activities with a football and tennis team.

Thus far, we have had two speakers this quarter. Mr. McFatter, of the Internal Revenue Service, spoke on the advantages to business majors in the Internal Revenue Service and also gave us a brief history of the Service. Mr. Harold Bouie, store manager of the local Sears store, talked on retail management.

The Chapter has a field trip planned for next week and we will tour a newspaper company in Meridian, Mississippi.—DONALD R. BOOTHE

WAYNE STATE—Nebraska

ETA PI CHAPTER at Wayne State College is in the midst of a very active year. Our professional program began with an Investments Seminar presented by James Larsen of Merrill Lynch, Pierce, Fenner, and Smith in Omaha. A short question and answer period followed the formal talk on the present and future conditions of the stock market. Our first professional tour will be to Northern Natural Gas and Meredith Broadcasting Co. in Omaha.

We would like to thank Alpha Eta Chapter for the hospitality extended to us at the area meeting held in Vermillion. Many helpful suggestions on how the chapter could be improved were discussed.

Our social calendar includes several parties. However, the emphasis is being placed upon our professional program.

Eta Pi Chapter is looking forward to a successful first year as the result of hard work by the officers and all the Brothers.—RANDALL ROGERS

MANKATO STATE

Classes at Mankato State started September 23; among our student body of 15,000 were 40 Deltasigs.

We're off to another great year. For the 10th straight year we won the lawn display contest at Homecoming. Our "Rose" queen was a Homecoming attendant.

Homecoming was a gala time to say the least. We had around 50 alumni back. They attended all the festivities which began with our traditional breakfast. Some of the activities included the pre-parade and game coffee hour in the morning, followed by a magnificent parade. Our Homecoming game was won by Mankato State, which mauled the Michigan Tech Muskies. In the evening we had a banquet at the Holiday Inn, including the Brothers, their wives, and dates. To highlight the day's festivities we had our traditional Homecoming party at the Union Hall. Everyone had a great time and we hated to see the day come to an end.

Our Rush Smoker was a great success. We had around 75 rushees attending. We now have 25 pledges, which will be formally initiated in January.

Business and Career Day shaped up well, with approximately 60 companies being represented. As in the past this event was a great success.

Our professional and social calendars were booked solid for the Fall quarter. We have much future activity in store. I might add that our parties are really great. When you are in the area stop in and enjoy one with us.

The football team is playing in the Delta-sig tradition—"We're Number One"! We look forward to a great year in our intramural sports program.

For our Founders' Day Banquet we were fortunate to have as our speaker Mr. Jack Yurish, Director of the American Management Association's Internship Program in Saranac Lake, New York. We had a Campus Forum planned for November 17, in which Mr. M. Rickles, Chairman of the Board for McCrovoy Conglomerate, was our main speaker. He also spent the evening with the Brothers at our house.

We would like to wish every chapter much success during the year.—THOMAS RHODES

DRAKE

ALPHA IOTA CHAPTER at Drake University, Des Moines, Iowa, started its professional year with a Career Day and alumni program over the homecoming weekend. Proclamations citing Career Day as a service to the academic and commercial community of Central Iowa were received from Iowa Governor Robert D. Ray, and Drake University President Paul F. Sharp. Representatives from 58 companies participated. Publicity for Career Day was received in Des Moines newspapers and on local radio and television stations.

Our new program for alumni followed Career Day, with a luncheon attended by President Sharp and a dinner at the Des Moines Club.

Chapter officers for this year are: Carl Watts, president; Bill Baker, senior vice president; Alan Johnson, vice president; Duane Johnson, treasurer; Dale Seeley, secretary; and Dave Bixby, chancellor.—RICHARD PATRICK



CHARLES BUSSEY, one of the "Outstanding Young Men of America for 1969," addresses the members of Beta Psi Chapter at Louisiana Tech. Brother Bussey is a member of Beta Psi Chapter of Delta Sigma Pi.

SOUTH DAKOTA

ALPHA ETA CHAPTER pledged 17 men during first semester rush. Dean Clement of the University of South Dakota School of Business spoke during our first rush meeting, and at our second rush meeting Jack Spittler, public accountant, spoke on "Why Public Accounting?"

President Rick Geyerman attended the Grand Chapter Congress this past summer and brought back many new ideas for the betterment of the chapter.

Activities for the first semester were numerous. An orientation for transfer students was conducted by Alpha Eta Chapter. Brother Lee Gruen coordinated activities this year for the building of our prize winning float which captured the "Judges Special" award for homecoming. Balloons were sold by the Brothers during the parade and football game to increase our treasury. A car wash was also held the day before the parade which netted us a profit. An exchange was held with sorority girls from South Dakota State University at Brookings, South Dakota. The Annual Founders' Day was celebrated by a member-pledge football game, the members winning.

Regional Director LaVerne Cox presented many fine ideas when Alpha Eta Chapter entertained Eta Pi Chapter here in September. Brotherhood and a football game were also part of the activities.

Alpha Eta Chapter, after 16 continuous years of 100,000 points, is again striving for its next 100,000 points.—STEPHEN G. FERLEY

NEBRASKA—Lincoln

ALPHA DELTA CHAPTER at the University of Nebraska has acquired quite an enthusiastic group of neophytes this Fall. Under the watchful eye of Pledge Educator Dan Weber, the 20 prospective Deltasigs are developing the same dedication as that demonstrated by the Brothers. We are confident that as the year progresses the pledge class will continue to mature and develop into the kind of members from which successful chapters are built.

The semester is still young but numerous activities have occurred which forecast a continued busy schedule. The professional tour to Kansas City, Missouri, has been the highlight to date. Hallmark Cards, General Motors Assembly Division, and the Federal Reserve Bank gave enlightening answers concerning their respective operations and procedures. The fight against muscular dystrophy was again waged in the Lincoln area through the distribution of contribution canisters. Recently, coupon booklet sales have given a boost to our traditional money-raising operations.

It's getting to be a habit. For the second year in a row, a Deltasig has been chosen as one of the 10 university finalists for the title of Prince Kosmet. Lee Merritt, a former member of the university's Business Administration Advisory Board, is a well-qualified candidate to reap the honor. Lee has served as Alpha Delta Chapter Historian and is

currently the intramural director. If he is named Prince Kosmet, Lee will reign over Kosmet Klub during the year and escort the Nebraska Sweetheart at the Fall Revue, "Ludicrous Legends."

Will the nation's winningest coach ever forgive us? Yes, Bob Devaney, we enthusiastically support the Cornhuskers, but the Brothers are somewhat preoccupied with two point field goals rather than the three point variety. Anticipation is the key word as Alpha Delta Chapter prepares to host the Midwest Regional Basketball Tournament in February. "Lowroad," "Skinlid," and the less glamorous athletic supporters would like to leave this message for any aspiring giant-killers:

"How Long Can You Tread Water?"

Last year we prevailed, as you know,
By constantly drowning each foe
In a sea of great fakes,
And a wave of fast breaks,
Which turned out to be quite a show.

And now I must modestly say
That there's no conceivable way
To avoid the deluge,
And distress of wet shoes,
But we'll let you forfeit, okay?

—LARRY L. SIEVERS

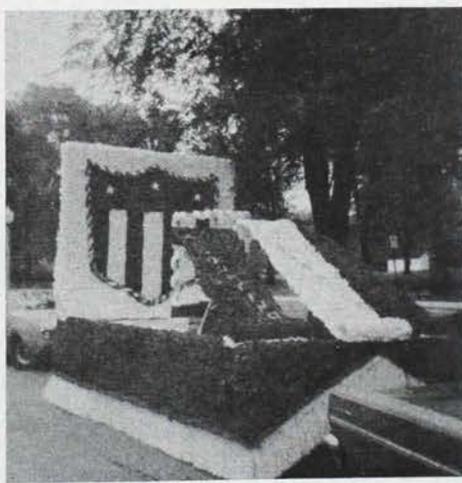
MINNESOTA

THIS IS PROVING to be a very successful quarter for Alpha Epsilon Chapter. We have a pledge class containing 19 eager recruits. We are also very proud of our undefeated football team, with the toughest defense in the entire University including the "Golden Gophers."

We have scheduled an executive seminar this quarter which will progress over a two-day span. This will make our professional program much more meaningful.

Our social service project is now off the ground. We are visiting a local children's shelter and either entertaining or instructing the children.

A District Conference was held with Mankato State being the host chapter. Our



ALPHA ETA CHAPTER at the University of South Dakota captured the judges' special award for their homecoming float entitled, "USD Provides Business Leadership."

District is carrying on the enthusiasm generated at the Grand Chapter Congress.

Richard Lenes, a Deltasig, was elected president of Business Board, the Business School's answer to student government. Jim Buckingham, also a Deltasig, was elected president of the West Bank Union, another leading student governmental body.

Now, to brag about our athletic prowess. During the 1968-69 school year Alpha Epsilon Chapter reached new heights in I-M sports. We finished fourth among 20 professional fraternities and ninth among all 48 fraternities on campus. This was accomplished with a relatively small group of fine athletes.—MICHAEL CHAPMAN

IOWA

EPSILON CHAPTER at The University of Iowa commenced its Fall formal rush program with a 'smoker' on October 1. All prospective pledges were invited to the pledge banquet held in the Amana Colonies, which featured President Williard Boyd of The University of Iowa as main speaker. Formal pledging was highlighted with the initiation of pledges on October 8 in the Iowa Memorial Union.

The Brothers are making final preparations for Homecoming. Among the activities scheduled are a dance following the Homecoming parade and a fund raising project of selling mums previous to the Homecoming game with Michigan State University.

Our Professional Program includes speaking engagements by prominent businessmen in such areas as industrial relations and advertising. Tentatively, a professional industrial tour is scheduled with Johnson & Johnson Company in Chicago. Also, an Area Meeting with Alpha Iota Chapter of Drake University is arranged in Iowa City for the purpose of aiding St. Ambrose College of Davenport, Iowa, in establishing their future chapter.

Through our Professional Program and various activities, the men of Epsilon Chapter are anxiously looking forward to a prosperous and enlightening year.—GARY R. RYDEN

NEBRASKA—Omaha

GAMMA ETA CHAPTER at the University of Nebraska at Omaha this past summer received contracts from 24 businesses in Omaha to form our discount coupon booklet. We are now selling the booklets as a money making project. The money raised will be used to finance a scholarship fund. A scholarship of \$100.00 will be given every year to a business student.

Gamma Eta Chapter won the slow pitch softball league last spring. This fall we are presently engaged in flag football with a 4-2 record. We also have a bowling team.

The Chapter celebrated Founders' Day with a breakfast and business meeting in the evening. The Founders' Day breakfast was attended by 32 Brothers, the pledges, and the faculty members.

We had a successful rush program this year. We selected 16 prospective members from our rush program.—THOMAS L. TOWNSEND

MISSOURI—St. Louis

ETA NU CHAPTER has begun the school year with a bang. Brothers Brazzil and Geiger brought to us our award for scholarship, along with a notation of our reaching the 100,000 point level. We were briefed on the proceedings at the Convention, and the good time they had there. We were also informed that Brothers Maginn and Thomann are forming an alumni club, with Brother Dennis Maginn as its leader. Our best wishes go toward their undertaking.

With the new semester comes the beginning of our pledge program under the capable direction of Brothers Dennis Marquitz and John Muckerman, who will try to find members who will fill the spots left open by our graduating seniors. President Richard Taormina is leading us toward an even better glory than in 1968-69. Eta Nu Chapter again is eyeing the 100,000 point level for '69-70, besides another award for the Honor Roll. I also want to welcome to our chapter the Pledges, now members, who most assuredly will make our target goal that much easier to attain.

In closing, I want to wish all of you good luck for the coming year—especially those who have graduated, either working or serving.—LEO R. MINER

WASHBURN

DELTA CHI CHAPTER at Washburn University successfully completed a unique first when it conducted a free fall parachute jump as a publicity stunt for its annual Business Day program in April of the past semester. Brothers Darrell Watson and Mark Bachmann were participants in this effort.

During the summer Delta Chi Chapter sponsored two deserving underprivileged junior high school students to attend the Art Seminar program which is sponsored at Washburn University each summer.

As a money making project we again conducted the Delta Sigma Pi book exchange for the summer session and also for the regular fall term. The second money-making project was that of printing desk blotters containing advertisements from local business firms. These blotters were distributed to the students free of charge.

On October 8, 1969, a mock interview was held in the Student Union for all students. The guest speakers were used to assist students in career placement. Featured speakers were Marion G. McDonald, Washburn placement director, on the procedures and technicalities of interviewing; Donald Wright, instructor, on advantages and purposes of interviewing; and Dexter David, personnel director at Hallmark Cards, conducted the comprehensive interview.

Officers of Delta Chi Chapter are: Ray Killam, president; Gary Nelson, senior vice president; Randy Baird, vice president; Rodney Lasswell, secretary; Ted Pilcher, treasurer; Wil Beach, chancellor; and Rowland Hyle, historian. President Ray Killam was privileged to attend the 27th Grand Chapter Congress at Mackinac Island, Michigan, as our official delegate.

Delta Chi Chapter maintained a very

good scholastic standing the past semester when 32 of the 47 members exceeded the all men average. Seventeen of these were 3.0 or higher and eight were on the Dean's Honor Roll.—ROWLAND E. HYLE

OKLAHOMA STATE

GAMMA EPSILON CHAPTER has resumed the rigors of another school year at Oklahoma State, not to mention the start of another year with Deltasig. First on the busy agenda after the summer months and the Grand Chapter Congress was the organization of the year's activities by the newly elected officers, under the guidance of President Larry Wallace. Other newly elected officers are Max Brown, senior vice president; Bruce Borum, vice president; Gary Batson, secretary; Jimmy Heffel, treasurer; Phil Blair, chancellor; and Dennis Simmons, historian. Chapter Efficiency Index points are kept by Ron Wangsgard.

In February, 1969, members of Gamma Epsilon Chapter teamed with the Stillwater Lions Club to take up donations of food, clothing, and other articles to give to the I.O.A. Boys Ranch, located in Perkins, Oklahoma. This is a home for underprivileged youths. The collections were delivered by the members and then a football game was played with the boys. We were later honored to receive a "good neighbor" award from the boys and staff. This venture was such a success that it was decided to continue this project again in the fall of 1969.

On September 30, "Gam E" held its fall semester pledge smoker with about 35 prospective pledges attending. Dr. Milton Usury gave a very enlightening and entertaining

speech on the relevance of Delta Sigma Pi in today's world. On October 15, 13 men were formally pledged. Those pledging were: Rick Spellman, president; John Billingham, vice president; Jim Dillon, secretary; Mike Valant, treasurer; Brent Curry, Jim David, Jon Harmon, Larry Langer, Ron Levene, John Lundquist, Jim Parrish, Ralph Sherrard, Larry Warren, and Lonnie Yearwood. The pledges helped the members in their annual drive to aid the I.O.A. Boy's Ranch. The pledges also sponsored the chapter's observation of Founders' Day with a lake party at Lake Carl Blackwell near Stillwater.

Gamma Epsilon Chapter's professional program was oriented around preparation of members to enter the world of commerce. One of the more outstanding speakers in the program was James Gunn, Associate Professor of Accounting. His talk was on the interviewing programs and recruiting procedures of industry in the hiring of college graduates.

Fund raising projects for the chapter included a sale of mum corsages for the parents of students who were visiting the campus for the annual Parent's Day weekend and football game. Also included was a campus wide candy sale in which two cases of candy were sold. Both of these projects proved to be very profitable ventures.

1969 has proved to be a profitable and rewarding year for Gamma Epsilon Chapter and all indications point toward an even more successful year in 1970. The members of Gamma Epsilon Chapter would like to wish all chapters and Deltasigs everywhere the best of luck in the coming year.—DENNIS SIMMONS



PICTURED HERE IS a fellow sky diver taken by Brother Darrel Watson with a camera strapped to his wrist shortly after leaving the airplane. Brother Mark Bachmann piloted the airplane. The sky diving exhibition was used by Delta Chi Chapter at Washburn University to attract attention to the chapter's Business Day.

MISSOURI—Columbia

ALPHA BETA CHAPTER at the University of Missouri—Columbia visited Kansas City on its fall industrial tour, November 14 and 15. During the tour the Brothers of the chapter paid visits to the Schlitz Brewery, Commerce Trust Company, Merriam Drug Company, and the Chevrolet Assembly Plant. All enjoyed the trip very much.

The chapter celebrated Founders' Day with a professional meeting featuring a representative of Smith and Harden, an accounting firm from Kansas City. The talk drew much interest because of the number of members now interviewing for jobs, many in the accounting field.

Officers of Alpha Beta Chapter for the Fall Semester are: President Mike Devenport; Senior Vice President John Swofford; Vice President Gary Hoag; Secretary Harlan Idel; Treasurer Tom King; and Chancellor Mike Burke. We are also proud to announce that six members of Deltasig were elected to the student council of the School of Business and Public Administration, three of whom are officers. Those elected to the Student Council are: Greg Taylor, president; Dave Hiers, vice president; Dick Gibson treasurer; and Mike Burke, Gary Hoag, and Tom King, representatives.

During the 1969 fall semester the Alpha Beta Chapter pledged 20 new men. All pledges took part in the pledge project, a homecoming decoration on the lawn of the B&PA Building. All the Brothers are working hard toward the chapter's 30th year of 100,000 points in the Chapter Efficiency Index.—ROGER K. SPICKELMIER

OKLAHOMA

THE BROTHERS OF Beta Epsilon Chapter at the University of Oklahoma began the fall semester by distributing free copies of *Business Today* as a public service to students in the College of Business Administration and making plans for the year.

On October 5, we held a rush smoker which brought a large turnout of interested students. At this event we introduced our "Rose," Marsha Crabb, and our new Regional Director, Walter Nelson. On the following Wednesday 24 rushees were pledged and we are sure that each one will be a valuable asset to the fraternity.

We are determined to make an even stronger effort this year to foster close relationships among the members of our chapter and also the alumni on the faculty. To accomplish this, we have planned several social events including monthly luncheons, celebrations of Founders' Day and our Chapter Birthday, and a reunion at the annual O.U.-Texas football game with our brothers from Zeta Mu Chapter.

Our professional program this semester has already been most impressive. So far our speakers have included DeWitt Kirk, attorney, who spoke on "Law and its Relationship to Business" and Peter Leveaux, John Roberts Manufacturing, Inc., who spoke on "Basic Area Marketing Concepts." We also went on a tour of Lone Star Brewery in Oklahoma City.

This semester, in keeping with competitive spirit, we will be participating in a number of intramural activities. However, despite our campus activities, our scholastic interests are not being sacrificed. We are aiming for a higher cumulative grade average than last year. The only two student members on the Dean's Curriculum Committee are both Deltasigs: Woody Hopper and Mike Sanderson.

Last year Beta Epsilon Chapter was successful in reaching the 100,000 point mark in the Chapter Efficiency Index. We plan to do it again this year with the help of a larger membership. We are looking forward to a very prosperous year and wish all other chapters the same.—MALCOLM E. ADDERLEY, JR.

ANGELO STATE

ETA THETA CHAPTER at Angelo State University did not let last year's graduation of one third of its members interrupt its program on the ASU campus. Throughout the summer preparations were made and ads were sold for the annual publication of the ASU student directory, our most profitable project. It was distributed to the students and faculty on November 3.

The growth of our young chapter is almost assured by a larger than average pledge class this semester. Seventeen men qualified for pledgedship after attending the two smokers held soon after the start of the school year. Pledge activities have included a football game between the members and the pledges, which was won by the members again this year. The pledge class also manned the Deltasig booth at the ASU Winter Carnival.

Miss Jan Henderson, junior education major from San Angelo, was chosen "Rose of Eta Theta Chapter." She also represented the chapter as a queen finalist at the ASU Homecoming game on November 1. Our entire membership cannot help but feel fortunate to have such a gracious "Rose" to represent Eta Theta Chapter in the coming year.—D. WENDYL WALLACE

EAST TEXAS STATE

DELTA PHI CHAPTER at East Texas State University is back in action after a very rewarding year. With 27 Deltasigs on campus we hope to attain 100,000 points in the Chapter Efficiency Index again this year.

The new home of Delta Phi Chapter is 1609 Monroe, Commerce, Tex. It is a three bedroom house with two baths. It has a large living room, den and game room with an exceptionally big kitchen. This house is a dream come true for the Deltasigs of Delta Phi Chapter.

Our rush program started early in the summer as Deltasigs helped East Texas State with the freshman orientation program. As a result we pinned 27 outstanding pledges.

In scholastic achievement, Deltasigs had a 2.66 grade point average, highest of all fraternities at East Texas State. The all men average was a 2.25.

In early September The Order of the Rose was created, a social club for the wives and girl friends of Deltasigs. The club sponsors various activities for the fraternity, one

being a reception for the new pledge class. During homecoming they sponsored a reception for the alumni.

Delta Phi Chapter has accomplished many goals this past year and Brother Jack Ingram, our sponsor, has played an important role in our success. Therefore, the Brotherhood honored him with Jack Ingram Day.

With a long semester ahead, be aware and watch the Chapter Efficiency Index because Delta Phi Chapter is up to stay.—DANNY C. STURDIVANT

TEXAS A & I

ZETA NU CHAPTER at Texas A & I University has begun what may prove to be the best semester ever. Pledge Director David Haunschild has his hands full with 22 neophytes. Through car washes held by the pledges and the pledge-member touch football games, we are trying to promote brotherhood. The pledges constantly are wanting their own referees and violently protesting the final scores. Shame, Shame.

President Bill Gray says, "Zeta Nu Chapter wants a home." Well, with after-game "fellowships," and a few extra-curricular activities and the help of an honest pledge class, we have made a good start toward a house. Keep your eyes open!

Theta pledge class, the best ever, was initiated during May. Seven of the finest pledges ever were hosts to a beautiful "Rose" for 1969, Miss Karen Riese. What a beautiful way to spend a year. "Are you a turtle?"—WELDON E. DOHERTY

MIDWESTERN

THE EPSILON ZETA CHAPTER HAS been quite busy thus far during the year. Our pledge program is well under way with 11 eager, hopeful pledges.

Our first professional program was given by John Newby from Newby Ford in Henrietta, Texas. The topic was Sales Management, with a descriptive film and was followed by an informative question and answer session. We plan to have someone from the Income Tax Office speak to us in the near future.

Shortly after school began we had our first party to get everyone back together. The theme was a Riverbottom and that's exactly where we had it. It was quite different and quite enjoyable. A week later, the Deltasigs had another party celebrating the pledging of our prospective members.

Sports, as always, is on the minds of our members. We're shooting for the All Sports Trophy here at Midwestern University and we're proving ourselves to be a major power in football. In comparison to other chapters, we are small in numbers, but what we lack in numbers we more than compensate for in the highest qualities that each Brother possesses.

Our chapter would like to hear from those members that have lost contact with the chapter over the years. Our mailing list is out of date. The same invitation goes out to the other chapters.

Good luck in the coming year.—BARRY W. WEAVER

BAYLOR

BETA IOTA CHAPTER at Baylor University began the new fall semester with a rush smoker and a rush dance. The crowning of Miss Janet Jones as "Rose" climaxed the dance. The enthusiasm generated by this fall's pledge class has assured the Brothers of eight future dedicated Deltasigs.

On October 14 at Nick's restaurant, the Beta Iota Chapter Brothers were privileged to hear Dr. Clyde Robinson speak on "The Principles of International Economics."

After the talk Dr. Robinson consented to answer individual questions from the audience.

Our intramural program appears to be headed for the top this year, foreshadowed by the performance of two of our football teams. Team number one is tied for first place while team number two is in a solid second place.

The Brothers and pledges are looking forward to the fall formal at Waxahachie, Texas. The pledges are doubly anxious in that it will mark the end of their pledge period.

The Brothers of the Beta Iota Chapter wish to join the entire fraternity in welcoming into our ranks the Eta Chi Chapter at California State Polytechnic College, Pomona.—ALLEN R. STRODER

TEXAS—Austin

BETA KAPPA CHAPTER is very pleased this semester with something we are not directly responsible for. We now have an Alumni Club in our area. Brother Dick Covert has ambitiously scouted this region since last Spring. To quote Brother Covert, "Shake a tree around here and a Deltasig falls out." It is difficult to determine the opportunities a club can offer an undergraduate chapter, but we certainly mean to find out. From all indications, this is a very fine club and we are happy to have them with us. On November 7 we joined this Alumni Club for a Founders' Day banquet, followed by a party that evening. The speaker for the banquet was Ed Clark, former U.S. Ambassador to Australia. The Chapter is looking forward to seeing some new faces and meeting the old Deltasigs behind them.

Like every one else, we are pledging. We are pleased with our pledge class and are looking for a good bunch of Junior initiates. As a bonus this semester, Gus Munscher, Speaker of the Texas House of Representatives, will complete the initiation ceremonies and become an Honorary Deltasig.

Beta Kappa Chapter is adopting an orphan this semester. We do not know exactly who or exactly where (somewhere in the Far East), but the arrangements are in process. We feel that this will be an experience for us and will help us to better meet the goals of the Fraternity.

Competition in intramural football is pretty stiff this year. When our schedule finally brought us around to playing the other business fraternity on campus, they dropped out of the league. This was not as satisfactory as meeting them on the field, in fact it was downright disappointing. Oh well, you can't win 'em all, sometimes they won't play. We currently rank third out of

25 teams. We are also involved in bowling, swimming, and basketball. By the end of the semester we will have participated in more than 20 sports.

In conclusion, Beta Kappa Chapter is looking forward to a good year and we are especially glad to greet the newly formed Austin Alumni Club.—JAMES E. HELSLEY

SOUTHERN METHODIST

THE BROTHERS OF Beta Phi Chapter are in the midst of another challenging semester. Our schedule of professional activities is presently being finalized for the remainder of this semester and next spring. Our professional program was begun with Mr. Gene Estep, Institutional Salesman for Bache and Company, followed by Mr. George S. Dutter, president of Teletronics. Brother Jack Knight who was recently promoted to Corporate Personnel Manager with Gifford Hill and Company, Inc., was our most recent speaker, delivering a very interesting speech entitled, "Unions Love Management—Why?"

Another aspect of our professional program involves the organization and presentation of a job interview seminar in cooperation with the School of Business of SMU. The seminar has been tentatively scheduled for early February and will include discussion of subjects ranging from writing of resumes to writing of letters of acceptance. We plan to print and publish an interview guidance manual to distribute at the seminar as well as for later use. If this initial seminar is successful we intend to continue the program on a semester basis providing what we feel is a needed service to both our fellow students and the business community.

Our Founders' Day celebration was a success with our annual spaghetti dinner, featuring Brother Keith Robertshaw, back by popular demand as chef for this event.

The Brothers are working hard to make this year a successful and meaningful one for Beta Phi Chapter.—TOM MCLEOD

TEXAS CHRISTIAN

DELTA UPSILON CHAPTER at Texas Christian University on October 10, 1969 received Dallas-Fort Worth recognition by manually pulling the T.C.U. Chariot from Amon Carter Stadium in Fort Worth to the Cotton Bowl in Dallas, a distance of 50 miles, covered in six hours. We had complete radio coverage by a local station with broadcasts every 15 minutes and we also had newspaper and television coverage.

We plan to have a Forum of Speakers early in November debating different economic views on the Vietnam War. It should be a large success for the Fraternity.

Our Fall rush was completed with a party at the Peninsula Club. It was attended by Regional Director Charles Foote and Dr. Quinn McKay, our new chapter advisor.

The Deltasigs here are actively participating in intramural football and soon basketball and volleyball.

We entered a float in the Homecoming Parade this year with the hope of placing first. Being the only Fraternity on campus to place in class "A" last year gives us an extra boost in moral this year.

We ended the semester's and year's activities with a Christmas Party on December 9. The Delta Upsilon Chapter would like to wish that this new year will bring further success to all the chapters in Delta Sigma Pi.—THOMAS G. TALCOTT

SAM HOUSTON STATE

EPSILON MU CHAPTER at Sam Houston State University is well on the way to a second straight 100,000 point year. The Brothers of the chapter united for a field trip to Houston, November 14-15, and visited the Bank of the Southwest, Texaco and Cameron Iron Works.

Brother Bobby K. Marks, formerly director of the Economics Department, has been elevated to Dean of the School of Business. Brother Marks has been associated with SHSU for the past nine years, beginning in 1961 as an instructor.

Dr. Marks received his Ph.D. from the University of Arkansas in 1966 and since that time has had two significant articles published in the "Personnel Journal" and "Personnel Administration." Both articles cover the subject of campus recruiting.

Chapter members and faculty representatives celebrated Founders' Day with a banquet at a local restaurant.

Other plans in the making for the remainder of the semester include a work weekend and the Deltasigs' version of television's "Dating Game."

Newly elected officers are: J. W. Dunn, president; James Mullino, senior vice president; Robert Gallagher, vice president; Ronnie Cole, chancellor; Doug Hebert, secretary; and David Nixon, treasurer.—RONNIE COLE

TEXAS—Arlington

ZETA MU CHAPTER was well represented at the 27th Grand Chapter Congress at Mackinac Island, Michigan, by president Jim Holland and treasurer Maurice Carter. The information gathered at the Congress and the meeting of the brothers from across the nation were the most inspiring experiences brought back to this chapter.

The professional program, planned by Brother Austin McLaughlin, is proving to be one of the finest yet. The speakers have been Mr. Tom Wright, supervisor of professional placement at Ling-Temco-Vought Corporation and Mr. Jim Mostillo, vice-president of the First National Bank in Dallas. Two tours to the Gifford-Hill plant and the Miller Brewing Co. have been held. Both pledges and brothers are looking forward to the tours as high-lights of the semester.

This past summer also saw the brothers of Zeta Mu, keeping in touch with two lake parties. Social chairman Rick Norman did a fine job in scheduling our Founders' Day party and Christmas party. After football game parties have been numerous and always successful.

This young chapter, though small in number, has had great success through the quality and dependence of its members. Another great semester is in store for the brothers of Zeta Mu Chapter.—STEVE WILLIAMSON

UNIVERSITY OF THE AMERICAS

DELTA MU CHAPTER at University of the Americas is conducting one of the most thorough and extensive professional programs of recent years. This program consists of movies and speakers, sponsored in conjunction with the International Business Center, to which all interested students will be invited. Also included in the program are various tours and speakers for the Brothers of Delta Mu Chapter. David E. Morrill is professional chairman.

Recently elected officers include: President John Reid Sinclair II; Senior Vice President Manuel Villarreal; Vice President Dan Green; Secretary David E. Morrill; and Treasurer Preston Thomas Higgins. With this slate of officers, Delta Mu Chapter is looking forward to a year to remember.

Founders' Day was celebrated with a weekend outing on the ranch of Brother Luis de la Garza. This weekend included a small period of pledge education with the participation of the largest class of neophytes in three years. Also, the Brothers planned the achievement of 100,000 points in the Chapter Efficiency Index during the Founders' Day Weekend. A start on this achievement has been accomplished as a large number of these points have already been submitted to The Central Office.

On the sports scene Delta Mu Chapter has once again entered the Intramural Football League. Though last year's fourth place finish was good, this year's League will be quite surprised by the now revitalized Brothers of Delta Mu Chapter of Delta Sigma Pi. This is the year of Delta Mu Chapter.—JAMES E. DAILEY

LAMAR TECH

DELTA ETA CHAPTER at Lamar State College of Technology began rush on the first day of registration this semester. Pledge acceptance was held on October 3 and was followed by a banquet. The pledges were assigned a project connected with the homecoming activities. Under the leadership of Vice President Larry Mills and Brothers Lloyd Longnion, president of the student body, and Robert Stakes, the pledges constructed a booth and sold corn on the cob. All profits went to charity. The pledges also vigorously participated in building a float for the homecoming parade. Brothers Ronnie Crowell and Clarence Theck ram-rodged the float building this year.

Founders' Day was celebrated at the Gulf States Utilities Ballroom with a dance. President Steve Winn invited our Brothers from McNeese State to the dance. Everyone that attended the celebration had a great time, thanks to Brother Frank Monk who is social chairman this year.

Brother Ben Whittington, professional chairman, has provided us with some excellent speakers at our meetings. He is in the process of making arrangements for a field trip to the Huntsville State Prison.

Mr. H. A. Barlow, associate professor of accounting and a faculty member, accepted the responsibility of being a chapter advisor. He will share this responsibility with our

two present chapter advisors, Mr. Charles Hawkins and Mr. Royce Plyler.

Under the leadership of Delta Eta Chapter's officers and its three advisors, along with the help of the members and pledges, Delta Eta Chapter is well on its way to another prosperous year.—CLARENCE THECK

DENVER

DESPITE ALL OF the snow in Colorado during fall quarter the Alpha Nu Chapter continued to plow ahead. We finished the Inter-Col book drive quite successfully by shipping a semi-trailer load of books to 13 negro colleges. This trailer load of books represented about 1,500 books to each of 13 colleges and much hard work in collecting, sorting, packing, and loading by the chapter. In the future we are planning a large scale entertainment event, such as bringing a big name entertainer to DU for a benefit performance with the proceeds going to the University of Denver's Minority Students Scholarship Fund.

Our quarterly used book sale was even more successful this Fall than it has been in the past. In the future, emphasis will be shifted from making this project more profitable to increasing the return on investment of man hours in the book sale. Various changes to accomplish this end have been approved and will first be tried in the winter quarter book sale. As usual, our Professional Chairman Lee Powell produced an outstanding professional program. His programs ranged from having prominent business and public officials speak to us, to having speakers in the areas of social responsibility, as pollution of our natural resources and current problems of minority groups which business men are becoming increasingly aware.

We had a very successful Halloween party at our mountain lodge where both the chapter and the Denver Alumni Club members

had a good time. Founders' Day was celebrated by the chapter joining the Alumni Club for dinner at the Oxford Hotel.

Rush was very successful; we pledged half of our annual quota in the first quarter. These pledges seem to be a fine group of men and it looks as though Alpha Nu Chapter should have no trouble in continuing to prosper in the future.—RICHARD W. COPLEY

UTAH

SIGMA CHAPTER at the University of Utah welcomes a Deltasig, Dr. Odiorne, to our campus. Dr. Odiorne is the new Dean of the College of Business, beginning Fall Quarter 1969. The Brothers of Sigma Chapter are working to accelerate the progress of the College of Business in the coming years.

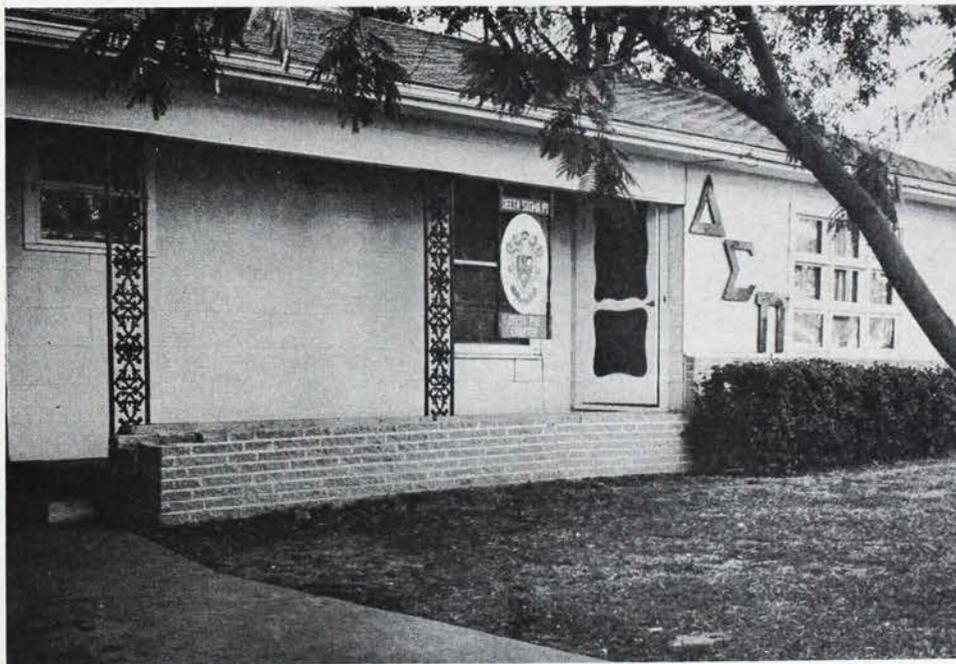
In recent elections, the Student Executive Council of the College of Business has elected Brother Ross Bowen, president; Brother Jerry Jensen, vice president; and Brother Richard Allen, Programs Committee Chairman. Brother Jensen will also represent the Management Department on the Faculty Retention Committee.

Sigma Chapter achieved 100,000 points on the Chapter Efficiency Index the past year, and is working to achieve it again this year.

The president of Sigma Chapter, Brother Doug Caudell, left for the Army the third week of October, having been called up in the Army Reserve Program. We congratulate him on his outstanding job as President of Sigma Chapter, and look forward to his return this Spring. Brothers Richard Allen and Dennis Burbidge will alternate Fall and Winter Quarters assuming the presidency.

As in the past, our pledge class looks promising this quarter and we hope to initiate more fine Deltasigs, as we have in the past.

The Brothers of Sigma Chapter are planning to make the forthcoming year one of progress and efficiency.—FRANK J. JAMNIK



SHOWN HERE IS the newly acquired lodge of Delta Phi Chapter at East Texas State University at Commerce.



MEMBERS OF ALPHA RHO Chapter at the University of Colorado create a Trust to provide the undergraduate members with actual knowledge in the field of financial investments. Seated from left to right are: Dr. Robert S. Wasley, John R. Bearden, and Jack H. Hartman. Those standing from left to right are: Diedrich A. Stackelbeck, Paul Bradley, Dr. Morris E. Massey and Phil Y. Barton. All are members of the fraternity.

WESTERN STATE

ETA KAPPA CHAPTER at Western State College began the year by winning the Homecoming float competition for the second year in a row. Built jointly with one of Western's sororities and headed by Dave Carlson and Steve Witcher, the project turned out to be one of the best organized and most successful in the chapter's history.

The fall rush program resulted in our pledging five prospective members all of which seem to have real quality.

Current and near future activities include a very successful money making project consisting of the running of concession stands at various athletic events. The chapter's intramural football team at the writing of this article is very much in contention for first place. Future professional activities include tours of United Airlines' University of the Air and several other business firms in Denver.

Socially, Founders' Day and the chapter banquet ended the Fall Pledge period with a banquet at the ski resort at Crested Butte.

NEW MEXICO

GAMMA IOTA CHAPTER at the University of New Mexico began the school year under the new leadership of President John Shumard. Under his leadership we began an intense rush program to find those men whom we felt were duly qualified. Since this function is the life blood of the fraternity, we have constantly improved our rush program activities over the past years. The highlight of our rush activities this year was a "Casino Night" held at the Downtowner Hotel. Along with this and two formalized smokers, we examined prospective

rushees carefully and as a result obtained 11 pledges for the semester. Among these men was an honorary pledge, the new dean of our College of Business.

Recently, we sponsored a dance here on campus to raise money for our building fund. The dance was very successful, and the proceeds will help greatly toward our long-range goal of obtaining a house for the chapter. Also we planned a Christmas project which involved the entire chapter. We helped some needy families have a merrier Christmas by giving them food and articles of clothing.

Presently, the Brothers of Gamma Iota Chapter are practicing for the annual football rivalry with another business fraternity here on campus. Also this year, for the first time, we have enrolled our chapter in the campus intramurals program and will be competing in a number of sporting events against other organizations. Our aim is not only to build unity through sports competition but to build our image on campus. As our image grows so we hope to grow.—ROBERT COTHERN

EASTERN NEW MEXICO

EPSILON ETA CHAPTER on April 22, 1969, initiated into the International Fraternity of Delta Sigma Pi the Honorable David Cargo, the Governor of the State of New Mexico. The Brothers of Epsilon Eta Chapter as well as the public of New Mexico are very proud of Brother David Cargo. At a banquet shortly after the initiation ceremony Brother Cargo spoke to 140 Deltasigs and their dates. The other new Brothers that were initiated with Brother Cargo were Benny Garcia, Dennis Defoor, Albert Salgado, Tom Walker, and Mike Woods.

The new school year forecasts an even better future for Epsilon Eta Chapter. Thus far our new pledge program has netted us a fine group of new neophytes. We hope to mold these neophytes into fine businessmen and outstanding Deltasigs. This year under the guidance of our new president, Jerry Dominguez, we hope to reach the 100,000 point mark in the Chapter Efficiency Index. Under our new professional chairman Albert Salgado, we are well on the way to our desired goal. Brother Salgado has planned for a professional business tour to Amarillo, Texas, this fall. On our calendar we have a number of speakers and films scheduled for the fall semester.

On the social side the 1969 Epsilon Eta "Rose" Dance proved to be a tremendous success with the presence of Brother Cargo. This fall the Brothers are looking forward for our annual Hell's Angel Dance. This year's dance promises to be quite an exciting affair. Our Founders' Day Dance was most enjoyable, and provided the newer Brothers with an opportunity to meet some of the older alumni of Epsilon Eta Chapter.

Welcome to Delta Sigma Pi, Brother David Cargo.—FRED CORDOVA

WEBER STATE

ETA LAMBDA CHAPTER at Weber State College has just succeeded in helping another school year get into full swing by offering the students a chance to buy their books for less and receive more for the used books. The books exchange handles every quarter by the Deltasigs as a service to the students was once again very successful and has gained wide recognition and good will for the fraternity.

The very successful spring quarter rush which saw 12 new members initiated into the fraternity and the successful rush under way this quarter are illustrative of the esteem with which Delta Sigma Pi is held at Weber State.

Spring quarter at Weber State College saw the Deltasigs hosting business week on campus. With the cooperation of the business faculty, classes were dismissed and business students attended displays and programs from representative businesses. Representatives were on hand from small local businesses as well as large national firms to give the students an insight into the business world and answer any questions they may have.

A business luncheon was held for the representatives so that the students could become acquainted with them on an informal basis. Brother Dennis Brimhall was our representative from the Eta Lambda Chapter at the 27th Grand Chapter Congress. The Brothers appreciate his efforts in attending and have all benefited from the instructions and advice he brought back from the convention.

The Brothers are looking forward to a busy year with many professional and social activities planned for them, including a tour of Kennecott Copper Corporation and a social get together with the Sigma Chapter at the University of Utah.—TOM L. ALLEN

NEW MEXICO STATE

EPSILON UPSILON CHAPTER at New Mexico State University is off to a fine fall semester. We had a very successful rush smoker on October 7, 1969, with the past Chapter President, Frank P. Farrell giving the prospective rushees a glimpse of what to expect from Delta Sigma Pi and the Fraternity's objectives. As a result, we have eight new pledges that we anticipate will make a significant contribution to Delta Sigma Pi when they become Brothers.

One of the special projects the Brothers are working on is sponsoring the speaking appearance of an international personality at New Mexico State University. We hope to successfully promote this venture to raise funds for a Spring tour of several corporations in Dallas, Texas.

On April 26, 1969, 10 new Brothers were initiated into the Epsilon Upsilon Chapter: Robert Bish, George Calhoun, Bryan Gleaton, Daryl Hadfield, Robert Halsrud, Jerry Krausnick, Timothy Miller, Richard Pels, Troy Ray and Michael Seabrook. This nucleus of new personnel has greatly enhanced the Chapter's opportunity to again reach its goal of 100,000 points in the Chapter Efficiency Index.

Thus far, our professional meetings have been very successful. One of the most informative presentations was given by Mr. Stanton D. Converse, Representative of Hamilton Management Corporation, on investment in Mutual Funds. An enthusiastic question and answer period followed the formal talk.

The Epsilon Upsilon Chapter extends to all of our Brothers a very happy and prosperous new year.—**GEORGE R. CALHOUN**

ARIZONA

GAMMA PSI CHAPTER at Tucson, Arizona, is presently rushing 13 new pledges. Along with initiation ceremonies, the new pledges got a chance to meet Executive Secretary Ben Wolfenberger who scheduled a visit. We also hope our pledges will participate in our service project of helping freshmen with counseling and pre-registration.

Last semester we had a full schedule of professional activities, the high point of which was a professional trip to Phoenix to the General Electric Computer plant. We were also able to take in the National Brewery which proved to be an enlightening and worthwhile visit. This semester, besides professional speakers and activities, we are planning a fund raising project. We will sell University of Arizona pep-rally buttons. With part of the money we shall endeavor to make a substantial contribution to the University Alumni Fund.

We have had many achievements thus far. Tallying 100,000 points for the Chapter Efficiency Index last year gave us a six year consecutive run of maximum points. Congratulations are in order for Brother John Eck who graduated last year and Brother Steve Michener who is a Junior. Brother John Eck earned the honor of graduating number one in the College of Business and Public Administration. Steve Michener has been elected President of the Business and Public Administration Council. Congratulations are out to the whole chapter for earn-

ing a 1.9 grade point average (with a possible high of 1.00). This average was significantly higher than the overall men's average for the University which was 2.6494.

Our social calendar looks very promising. Besides our smokers, we are planning a Pledge breakfast, a Pledge Member softball game, a steak fry, and a formal. We have also had numerous spontaneous parties after our football games. Also, prospects look good for having a mixer with some sororities.

Gamma Psi Chapter wishes all other chapters the best for the next year.—**STEVEN MOORE**

ARIZONA STATE

GAMMA OMEGA CHAPTER enjoyed a planned, but limited, schedule of events this past summer. Our summer professional activities were highlighted by an informal speech by Professor Warren Buxton on the importance of data processing courses in the undergraduate curriculum. Summer social activities included an early morning breakfast cookout and softball game, floating down the Verde River on inner tubes, and a water-skiing trip to nearby Bartlett Lake. The attendance and enthusiasm shown at these events were evidence of the summer program's success.

On October 12, Bill Wilson, Director of the Intermountain Region, helped kick off our fall rush program as he spoke to the members and rushees on the structure and nature of Delta Sigma Pi.

On October 31, the members and our fall pledge class of 20 toured the Arizona Republic and Gazette Building in Phoenix. The tour gave us an interesting insight into the task of publishing a major newspaper.

November 8 was a big day for Gamma Omega Chapter. Warren Armstrong, Grand President of Delta Sigma Pi, spoke at the Founders' Day Luncheon in Phoenix. The luncheon was attended by members of all three chapters of Delta Sigma Pi in Arizona. The luncheon was sponsored by the Thunderbird Alumni Club of Phoenix which also



MEMBERS OF ALPHA NU Chapter at the University of Denver are busy with the sorting of books collected during the annual Inter-Col book drive. The books are shipped to a number of predominantly Negro colleges.

hosted the annual Las Vegas Party for members and pledges that night.

We, of Gamma Omega Chapter, were proud to show Brother Armstrong the Arizona Trophy which was presented to us as the Deltasig Chapter in Arizona earning the greatest number of points in the Chapter Efficiency Index during the previous school year.—**DAVID E. BEAVERS**

COLORADO

THE ALPHA RHO CHAPTER at the University of Colorado at the invitation of Captain Norm Neil, a Deltasig alum stationed at Warren Air Force Base, Wyoming, toured the base and its missile sites. The same weekend the "Rose" Ball was held in honor of our "Rose," Miss Claudia Slack. The fall initiation banquet was held November 2 at the Roman Arches restaurant in Boulder. The Brothers of Alpha Rho Chapter would like to welcome our new brothers: Gary Potashnick, Mike Gould, Mike Maloney, John Vann, John Gillespie, John Bergant, Rick Chana, Marc Desgalier, Dennis Devor, Jim Dunlap, Bob Gaarder, Rick Lanz, Ron Lebsack, Ken Ogawa, Steve Beck, Steve Olmstead, Brad Piken, Ron Plenkett and Fred Shields. In addition, three new faculty initiates joined the Alpha Rho Chapter; they are Tom Harter, Dave Rush and Chuck Goeldner.

Student Board elections were held for the School of Business and of the twelve positions elected the following brothers of our chapter were elected. Les Renfrow, president; Rodger Lalich, secretary; Phil Barton, Jim Dunlap, Wally Eater, Bill Opdyke and Geoff Mansfield. The staff of the Business School magazine *Entrepreneur* includes the following brothers: Rodger Lalich, editor, Ron Zinner, managing editor, Steve Frenzel, art editor and Wally Ester and Phil Barton, staff writers.

We would like to thank our officers and faculty sponsors for the fine efforts so far this year: Phil Barton, president; John Bear-den, senior vice president; Les Renfrow, vice president; Rick Luth, secretary; Geoff Mansfield, treasurer; and Mike Palmer and Morris Massey, faculty advisors. We would also like to congratulate Associate Dean P. John Lymberopoulous on his appointment as District Director for Delta Sigma Pi and on the birth of a new addition to his family.

We would like to congratulate the following brothers who achieved 4.0 averages last term—Les Renfrow, Wally Eater and Bill Opdyke. Another brother, Art Potashnick, served as merchant relations chairman on this year's University of Colorado Homecoming Committee.

The brothers of Alpha Rho Chapter were treated to a rare opportunity this fall when Mr. Gene Nelson, director of the university's placement bureau, addressed the chapter and explained and discussed the bureau's operation for graduating seniors. We held a to-boggan and dinner party at Evergreen, Colorado, this fall term. We also had the pleasure of having a speaker from the Federal Reserve Branch Bank in Denver address a professional meeting this semester. The brothers of Alpha Rho Chapter once again held their semester book exchange for the Business School.—**THOMAS B. HARMON**

NORTHERN ARIZONA

ZETA OMEGA CHAPTER has been quite active since the start of the new school year. The chapter has been occupied in several service projects, lined up guest speakers, participated in the school's homecoming and installed a new pledge class.

Lined up as future service projects for the semester are the cleaning up of McMillan Mesa, long termed the most picturesque spot in Flagstaff, and the clearing of a new ski run for the city.

At homecoming this year Zeta Omega Chapter entered the annual parade with a Model "A" Ford, Delta Sigma Pi bannered across it, and its President, Dan Johnson, and "Rose," Treni Lopez, inside.

The first speaker of the year, with many left to follow, was Denis Roberts, a former personnel manager for Shell Oil Corporation. Mr. Roberts' talk was basically a brief sketch of his position and responsibilities, followed by a session of questions and answers concerning what to expect in the business world today, its advantages and disadvantages. Mr. Roberts is currently working on his masters at Northern Arizona University and has expressed a profound interest in Delta Sigma Pi.

This year the chapter has taken in a new pledge class of nine men, those being Ed Zeigler, Paul Robinson, Ernie Sacani, Martin Johnson, Richard Rogers, Gary Bildner, Elery Erwin, Marvin Mansfield and Abe Dabibi.

With the addition of an entire new southern campus at the University next year, containing an added business complex, it is expected that the School of Business and Zeta Omega Chapter will acquire even more students.

CHICO STATE

THE BROTHERS of the Epsilon Theta Chapter at Chico State are finding themselves very busy this fall.

During October we had our rush function and presented 14 promising neophytes with their pledge pins. The brothers are also manning a coffee pot in the Business Division during the mornings. This helps the business students and instructors to get started and also spreads the word of Delta Sigma Pi.

Our annual alumni homecoming dinner and dance was held on October 24. We were honored to have the brothers of Epsilon Phi Chapter at Sacramento State as our guests. They had us at the football game.

On Thursday, October 30, Mr. Westland, who is in charge of the placement center at Chico State, talked to us on the various aspects of placement and how it can be a very valuable tool for the graduating senior.

November started off real busy, with a trip to Sacramento for Founders' Day and to meet our new Grand President Warren Armstrong. We also traveled to San Francisco for a tour of Burr, Wilson and Co., and the Playboy Club.

Later in the year we will return to San Francisco for a tour of the United Air Lines maintenance facility, where we will get insights into the air lines industry.

The brothers were also actively engaged in plans for our "Rose" tea, a tour to Harrah's club in Reno, Nevada, and a Christmas toy drive for needy children.—BERNERD J. BALTAR

SAN FRANCISCO STATE

DELTA OMICRON CHAPTER'S big social event this semester will be a combination Founders' Day and 10 year Alumni Reunion Ball. Invitations have already been sent to most of the alumni and we are looking forward to seeing many of the earlier Brothers.

This semester we are initiating two new faculty members; Gene Pratt, administrative assistant, and Jim Stull, lecturer in office administration, and our first honorary member, Jack Kenny, a stock broker from Meyerson and Company in San Francisco. Gene has been in charge of registration for the business department the last few years where he met and worked with most of the members of Delta Omicron Chapter. Jack has attended many of our functions as well as being a principal speaker at a professional meeting.

This semester we have six pledges. Again trouble on campus has limited us in getting a larger turnout. They seem like a very good group and everyone had a good time at our pledge-member football game in November. Also planned is a softball or football game with Zeta Tau Chapter at California State at Hayward. A tour of TWA and one of a stock brokerage firm are planned to round out our semester's program.—RICHARD VASAR

LOYOLA—Los Angeles

DELTA SIGMA CHAPTER at Loyola University of Los Angeles is pleased to have received 12 outstanding men last spring. Among those initiated was Rev. John Clark, S. J., Academic Vice President of Loyola University. The Brothers held a special banquet in honor of Brother Fr. Clark in May.

Highlights of the professional schedule included a tour of Western Airlines by Mr. Arthur Kelly, Executive Vice President in charge of sales. Brother Bill Marriott arranged a tour with Industrial Asphalt, a subsidiary of Gulf Oil. This included a run-down on the petroleum industry, accounting procedures used and a view of the accounts, and a lecture on the sales structure of the organization. Many other activities for this year are in various planning stages and will round out the tours and lectures which have already been scheduled.

The Delta Sigma Chapter recently published its 1970 desk blotter through the efforts of Brothers Jim Cannon, Bill Pinalto, Bill Marriott, Bill Wong, Bruce Austin, Gil Gamboa, and the general cooperation of all the Brothers. We were able to net over three hundred dollars on the project.

The best social event thus far was an 85 mile car rally with a beach party climax near Oxnard. The day was considered an ultimate success, a good time was had by all, and the Brothers are planning similar activities this year.—WILLIAM A. PINALTO

CALIFORNIA STATE—Hayward

ZETA TAU CHAPTER at California State College, Hayward, helped its members enjoy a more pleasant summer with a Fourth of July picnic and, later, a beach party heading the list of summer activities. As the fall quarter moved into full tilt, so did Zeta Tau Chapter. Striving for its third straight year of 100,000 points in the Chapter Efficiency Index, the Brothers voted to allow 16 neophytes the privilege of pledging.

The fall quarter activity agenda was highlighted with bi-weekly professional meetings, which featured successful executives from the San Francisco Bay area. Fall quarter social activities were topped with a Deltasisg sponsored Halloween Dance as well as the election of the Homecoming Queen. Our vivacious entry, Miss Carolyn Sowa, should serve not only as a lovely queen, but one who will bring pride to the Division of Business. Other activities of Zeta Tau Chapter include active participation in both basketball and football intramurals. In addition, the pledge class of fall quarter sponsored a sit-down dinner in honor of Founders' Day. Their efforts to show their sincere desire to become Deltasigs were richly rewarded.

Perhaps the most gratifying day of the quarter came when Brother Ben H. Wolfenburger spent the day of November 11 discussing chapter efficiency and business matters, as well as a bit of socializing, with the men of Zeta Tau Chapter. In closing, Zeta Tau Chapter extends, to all the Brothers, best wishes for the greatest success in the coming academic year.—JAMES R. JOYCE

SACRAMENTO STATE

EPSILON PHI CHAPTER initiated 14 neophytes on May 10. At the initiation dinner-dance, Brothers Mike Gibson and Gene Crowder were honored as the outstanding member and pledge respectively. Brother Bruce Cuddy was chosen as the Ideal Member. And last, the delightful Miss Elizabeth Tescher was voted as chapter "Rose."

A segment of our professional program included an opinion survey for the Sacramento Junior Chamber of Commerce and guest speaker Dr. Irene Hickman from the County Tax Assessor's Office. Our second annual Casino Royale, including gaming, dancing and prizes, highlighted our social activities.

Brothers Dennis Keer and Bruce Cuddy attended the 27th Grand Chapter Congress of Delta Sigma Pi. They provided an excellent report and slide show so that all Brothers could share the experience.

The Chapter has installed the following executive committee: Dennis Keer, president; Rich Dymalski, senior vice president; Bruce Cuddy, vice president; Wally Hergen, secretary; Elmer Cole, treasurer; Joe Elwell, chancellor; and Cary Dong, historian. Brother Gene Crowder has taken the secretarial duties since Wally took a temporary leave from school. The new officers and Brothers are well on their way to assure 100,000 points in the Chapter Efficiency Index for the fifth consecutive year.—ARTHUR L. HILL

MENLO

THE BROTHERS of the Zeta Rho Chapter have been very busy this past fall. Our rushing program is off to a fine start with dinner meetings, keggers, and tours highlighting our list of activities. Our rushing activities will culminate in February with our only pledging of the year which will come at this time. Brother Phil Bradstock and Brother Peter Orgel have been working hard at making this year's rushing and pledging the finest ever for Zeta Rho. On October 28th the brotherhood toured construction sites of the Bay Area Rapid Transit District in San Francisco which followed a very interesting slide presentation made to the brothers by District officials. This tour was received by the brothers almost as well, but not quite, as our tour last Spring of the Smirnoff Distillery in Menlo Park.

Zeta Rho Chapter had the pleasure of being very active at the recent Grand Chapter Congress by virtue of bringing home the Attendance Award and by having our official delegate Brother Tom Harnett give the seconding speech for our newly elected Grand President, Brother Warren Armstrong.

Zeta Rho Chapter is once again on the move. We wish success and good luck to all chapters and alumni clubs in their 1969-1970 operations.

SAN FRANCISCO

GAMMA OMICRON CHAPTER at the University of San Francisco was already busily engaged in a number of activities when the academic year opened on September 4. The Brothers were occupied in screening a number of young ladies, each of whom was eager to reign as queen of our 19th annual "Rose" Dance. The honor was captured by Miss Gale Weber, who was crowned "Rose of Deltasig" at the festive

affair on October 10. This year's dance was our most successful to date, both socially and financially.

On November 10, the Brothers of the chapter were honored by a visit from Brother Charles L. Farrar, our Executive Director. We chose this occasion for our Founders' Day celebration, which consisted of a regular business meeting and a commemorative address by Brother Farrar.

As November progressed into December, Gamma Omicron Chapter participated in the full spectrum of the activities of a professional business fraternity. Besides having a number of speakers from the world of commerce, the Brothers were fortunate in coming into contact with people from all areas of society.

We closed the semester in an appropriate fashion with our annual Orphans' Christmas Party. At this most seasonal event, the Brothers again succeeded in bringing a bit of the joyous spirit not only to themselves, but also to some very young and appreciative members of the community.

Continued from page 56

dled share owner letters and telephone calls, and other questions pertaining to AT&T stock. These people are the crucial link between more than 3 million individual AT&T share owners and the complex computer system which handles the job of record keeping and mailings attending these share owners' affairs. The employees were all women, most had college educations, all were highly intelligent, all had relatively short terms of service with the company. These women worked in highly structured environments, under close supervision, strict guidelines and procedures. All of their work was

checked and rechecked by supervision. We insisted on the highest quality goals and added verifications to eliminate errors. Before the "Work Itself" trial began, this section had generally low productivity, produced less than the quality we demand, had a high resignation rate, and the people were generally dissatisfied with their work and the company. This is a job we had had since the company was organized and it had always been considered a tough nut to crack. Consider our dilemma over the years: we needed highly intelligent, articulate people who could handle a diverse range of questions from any share owner. But their answers were so important and fraught with policy considerations that we felt we had to have their work checked by several levels of supervision.

The Payoff: Quality

During the trial, since more than one group of employees were involved, controls were set up which provided measurements of control groups versus the experimental groups. The experimental groups had their jobs improved. Responsibility and accountability were dramatically increased. Supervision was strongly de-emphasized, and used by the employees only when answers could not be obtained from other sources. Employees composed and signed their own letters to share owners; employees carried on their own unstructured dialogue with telephone callers. They were encouraged to become experts on certain kinds of problems which appealed to them. In other words, the employees ran their own jobs to the extent of their capability and ability. Their performance was then compared with the control groups at the end of six months. (Incidentally, neither of the groups knew that this trial was being conducted.) Here are a few examples of what the trial group accomplished:

- Their quality measurements (maximum 100) index climbed from the middle thirties to the high nineties.
- Productivity levels were ahead of pre-study levels.
- More promotions were being made from the group than previously.
- Absence dropped.
- Resignations fell off dramatically.
- Attitudes toward the work improved considerably (as determined from special studies and interviews as well as observations). So impressive were the results of this trial that many Bell System companies and their operating



SHOWN HERE ARE members and rushees of Gamma Omega Chapter at Arizona State University attending the chapter's rush breakfast at 6:30 A.M.

departments have since held similar trials. These have produced many successes and, to date, no out-and-out failures. We have not fully evaluated what all this means to the Bell System—the other trials are also being analyzed—but I believe that customers, share owners and management will benefit in no small degree as we work these ideas and experiences throughout our operations and staff jobs.

Looking ahead toward the growing complexities of business enterprise, what becomes of the “total system” needs of the business? Within the limitations of our ever more machine-oriented, computer-run enterprises, will there still be any room left for individual action? In my opinion, there will be and must be; but we must make that happen. We cannot simply superimpose machine processes on the human environment and hope that it will happen. The human organism is amazingly adaptable to change, but it has its limitations.

Traditionally, machines were designed with only vague and occasional reference to the human beings who would operate and maintain them. But as engineering technology advanced, the complexities of equipment began to touch the limits of operating and maintenance capabilities of available people. Now is the time to begin engineering machines for human use—to make equipment compatible with human characteristics, potential and limitations.

However, this “human engineering” effort for equipment alone is not sufficient to meet the requirements of present and future complex systems. We must develop personnel sub-systems and programs which complement and aid in the design not only of the equipment, but more importantly the jobs which involve and surround it; and to a considerable extent, develop the skills and qualifications of the personnel in the system through effective selection and training.

We are particularly concerned with this problem in our present attempt to implement our own Business Information System. We have assembled several thousand experts in our developing programs who can exploit the capacity of modern computers in every phase of our enterprise as rapidly as possible. What they develop will be influenced in major ways by both our evolving objectives and the attitudes we have toward human and machine interactions.

Star is Born

Against this hastily sketched background, let us look briefly at what the Bell System has been doing by way of experimenting with the “personnel sub-system” concept. We call our project System Training Application Requirements—which, in the fashion of our time of acronyms, we have dubbed STAR.

The project had its beginning back in 1964. With the aid of American Institute for Research in Pittsburgh, a training development program was launched on a trial basis in Comptrollers Operations in the Bell System. The program was in fact a new technology for designing and developing the human side of new and existing jobs within a system and its environment.

Human and Machine in Harmony

Though initially designed for a computer-based operation in the trials, the same principles apply to any system requiring human involvement. An oversimplified definition of STAR might be that it is an approach to the human sub-system design which parallels the companion machine sub-system design, beginning with the earliest statements of overall system objectives and ending with the system's operational stage. From initial design through operational evaluation, “trade-offs” are constantly made between the machine sub-system and the human sub-system. These trade-offs are determined by specially trained human and machine systems analysts, technicians, job designers and training designers. All sorts of operations of human tasks and machine tasks are considered, evaluated and allocated.

In designing the human sub-system, questions which might guide the designers include: Is the new work possible to do and teach? Is the new work practical to do and teach? Will the new work be satisfying to employees? (For here is where we build in “Work Itself” motivation and job structure.) Does the new work demand special environments or working conditions? Does it require new skills and talents?

The importance of this function is immense, for these job-design specialists are at work on the very foundations of the business. The jobs they design dictate the kind of people who will be initially hired, and, eventually, promoted in the years ahead.

As this matching-machine-with-human process is developed, two documents are

produced for the human sub-system: first, tasks are described graphically and verbally; so are sub-tasks. Each work module or job-part required in the new system is described in detail. These modules are then put together—as an artist would a mosaic—to design good, satisfying jobs. An employee's work is then described on a “What to Do” basis, not “How” or “Why,” which is covered in training sessions preceding the start of work. Secondly, the “How to Teach” document for the new work is produced. Since most supervisors know what to do but not many know best how to teach, this guide helps the instructor through the training and evaluation procedures.

Most people, on first hearing this description, say: “That's what we do now.” No one who has said that initially, however, has failed to recant after exposure to the process itself. Strangely enough, the greatest skeptics before exposure, and the most enthusiastic after, are the computer experts themselves. This whole project would have been worth it if its only result was the new harmony it produces between the “machine” men and the “management” men. This in itself is another opportunity to convert disruptive tensions in a system to constructive mutual support—one group amplifying the contribution of the other. True, the STAR technology merely prescribes all of the steps which must be taken in designing “total systems” which are comprised of humans and machines. But, my point is that we found this obvious step had become lost in the grand progress to bigger and better machines. As Prince Metternich observed, “The obvious is always least understood.” STAR is basically a new approach for systems designers of humanized systems. It contains rules and minimum standards for human performance. Note that I said minimum standards, since it must be open-ended to permit the individual worker an opportunity to excel, develop and assume greater responsibility.

All STAR principles have worked well. They have served to restore the human balance with the machine. Our trials proved successful and further development is being actively introduced into most new systems in the computer side of our industry. Of course, the great payoff of STAR has been in more highly motivated employees. Increased productivity has been a by-product of that enhanced motivation. Again, we got these results only by converting the disruptive tensions

between employees and their machines into constructive relationships which render unto the machine the things that are the machine's, and render unto the employees those things which allow meaningful achievement.

Eric Hoffer is right, I believe, when he says that our country's greatest asset is the enormous latent talent, competence and leadership which exists at every level of our population. The techniques described here are designed to give this "greatest asset" new opportunities for realization and fulfillment. Only time will confirm the value of our undertaking; only time will reveal what further innovations will be needed to keep man's work meaningful in this era of the machine.

MERGERS

William Cottrell, *New Mexico State*, on August 18, 1968, to Carol White, at Deming, New Mexico.

Cliff Negley, *Denver*, on December 15, 1968, to Nancy Meadows, at Denver, Colorado.

Carl Hammond, *Denver*, on November 23, 1968, to Jo Ann Cvitanovich, at Denver, Colorado.

Dwayne Fuljam, *Eastern New Mexico*, on January 25, 1969, to Arlene Horton, at Roswell, New Mexico.

Nick Ourso, *Louisiana State-Baton Rouge*, on February 15, 1969, to Lucille Reulet, at Baton Rouge, Louisiana.

Keith D'Aquin, *Louisiana State-Baton Rouge*, on January 25, 1969, to Ann Isaac, at Baton Rouge, Louisiana.

Daniel G. Smith, *Michigan State*, on December 28, 1968, to Kathleen Murphy, at Wyandotte, Michigan.

Curtis J. Armbruster, *Michigan State*, on December 21, 1968, to Sandra Lee Collon, at Caro, Michigan.

Alan J. Erickson, *Michigan State*, on June 15, 1968, to Shirley Ann Englert, at Dennison, Michigan.

Samuel Turner, *Shepherd*, on December 21, 1968, to Bonnie Mose, at Martinsburg, West Virginia.

Dennis R. Prince, *Georgia State*, on December 14, 1968, to Frances C. Bingham, at Atlanta, Georgia.

William S. Culver, Jr., *Louisiana State-Baton Rouge*, on October 19, 1968, to Maria Victoria Gamboa, at New Orleans, Louisiana.

Emory C. Walton, *North Texas State*, to Cynthia Ann Muenzler, at Abilene, Texas.

Edward M. Fjordback, *Southern Methodist*, on August 21, 1968, to Debbie R. Higgins, at Dallas, Texas.

David E. Otstott, *Southern Methodist*, on August 24, 1968, to Linda Brown, at Dallas, Texas.

John C. Becker, *LaSalle*, on January 31, 1969, to Mary Delago at Girardville, Pennsylvania.

Craig E. Reese, *Texas-Austin*, on December 21, 1968, to Linda L. Newcomb, at

Houston, Texas.

Michael D. Soab, *Louisiana State-Baton Rouge*, on May 30, 1968, to Sheila M. Sevin, at New Orleans, Louisiana.

Enrique Camacho, *Louisiana State-Baton Rouge*, on January 25, 1969, to Kathlyn N. Meschke, at Baton Rouge, Louisiana.

Rodolfo Nodar, *Louisiana State-Baton Rouge*, on February 1, 1969, to Susan Goldstone, at Baton Rouge, Louisiana.

Ronald N. Blandy, *Rochester Tech*, on December 7, 1968, to Karen Mahn, at Honolulu, Hawaii.

Donald Kempel, *Kent State*, on March 1, 1969, to Pamela Hook, at Canton, Ohio.

Frank Riha, *Texas-Austin*, to Cecile Thompson, at Enis, Texas.

Danny G. Johnson, *Texas-Austin*, on January 25, 1969, to Mary Vineyard, at Galveston, Texas.

Julio B. Puzzuoli, *Detroit-Gamma Rho*, on May 3, 1969, to Carole Allagreen, at East Detroit, Michigan.

Richard Karnes, *Lamar Tech*, on December 21, 1968, to Kathy Ann Bylsma, at Beaumont, Texas.

Michael B. Johnson, *Louisiana State-Baton Rouge*, on January 22, 1969, to Louise Pauldine, at Oswego, N. Y.

John Kulpa, *LaSalle*, on August 23, 1969, to Frances Tureman, at Philadelphia, Pa.

Harry A. Hamilton, *Texas Tech*, on August 24, 1969, to Adrienne K. Smith, at Lubbock, Tex.

Jack E. Roulier, *Arizona State*, on July 19, 1969, to Joan O'Leary, at Phoenix, Ariz.

Dwight A. Ochocki, *Arizona State*, on July 25, 1969, to Patricia Klenke, at Phoenix, Ariz.

Stephen F. Capron, *Missouri-Columbia*, on June 28, 1969, to Karen Latham, at Raytown, Mo.

James Berry, *Missouri-Columbia*, on August 10, 1969, to Nancy Bruner, at Lancaster, Mo.

Edward M. Flannery, *St. Joseph's*, on September 27, 1969, to Eleanor McIntyre, at Philadelphia, Pa.

Robert P. Gainer, *St. Joseph's*, on November 15, 1969, to Carol Ann Testa, at Philadelphia, Pa.

Rodney Hartwig, *Missouri-Columbia*, on September 6, 1969, to Vicki Stuenkel, at Alma, Mo.

Roger K. Spickelmier, *Missouri-Columbia*, on September 6, 1969, to Pamela L. Dickey, at Kansas City, Mo.

William S. Alexander, *Arizona State*, on October 24, 1969, to Constance McBroom, at Tempe, Ariz.

David D. Lee, *Sacramento State*, on July 19, 1969, to Marsha Henry, at Redding, Calif.

Edward J. Goodin, *Sacramento State*, on April 12, 1969, to Cathy Wymore, at Sacramento, Calif.

Carroll E. Salls, *Sacramento State*, on July 11, 1969, to Carrol Laplant, at Zephyr Cove, Nev.

Rocco DiDomenico, *Manhattan*, on September 20, 1969, to Eileen P. Monahan, at Woodhaven, N. Y.

Michael J. Gregory, *Loyola-Los Angeles*, on October 4, 1969, to Wendy Walther, at Las Vegas, Nev.

Wayne C. Wunderlich, *Loyola-Los An-*

geles, on July 5, 1969, to Mary L. Pohl, at Downey, Calif.

Stephen W. Chatham, *Sam Houston State*, on July 12, 1969, to Edwina Lodge, at Houston, Tex.

Johnny Falco, Jr., *Sam Houston State*, on August 23, 1969, to Darcia Kramer, at Navasota, Tex.

Daniel L. Sandler, *Maryland*, on August 28, 1969, to Martha Bondar, at Silver Spring, Md.

James F. Ellison, *Maryland*, on August 22, 1969, to Sue M. O'Brien, at Silver Spring, Md.

Michael E. Walker, *Texas Christian*, on November 7, 1969, to Meredith Ann Wilkerson, at Fort Worth, Tex.

Barry A. MacBan, *Arizona State*, on May 29, 1969, to May K. Norris, at Phoenix, Ariz.

Robert V. Dean, *Texas Christian*, on June 4, 1969, to Dixie Lee Holt, at Fort Worth, Tex.

Bernardo E. Ibarrola, *Arizona State*, on June 10, 1969, to Rosalinda Balaquer, at Aqua Prieta, Mexico.

James Wilson, *Texas Christian*, on June 15, 1969, to Sharon Stroud, at Fort Worth, Tex.

Malcolm S. Curtis, *Arizona State*, on June 7, 1969, to Jacqueline Henning, at Scottsdale, Ariz.

Paul D. Andrew, *Texas Christian*, on June 21, 1969, to Kathy Lynn Posey, at Houston, Tex.

David E. Beavers, *Arizona State*, on June 2, 1969, to Susan Zarecor, at Farmington, N. Mex.

Ben A. Whittington, *Lamar Tech*, on August 23, 1969, to Kathy Maes, at Beaumont, Tex.

Ronnie Crowell, *Lamar Tech*, on June 5, 1969, to Jo Carolyn Booker, at Beaumont, Tex.

George R. Hesse, *Johns Hopkins*, on September 13, 1969, to Rosemary Dix, at Baltimore, Md.

Thomas E. Connor, *New Mexico State*, on June 7, 1969, to Deborah A. Taylor, at Roswell, N. Mex.

Stephen L. Stinson, *Nicholls State*, on August 23, 1969, to Sharon L. Hambrice, at New Orleans, La.

John D. Converse, *New Mexico State*, on June 7, 1969, to Paula Harty, at Las Cruces, N. Mex.

Wayne J. Riche, *Nicholls State*, on August 16, 1969, to Paula A. Porche, at Houma, La.

Robert K. McFarland, *New Mexico State*, on September 13, 1969, to Carolina B. Harvey, at Albuquerque, N. Mex.

Harold F. Brown, Jr., *Nicholls State*, on August 16, 1969, to Patricia L. Harrison, at Gretna, La.

Jerry L. Scott, *New Mexico State*, on June 6, 1969, to Carolyn Waldrop, at Truth or Consequences, N. Mex.

Roger L. Nungesser, *Southern Illinois-Edwardsville*, on June 14, 1969, to Ann M. Carroll, at Edwardsville, Ill.

Gerald W. Wells, *Arizona State*, on June 21, 1969, to Barbara Smith, at Toledo, Ohio.

Steven Sabo, *Southern Illinois-Edwardsville*, on November 24, 1969, to Nancy Ben-
sen, at Granite City, Ill.

Manpower Development

The Eleventh Hour is Now

by

Robert F. Vizza, Dean
School of Business
Manhattan College

This article is reprinted by permission from *Sales Management*, the marketing magazine. Copyright, 1968, Sales Management, Inc.

AN ACUTE SHORTAGE of capable marketing talent is plaguing all industry today, both in this country and abroad. This scarcity of people who understand and can manage the modern marketing concept is one of the major reasons why more companies have not adopted it. The need for competent marketing management will increase in the 1970s, and will pose a serious challenge to management in that decade.

One of the major causes of the shortage is a lack of training of marketing personnel at all levels. There is great cause for concern that, in the 1970s, marketing managerial talents will be insufficient simply because very little is being done to train managers today. There is little training of executives for their present job, and less for their future job. Consider the following alarming research findings:

1. A study by the Sales Executives Club of New York, conducted in 1965, disclosed that 71 per cent of the companies surveyed had no formal program to train and develop sales managers.

2. Of the managers surveyed, 78 per cent felt that their training was "inadequate."

3. Another study, conducted in 1967, revealed that 73 per cent of the respondents had no formal executive training program. The same study identified the real problem in adopting the marketing concept as a lack of marketing executives capable of managing the concept.

4. In still another study conducted in 1967, it was found that the chief sales executive received an average of 12.4 days of formal training. The chief marketing executive received an average of 15.1 days. All of this training pertained to the job these executives held while attending the training program; none of it was

aimed at preparing them for their next job. Further, most of this training was conducted by associations outside the company.

Recognizing the needs and opportunities in the field of marketing, the younger generation in business today is asking, "How can we prepare ourselves now to be marketing executives in the 1970s?" At the same time, companies ought to be asking, "What can we do now to develop the talent in marketing management that will be needed in the 1970s?" To answer these questions, it is necessary to project what the job of the marketing executive will be like in the next decade, what his qualifications must be, and what the individual and the corporation must do to develop these qualifications.

The job of the marketing executive of the 1970s

The term "marketing executive" will be used here to describe all those in a supervisory position in marketing, including sales managers, product managers, advertising, research, and distribution directors, and the chief marketing executive of the firm. Basically, the job responsibilities of these individuals will be the same in the 1970s as they are today. Each manager or director will be responsible for planning, organizing, staffing, and controlling his function; the chief marketing executive will still be responsible for marketing planning, implementing and supervising the marketing program, coordinating advertising, sales, research, distribution, inventory planning, and product development, and coordinating the over-all marketing function with the functions of production and finance. These jobs will be larger in scope, but will not change in substance. What will change is the environment in which the

jobs will be performed, the people to be managed, and the methods that the executive will use to do his job.

The major changes in the environment that will take place are the following:

Our national economy will surpass the trillion dollar mark by 1980. It is projected that the GNP will reach 1 trillion, 400 billion dollars, and the Disposable Personal Income will be near \$800 billion. The average family income will be \$13,000 measured in today's dollars.

Market segmentation will increase as markets become broader in scope. Markets will cover a larger geographic area, will include more people, and will represent a larger diversity of needs to be satisfied, thus dictating a strategy of segmentation.

International markets will be further developed as our country moves away from a position of modified economic isolationism with the rest of the world. Trade, travel, and communications will bring about what Marshall McLuhan terms "a global village."

The prominence of "social capital" in the decision process will characterize future decisions. There will be greater emphasis on a "new" variable in decision making—the community. No major decision in the future will be made without a consideration of its impact on the community, as Columbia University just learned.

Competition will change as markets become more segmented. Companies will find it increasing difficult to compete successfully in more than a few market segments. The product life cycle, already shortened, will be compressed even more in the 1970s as the degree of competition increases. Marketing management will have to rely more on an effective intelligence system and flexible planning.

Government's influence in decision-making, particularly marketing decisions, will increase as it tackles the problems of society at large. The influence of government under these circumstances tends to be pervasive.

Change will continue to quicken its pace, requiring a management that will be both responsive and innovative. The life cycle of an idea or strategy will be short in the 1970s.

The number of people to supervise will increase, while there will be proportionately fewer managers than today. Our population will increase by 50 million people, with 20 million more in the work force.

The average age will decrease, with over 50 per cent of our population under 25 years of age by the end of the 1970s.

Educational levels will increase. Employees of tomorrow will receive more education. The number graduating from college reached 6.5 million this past year. By 1975, it will hit 9 million, of which one-half will go on to graduate school, compared to less than one-third today. Supervising these graduates presents its own problems. They will be less tolerant of organizational constraints and regimentation, and will have higher expectations about what they should put into and get out of a job.

Attitudes and values toward work will change. The old Puritan ethic that hard work is a duty and unavoidable is being replaced by a value that looks at work as a career, almost as an avocation. Work, under this value, provides an opportunity for an individual to actualize himself. No longer is the emphasis on "making a living"; it is now on "making a creative contribution."

The "Knowledge-Experience Gap" will widen. A serious gap exists between today's new-hire, who is a recent MBA or college graduate, and his manager. The graduate's knowledge is current, but he lacks experience; the manager is experienced, but his knowledge is not as current. Frustrations are built into this relationship for both the manager and the new-hire. This gap is self-perpetuating. By the time the graduate gains experience and subsequently becomes a manager, his knowledge is no longer current. He will experience the same gap with his new-hires. And thus the wheel turns again. Since there is no such thing as instant experience, this gap must be closed by a program to update the manager's knowledge.

These factors, plus increased mobility of employees, will make it necessary for business to focus on the development of people if they are to attract and hold talent.

The new environment and new people to be managed will require different methods of management in the 1970s. The computer will have an impact on management methods that can be compared to that of the Industrial Revolution. The full implications of this new technology are still beyond imagination. One thing, however, is inevitable: Decision-making will be more quantitative and scientific. At the same time, an abundance of previously unavailable and

timely information will be accessible to management. Marketing management will not become a science, but it will be more scientific. Communications means and methods will speed the flow of data and enable operations to broaden in scope. And, advertising and other consumer communications will enjoy the advantage of developments in this technology.

The qualifications of the marketing executive of the 1970s

Operating under a different environment, managing a new breed of people, and using different management methods require a whole new set of qualifications for the marketing executive of the 1970s.

The new executive will be more quantitatively oriented to utilize the capabilities of the computer and become compatible with it.

He will have a working knowledge of behavioral and humanistic concepts, which will be absolutely necessary to supervise the kind of employee the 1970s will bring.

His interactions with the changed environment of the 1970s will require an aptitude in the social sciences—sociology, cultural anthropology, demography, ecology, and social psychology. He must possess the ability to perceive and to adapt to changes in these environments.

His perspective will be worldwide as the barriers of time, distance, cultural differences, and trade regulations are removed, and his knowledge of the social sciences will extend to other cultures.

The manager of the future must have an appreciation for learning and an ability to learn fast, because knowledge will continue to explode. It will double in the next 10 years. He will operate under the concept of a lifetime of education and will take the necessary steps to keep current. He will be flexible and have the ability to manage change. He will be responsive in adapting to change, and innovative at other times to cause change.

The manager will tend to become more of a specialist as knowledge continues to develop and the scope and complexity of business enlarges. But he will not be an isolated specialist. He will have to relate to the rest of the business. As he progresses in his career, he will build on the base of his specialization but will become more of a generalist. The successful manager of the 1970s will best be described as a generalized specialist.

What individuals can do to train themselves for the 1970s

All development is basically self-development. The new environment of the 1970s, the different kinds of people to be managed, and the new management methods that will be used require a new orientation for some, and additional education for all, potential managers. What, then, should an individual do to prepare himself for the 1970s?

He must begin by updating his formal education in the following:

1. An understanding of the concepts of the computer and its terminology, capabilities, and limitations. He should not try to become a computer specialist but should learn how it operates, what it can do, and how to use it in his job.

2. An understanding of and appreciation for quantitative methods in order to relate to the operation research specialists and to use this technology in decision-making.

3. An exposure to the social and behavioral sciences necessary to work with people and to better understand consumer behavior, both domestically and internationally.

4. An understanding of the other functions of the business, especially finance and production.

5. An updating, wherever necessary, in modern marketing methods.

Tomorrow's marketing executive should get actual experience in advertising, sales, and product management as a minimum, and an exposure to marketing research and physical distribution. His future job will require him to coordinate the work of all of these functions and to integrate them with the other functions of the firm.

He should prepare himself emotionally to operate in a world in which the pace of change will be so rapid as to be unprecedented and the constant frustration of his knowledge and methods becoming outdated must be met. The size and scope of operations under his control will be staggering by today's standards. This adjustment requires an attitude of dynamism rather than conservatism, of looking at change as an opportunity rather than a threat, of seeking innovation rather than maintaining the status quo.

What corporations must do

Corporations have a serious obligation to develop their most important resource

Continued on page 87



WITH THE

ALUMNI

THE WORLD OVER

Bobby K. Marks is Appointed Dean of Sam Houston State School of Business

DR. BOBBY K. MARKS, *Sam Houston State*, has been named dean of the School of Business and Applied Arts at Sam Houston State University. His appointment became effective September 1, 1969.



BOBBY K. MARKS, a member of Epsilon Mu Chapter at Sam Houston State University, was recently named dean of the School of Business and Applied Arts at Sam Houston State. He succeeds another Deltasig, Dr. Jean Neal.

Brother Marks joined the Sam Houston State faculty in 1960 as an assistant professor of business administration. He later served one year as director of the Department of Economics. Before joining the Sam Houston faculty he gained teaching experience at the University of Arkansas. He also gained business experience while working three years for the Gulf Supply Company, Inc. His military experience includes work with the Petroleum Distribution Command in Fontainebleau, France, with the United States Army.

The popular dean received his B.B.A. degree from Lamar State College of Technology, his M.B.A. degree from North Texas State University and his Ph.D. degree from the University of Arkansas.

He is married to the former Colleen Ann McDonald and they have two children.

His writings have appeared in *Personnel Journal* and *Personnel Administration*.

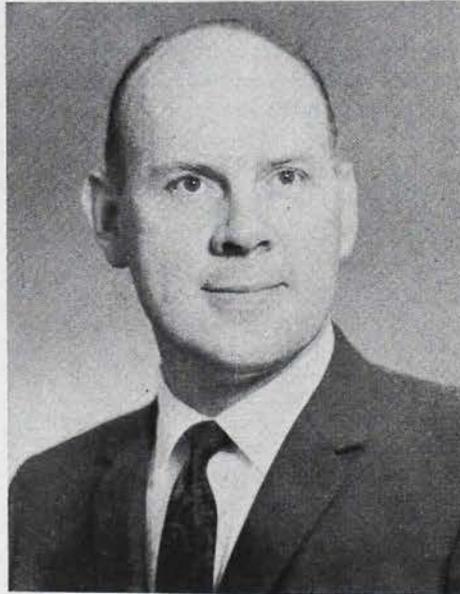
In announcing Dr. Marks' appointment, Dr. Arleigh Templeton, Sam Houston State president, said, "Dr. Marks has shown himself to be one of the outstanding young men on our faculty. I am confident that he will bring to his deanship the energetic progressiveness and intellectual competence that has characterized his career in his classroom. We are fortunate to have him on our administrative staff."

Brother Marks succeeds another Deltasig, Dr. Jean Neal, who had served the University for many years as Dean.—FEREL ROBINSON

Charles Mannel is Named Assistant Dean of Minnesota School of Business

CHARLES MANNEL, *Minnesota-Minneapolis*, has recently been named Assistant Dean of the School of Business at the University of Minnesota at Minneapolis. Dr. Paul V. Grambsch, *Tulane*, is Dean of the School of Business.

Prior to his appointment as Assistant Dean he had been the Director of the School of Business Placement office.



CHARLES MANNEL, former director of placement and alumni relations for the School of Business at the University of Minnesota at Minneapolis, has recently been named assistant dean of the School of Business at the University. Brother Mannel is a member of Alpha Epsilon Chapter at the University of Minnesota.

Brother Mannel was born in Baltimore, Maryland, and received his secondary education there. He attended the University of Maryland and earned the Bachelor of Arts degree in business and public administration. He later received the Bachelor of Science degree from the University of Minnesota at Duluth, after which he earned the Master of Arts degree from the University of Minnesota at Minneapolis.

His business experience includes radio announcing at WNAV, a teacher of English and business education in Baltimore, and Duluth. He has also been an Account Representative for Investors Diversified Services, Inc.; Assistant Registrar; and Admissions Officer before becoming Director of Placement and Alumni Relations, a position he held until being named Assistant Dean.

In addition to Delta Sigma Pi, he is a member of the Kiwanis, Cub Scouts, Vocational Guidance Committee and a number of other civic organizations.

SACRAMENTO

THE SACRAMENTO ALUMNI CLUB has been honored by the appointment of two of its members as National Officers. Brother H. Nicholas Windeshausen has been appointed Director of Education for Business and will serve as a member of the Grand Council. Brother Edward C. Antognoli has been appointed District Director for Epsilon Phi, Epsilon Theta and Delta Pi Chapters and the Sacramento Alumni Club.

The past three months have been active ones for the Sacramento Alumni Club. On October 18, a bus load of Brothers and their wives or dates took an excursion to beautiful South Lake Tahoe. A wonderful day was had by all and the early snow in the High Sierras was most scenic! The year's highlight event took place on November 6,—the Founders' Day Celebration and Dinner, which was held at the El Gaucho Restaurant with over 100 in attendance from the Alumni Club, Epsilon Phi, Epsilon Theta and Delta Pi Chapters. Four National Officers were in attendance: Grand President Warren E. Armstrong; Director of Education for Business H. Nicholas Windeshausen; Western Regional Director R. Nelson Mitchell, and District Director Edward C. Antognoli. President Ray J. Nielsen introduced the keynote speaker, Brother Floyd Brady, who delivered a most moving talk dealing with the meaning of a lifelong association as a Brother of Delta Sigma Pi. On the afternoon of December 13, the annual Christmas Party for the Brothers' children featured an Old Fashioned Christmas, complete with Santa, gifts, games, candies and an exciting occasion for the children and parents!—EDWARD C. ANTOGNOLI

MEMPHIS

THE MEMPHIS ALUMNI CLUB was proud to host Brother Warren Armstrong, newly elected Grand President, during his first official visit to the South.

Brother Armstrong visited Memphis on October 2 for the purpose of installing Brother Roy Tipton as the newly elected Director of the Southern Region.

The day's agenda was a busy one, beginning with a pledging ceremony held by Epsilon Psi Chapter at Christian Brothers College. Next in line was a visit to the office of Memphis Mayor Henry M. Loeb, where Warren was presented with the Key to the City by the Mayor, himself an honorary Deltasig.

A brief tour of the city, and the campuses of Southwestern University, Memphis State University, and Christian Brothers College followed.

Delegates from Epsilon Psi Chapter at Christian Brothers, Gamma Zeta Chapter at Memphis State, and Alpha Phi Chapter at Ole Miss, attended the installation meeting, hosted by the Memphis Alumni Club, that night.

Warren was presented with a plaque, made by Brother Bob Schrimsher of the Alumni Club, which displayed mementoes of the Memphis Sesquicentennial Year Celebration, including bronze sesquicentennial coins minted at the Philadelphia mint.

The Memphis Deltasigs were impressed by the new Grand President and extend their best wishes for an outstanding term of office, and a reminder that the Memphis area, as always, stands ready to be of any assistance possible during that term.—BILL CULVER

PITTSBURGH

THE PITTSBURGH ALUMNI CLUB held a special business meeting just prior to Lambda Chapter Rushing Smoker at the Pitt Student Union on October 10. Plans were made for some very interesting affairs. Complete details will be forthcoming in the near future.

One of those affairs was the Founders' Day dinner held at the Holiday House in Monroeville. Brother Jack Fallon, a long time member of the Pittsburgh Alumni Club and Lambda Chapter, was honored by both undergraduates and alumni for his many years of service to the Fraternity. Brother Jack has always been one of our most staunch supporters and workers. We wish him continued success and are very proud to claim him as a brother. Jack has been a "Big Brother" to every neophyte of Lambda Chapter. He is one individual who embodies all the precepts of Delta Sigma Pi not only in his fraternal associations but in all his relationships with his family, friends and associates. He has served in just about every fraternity office and has worked on every standing committee at one time or another and has headed up special committees. He just recently completed a suggested revision of our bylaws and is ready to aid Delta Sigma Pi in any way he is able.

Brother Herb Finney brought another honor to Delta Sigma Pi and the Pittsburgh Club by being named to the Board of Direc-

tors of the General Business Alumni Association of the University of Pittsburgh. Through that association, the Pittsburgh Alumni Club should be able to foster even closer relationships with the University of Pittsburgh.

Brother Mel Brown, our new Regional Director, (new because of the redivision of regions) stopped in Pittsburgh to visit with the brothers. We hope he comes back often.

The monthly luncheons at the Club Internationale were so popular last year that they will be continued. The luncheons were and are a vehicle of communication and if you haven't been attending, make a resolution to do so this year.—B. J. MICHALEK

Paul A. Gorman, Western Electric President is named President of Penn Central Company

PAUL A. GORMAN, former president of the Western Electric Company, has been elected president and chief administrative officer of the Penn Central Company. Brother Gorman retired from Western Electric Company after 40 years of service. Before becoming president and chief executive officer of Western Electric in 1964, he was executive vice president of American Telephone and Telegraph and president of New Jersey Bell Telephone Company.

Now 61 years old, Brother Gorman joined Western Electric in 1929 after receiving a degree in business administration from the University of Missouri at Columbia and spent his early years in accounting and cost analysis work. After advancing into positions in manufacturing, industrial relations, zone management and personnel in both AT&T and Western Electric, he was named vice president-finance, a director and a member of the executive committee of Western Electric in May 1956 and became vice president-manufacturing in September of that same year.



PAUL A. GORMAN, *Missouri-Columbia*, former president of Western Electric Company, is the new president of the Penn Central Company. Brother Gorman was honored by the fraternity in 1960 when chosen "Deltasig of the Year."

In announcing the appointment, Mr. Stuart T. Saunders, Penn Central Chairman said, "By virtue of his rich experience in practically every phase of management and as a top officer in one of the nation's largest corporations, he will bring to Penn Central many new viewpoints and concepts, particularly in the areas of cost control, budgeting, computer technology, personnel and public relations.

We are eager to introduce into Penn Central additional methods and techniques of modern industrial management, and we are confident that Mr. Gorman will be most helpful to us in achieving these objectives."

Brother Gorman is a director of several subsidiaries of Western Electric, the Bankers Trust Company of New York, the Bankers Trust New York Corporation, Campbell Soup Company, Prudential Insurance Company, C. R. Bard, Inc., National Merit Scholarship Corporation and the Economic Club of New York. He is also a member of the Baltrusol Golf Club, the Canoe Brook Country Club, Gulf Stream Golf Club, the University Club of New York and the Links Club of New York.

A native of Carrollton, Missouri, Brother Gorman now lives in Summit, New Jersey.

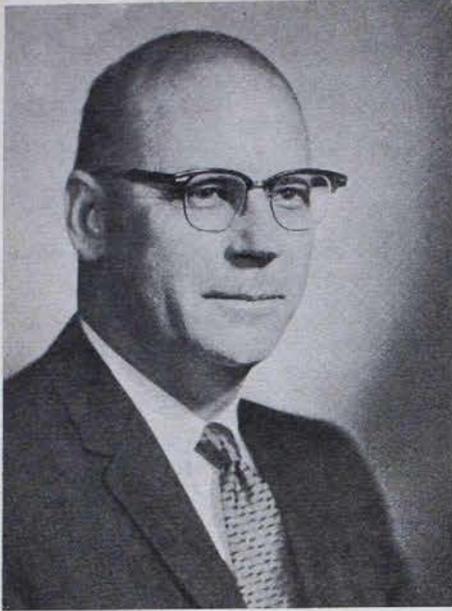
He was initiated into Delta Sigma Pi on March 11, 1928, by Alpha Beta Chapter at the University of Missouri at Columbia. He was honored as "Deltasig of the Year 1960" while Executive Vice President of AT&T.

Loy E. Rast, Jr. is Named Southern Bell Executive VP

LOY E. RAST, JR., a former vice president of Southern Bell Telephone Company was recently named Executive Vice President of the company. He had been vice president-operations of the South Central Bell Telephone Company with headquarters in Birmingham, Alabama, prior to being named to the new position. Brother Rast will be assigned administrative duties at the headquarters in Atlanta involving the company's entire operations. He was also elected a member of the board of directors and of the executive committee.

A native of Athens, Georgia, he is a 1937 graduate of the University of Georgia. He began his telephone career with Southern Bell and spent his early years in Florida, North Carolina, Alabama and Georgia. Among the positions he has filled since then are those of general accounting manager, vice president and comptroller, vice president and general manager in charge of Florida operations and vice president-West states. He was assistant comptroller of the American Telephone and Telegraph Company for a time. He became operations vice president for South Central Bell when it was formed by Southern Bell as a separate company.

Brother Rast has been prominent in civic and business affairs in cities in which he has lived. His activities have also included a term as vice president of the University of Georgia Alumni Society in 1968. He was initiated into Delta Sigma Pi by Pi Chapter at the University of Georgia on December 1, 1936.



LOY E. RAST, JR., a member of Pi Chapter at the University of Georgia, has been named executive vice president of the Southern Bell Telephone Company with headquarters in Atlanta. He had been vice president-operations of South Central Bell Telephone Company in Birmingham, Alabama, before being named to the new position.

HOUSTON

OUR AUGUST MEETING of the alumni club was another success. We attended a dinner theater where we saw a production of "Mary, Mary." It was very entertaining and a thoroughly enjoyable time was again had by all. We plan to have more of this type of activity in the future, as it seems to be one of the most popular forms of "get together" we have.

The September meeting was of a more subdued nature. We held our election of officers for the coming year. The new slate includes Gerald Franklin as president, for his second consecutive term; Terry Lee as vice president; John Munro, secretary; and Richard Wallace, treasurer. We are looking forward to another exciting year of activities with this group of enthusiastic brothers providing the leadership.

Our October meeting was postponed from our normal meeting date. This was done to hold it more closely to Founders' Day, at which time we held a dance. We had another fine turnout of our members at this occasion.—GUS A. AMUNDSEN

PHILADELPHIA—Omega

THE ALUMNI ASSOCIATION of Omega Chapter of Delta Sigma Pi held its Annual Stockholders Meeting and Fourth Special Reunion at the Poor Richard Club in Philadelphia on Friday night, October 17, 1969. At the get-together, attended by some 125 brothers, a number of Deltasigs were honored, including Alumni President William M. Rinck.

The special reunions are held by Omega alumni every four years, and brothers travel

from all over the U.S. to attend. Among the many presentations witnessed by attendees was a special award to Dr. Sterling K. Atkinson, retiring Vice President of Financial Affairs at Temple University. He was honored for his many years of service to the school, to Deltasig, and to the students. Among the guests at the affair were Past National President M. John Marko and Regional Director H. Melvin Brown.

Other awards included: a special award to President Rinck, which was the naming of the Chapter President's room and study in Rinck's honor for his years of inspiring leadership to the alumni; a newly instituted Vincent F. Zelinka Brotherhood Award to Brother Dennis Hummel, who most emulated the quiet dedication and service of the late Brother Zelinka; and a Scholarship Award in honor of Brother John C. Sevier, Assistant Dean of the Evening School of Business at PMC, to be presented to a member of the chapter annually. During the program, which was chaired by Brother John F. Scott, awards of appreciation were presented to 17 alumni brothers for a variety of services to the alumni club.—VICTOR P. DAMIANI



GRAND PRESIDENT Warren E. Armstrong is shown here addressing the members of the fraternity who attended the highly successful Sacramento Alumni Club Founders' Day dinner.

PERSONAL MENTION

Edwin H. Styffe, Jr., *St. Louis*, vice president of Thomas W. Parry and Associates, public relations counseling firm, has been accredited by the Public Relations Society of America. Accreditation is recognized as the highest professional status in the public relations field.

Frank C. Brandes, Jr., *California*, was recently promoted to controller and transferred to the Vallejo, California, office of Sears Roebuck & Company.

Richard M. Coffey, *Creighton*, has recently been promoted to vice president-marketing of Omaha Indemnity, an affiliate of Mutual of Omaha.

Leon H. Harding III, *Virginia Tech*, has accepted a position as staff accountant with Peat, Marwick, Mitchell & Company in Richmond, Va.

Edward W. Patton, *Rider*, has been elected president of the Jaycees at Doylestown, Pa. He had been a director and vice president of the Central Bucks Jaycees before his election as president.

Randall L. Sittler, *Nebraska-Lincoln*, a captain in the U. S. Airforce, has been awarded the Outstanding Supply Officer Certificate at Trabzon Air Station, Turkey. The honor qualifies him for assignment to high level positions in supply fields which control more than half of the Air Force budget.

Warren M. Haddaway, *North Carolina*, has recently been transferred to the home office of Liberty Mutual Insurance Company as manager of claims service and education.

Thomas M. Woodhams, *Nevada*, now a captain in the U. S. Air Force, has been assigned as Accounting and Finance Officer and Assistant to the Comptroller at Osan Air Base, Korea.

Donald J. Bezub, a security policeman at Nha Trang Air Base, Vietnam, has recently been promoted to sergeant. He is a member of Epsilon Psi Chapter at Christian Brothers College.

Anthony Guynn, *Florida State*, has been promoted to manager of General Development Corporation, Branch Office, Atlanta, Georgia.

William Collins, *Florida State*, has recently been promoted to Assistant Manager of Firestone in Tampa, Florida.

Joe Wilson, *Pittsburgh*, has been promoted to treasurer of Miller Printing Company in Pittsburgh. He was formerly Controller of the same company.

Robert Rees, *Pittsburgh*, District Director of Western Pennsylvania and West Virginia, has a new position as Personnel Director of Fesco Division of Columbian Carbon Company which is headquartered in McKees Rocks, Pa.

Robert Sterret, *Pittsburgh*, has assumed a new position as Chief Accountant of Specialized Management Services Division of Macke Company. He reports to Brother Vic Scrivo, treasurer of Specialized Management Services.

Richard Schultheis, *Pittsburgh*, has successfully completed the CPA examination and was recently admitted to membership in the American Institute of Certified Public Accountants.

William F. Gliss, *Johns Hopkins*, will assume the position of Managing Partner in the firm of Legg & Company, investment bankers, in July 1970. Brother Gliss has just returned to Baltimore after 11 years in the firm's New York office.

Alvin K. Miller, *Pittsburgh*, has been named Director of Advertising for the Duquesne Brewing Company, Pittsburgh. He was formerly with Ketchum, McLeod and Grove as a medium purchaser.

Albert Gardner, *Johns Hopkins*, has been elected to the position of Senior Vice President of the Equitable Trust Company of Baltimore. He was first employed by the bank in 1960 as Controller.

T. Donnell Schildwachter, *Johns Hopkins*, has been elected a vice president of McCarthy-Hicks, Inc. He is also secretary of the firm, having been associated with the company since 1941.

—people. In addition to moral responsibility, there are very practical reasons for becoming involved in manpower development. There will be a shortage of qualified managers in the 1970s, more people to manage, a knowledge explosion that antiquates college education before a man becomes a manager, and a new breed of employee who will make his prime commitment to his self-development rather than to an organization. This employee will be less motivated by money and will look for work challenges and opportunities for education and self-development in selecting an organization. If a company is to attract, develop, and hold this type of employee, and it must in order to compete and survive, it has to concern itself with continuing education and development of personnel.

1. Develop an estimate of future manpower needs as a good starting point. These needs must be analyzed in light of future plans and objectives. The number and types of jobs to be filled must be projected; the job responsibilities must be described; and the number and qualifications of people required to fill these jobs must be specified. A comparison of these needs to the strengths of the firm's present personnel will indicate its future manpower requirements. Since all development is self-development, the corporation must provide the climate, guideline, incentives, and tools necessary.

2. Corporations must make a commitment of resources to the training and development function—a commitment of men, money, and time. Line executives at all levels must be responsible for and involved in the training of their subordinates. They should be assisted by a full-time training staff who act as consultants to the line executives in identifying training needs, and structuring and conducting training programs. Corporations should allow release-time for executives to take part in training activities, both as trainers and trainees.

3. Every corporation should have a career path personnel development program that traces not only the different avenues of advancement open to its employees but the training exposure at every juncture on the path. A rotation program will be part of this career path, but it should be a consciously planned rotation rather than an expedient movement of people.

4. Corporations must get into the busi-

ness of formal education formally. That is, a curriculum of training and development programs to be conducted in-house on a continuing basis should be developed. These programs should conform to the career paths designed by the company, and should attempt to develop the qualifications described earlier in this article. Each company's training needs will differ, but should include certain elements:

Supervising people: recruitment, selection, compensation, motivation, appraisal, training, and supervision.

Marketing decision-making: the process and tools, including computers and quantitative analysis.

Marketing planning: developing marketing goals, designing strategies, and programs.

Implementing the marketing program: coordinating with other functions and with distributors.

Consumer behavior: from the economic, psychological and sociological points of view.

Marketing management: including the organization and control of the marketing function, marketing intelligence systems, and financial aspects of marketing.

Corporations must make proper use of outside training programs. Such programs should be considered a supplement to, and never a substitute for, the company's own training efforts.

Much of the above commitment to training and development will have to be made on faith alone, since training is a cumulative, long-range process and its effects cannot be measured directly in the short run in terms of sales or profitability. There are too many other variables. In the long run, however, there is a strong positive correlation between the standing and profitability of a company and its commitment to formal training and development. If you or your company have not begun to train for marketing management in the 1970s, it is now the eleventh hour—it will be too late in the 1970s.

DIVIDENDS

To Brother and Mrs. Willis Kilpatrick, *Eastern New Mexico*, on February 7, 1969, a daughter, Shanna Coleen.

To Brother and Mrs. Charles Boswell III, *South Carolina*, on February 25, 1969, a daughter, Lauren Reed.

To Brother and Mrs. Ronnie Knoy, *Eastern New Mexico*, on January 18, 1969, a daughter, Crystal Dawn.

To Brother and Mrs. Daniel Rester, *Louisiana State-Baton Rouge*, on February 6,

1969, a daughter, Danielle.

To Brother and Mrs. Raymond Jackson, *New Mexico State*, on July 26, 1968, a daughter, Kaye.

To Brother and Mrs. James Hunter, *Louisiana State-Baton Rouge*, on December 30, 1968, a daughter, Jennifer Dawn.

To Brother and Mrs. Charles Brock, *New Mexico State*, on January 9, 1969, a son, Steven.

To Brother and Mrs. Arthur Black, *Florida State*, on October 25, 1968, a son, Arthur Todd.

To Brother and Mrs. Robert Muzzy, *Northern Arizona*, on January 25, 1969, a son, Brian.

To Brother and Mrs. George F. Buchanan, *Auburn*, on August 5, 1968, a son, George Fred III.

To Brother and Mrs. Edward J. Taulane, *LaSalle*, on January 30, 1969, a son, Edward Joseph V.

To Brother and Mrs. Arnold J. Faze, *Miami-Florida*, on August 26, 1968, a daughter, Kimberly Kathryn.

To Brother and Mrs. Charles E. Winge, *Georgia Southern*, on August 10, 1968, a daughter, Cenie Dawn.

To Brother and Mrs. Joseph Fairbanks, *Missouri-St. Louis*, on February 22, 1969, a son, Charles John.

To Brother and Mrs. Arnulfo Delgado, *Texas-El Paso*, on October 1, 1968, a daughter, Jacqueline.

To Brother and Mrs. Larry B. Hill, *Eastern Illinois*, on November 4, 1968, a daughter, Heather Leigh.

To Brother and Mrs. George Brudnak, *Detroit-Gamma Rho*, on February 4, 1969, a daughter, Lisa Lynn.

To Brother and Mrs. James T. Gray, *Louisiana State-Baton Rouge*, on March 5, 1969, a daughter, Kristin.

To Brother and Mrs. Robert McCaffery, *Maryland*, on June 13, 1969, their first son, Timothy Scott.

To Brother and Mrs. Emory C. Walton, *North Texas State*, on October 3, 1969, a daughter, Karen Sue.

To Brother and Mrs. John A. Murphy, *Rutgers-Beta Rho*, on September 12, 1969, a daughter, Kathleen Anne.

To Brother and Mrs. Jack G. Crawford, *Sacramento State*, on August 31, 1969, a daughter, Sheri Lynn.

To Brother and Mrs. Bruce Austin, *Loyola-Los Angeles*, on August 12, 1969, a son, Brian Thomas.

To Brother and Mrs. Brian F. Lee, *Sam Houston State*, on May 29, 1969, a daughter, Marguerite Diane.

To Brother and Mrs. Howard K. Fitzpatrick, *Sacramento State*, on August 24, 1969, a son, Nicholas Howard.

To Brother and Mrs. Daniel Glassmaker, *South Dakota*, on June 10, 1969, a son, Matthew Daniel.

To Brother and Mrs. David Reemts, *South Dakota*, on April 5, 1969, a daughter, Kristy Kay.

To Brother and Mrs. Wendel Malsam, *South Dakota*, on June 10, 1969, a daughter, Kimberley Ellen.

To Brother and Mrs. Lawrence J. Calleri, *State U. of New York-Buffalo*, on March 1, 1969, a daughter, Emily Jeanne.

LIFE MEMBERS

- 4883 M. Dean Anderson, *Delta Chi*, Washburn
- 4884 Richard C. Aronson, *Beta*, Northwestern
- 4885 William G. Loventhal III, *Kappa*, Georgia State
- 4886 Steven B. Eaton, *Alpha Iota*, Drake
- 4887 John V. Luneborg, *Gamma Epsilon*, Oklahoma State
- 4888 Charles W. Hart, Jr., *Zeta Psi*, New York-Albany
- 4889 Stephen E. Doling, *Zeta Psi*, New York-Albany
- 4890 Royce W. Plyler, *Delta Eta*, Lamar Tech
- 4891 John H. Cookson, *Gamma Rho*, Detroit
- 4892 Charles W. Moore, Jr., *Delta Omega*, West Liberty State
- 4893 Rolland D. Comeau, *Delta Eta*, Lamar Tech
- 4894 Donald E. Boggs, *Epsilon Kappa*, Shepherd
- 4895 Charles V. Larson, *Alpha Epsilon*, Minnesota
- 4896 James E. Warne, *Gamma Omega*, Arizona State
- 4897 Thomas L. Leuken, *Epsilon Iota*, Mankato State
- 4898 Kenneth E. Litton, Jr., *Gamma Tau*, Southern Mississippi
- 4899 Michael W. Henry, *Sigma*, Utah
- 4900 Frank A. Glowaty, Jr., *Zeta Xi*, Lewis
- 4901 Richard G. Wojcik, *Alpha Omega*, DePaul
- 4902 Louis A. Larson, *Gamma Xi*, Santa Clara
- 4903 Peter N. Gehrke, *Alpha Theta*, Cincinnati
- 4904 William R. Hilburn, *Beta Lambda*, Auburn
- 4905 Keith R. Schrupp, *Alpha Epsilon*, Minnesota
- 4906 Alan D. Brandt, *Zeta Phi*, Florida Atlantic
- 4907 Gary L. Wallace, *Eta Theta*, Angelo State
- 4908 Michael H. Sellen, *Zeta Sigma*, Southeastern Louisiana
- 4909 Richard L. Allen, *Psi*, Wisconsin
- 4910 Leslie R. Collins, Jr., *Epsilon Rho*, Tampa
- 4911 Wade N. Myers, *Epsilon Phi*, Sacramento State
- 4912 Robert F. Trapp, *Gamma Rho*, Detroit
- 4913 R. Michael Rodgers, *Zeta Rho*, Menlo
- 4914 Edwin M. Rosenthal, *Delta Psi*, Suffolk
- 4915 Gerald W. Wilkerson, *Alpha Sigma*, Alabama
- 4916 Douglas C. Graves, *Epsilon Mu*, Sam Houston State
- 4917 Richard L. Douthitt, *Delta Epsilon*, North Texas State
- 4918 William G. Stevens, *Gamma Sigma*, Maryland
- 4919 James M. Connolly, *Alpha Pi*, Indiana
- 4920 Charles J. Bauer, *Gamma Rho*, Detroit
- 4921 Thomas A. Batey, *Delta Pi*, Nevada
- 4922 Samuel M. D'Amato, *Beta Rho*, Rutgers
- 4923 Joseph E. Martinez, *Beta Rho*, Rutgers
- 4924 Harold L. Cherney, *Epsilon Sigma*, LaSalle
- 4925 Peter H. Finie, *Delta Sigma*, Loyola-Los Angeles
- 4926 John P. DeSelle, *Epsilon Theta*, Chico State
- 4927 William A. Bennett, *Alpha Omicron*, Ohio U.
- 4928 William K. Tucker, *Upsilon*, Illinois
- 4929 James D. Bauer, *Alpha Beta*, Missouri-Columbia
- 4930 Earl T. Cooley, *Epsilon Lambda*, Rochester Tech
- 4931 John W. Brown, *Delta Theta*, Oklahoma City
- 4932 James H. Nelson, *Alpha Phi*, Mississippi
- 4933 Lynn A. Hemming, *Alpha Epsilon*, Minnesota
- 4934 Joseph F. Gildner, *Zeta Sigma*, Southeastern Louisiana
- 4935 Martin A. Verson, *Delta Epsilon*, North Texas State
- 4936 Kenneth T. Atwell, *Sigma*, Utah
- 4937 Charles W. Westrip, Jr., *Gamma Lambda*, Florida State
- 4938 Ralph J. Wiseman, *Eta Nu*, Missouri-St. Louis
- 4939 Bruce C. McNickle, *Alpha Delta*, Nebraska-Lincoln
- 4940 Perry L. Anderson, *Delta Omicron*, San Francisco State
- 4941 Daniel E. Owens, *Kappa*, Georgia State
- 4942 L. Robert Dapper, *Alpha Gamma*, Pennsylvania State
- 4943 James B. McCracken, Jr., *Zeta Phi*, Florida Atlantic
- 4944 Paul Platko, Jr., *Gamma Iota*, New Mexico
- 4945 John D. Gerlach, *Eta Theta*, Angelo State
- 4946 Louis C. Passauer, *Beta Zeta*, Louisiana State
- 4947 Carl H. Schusterman, *Alpha Omicron*, Ohio U.
- 4948 Henry B. Mallory, *Gamma Zeta*, Memphis State
- 4949 George M. Soukup, *Epsilon*, Iowa
- 4950 Jerome F. Papinchock, *Delta Tau*, Indiana State
- 4951 Frank J. Macaluso, *Delta Nu*, Loyola-New Orleans
- 4952 Roy B. Bridges, *Zeta Sigma*, Southeastern Louisiana
- 4953 James A. Frankenfield, *Eta Xi*, Philadelphia Textiles
- 4954 Charles E. Muirhead, Jr., *Lambda*, Pittsburgh
- 4955 Jack R. Bollinger, *Lambda*, Pittsburgh
- 4956 James E. Cerny, *Lambda*, Pittsburgh
- 4957 Ronald J. Covato, *Lambda*, Pittsburgh
- 4958 David T. Herreman, *Eta Theta*, Angelo State
- 4959 Rocky J. Wentzel, *Epsilon Phi*, Sacramento State
- 4960 Jerry R. Thoele, *Epsilon Zeta*, Midwestern
- 4961 Henry A. Sorbet, Jr., *Zeta Sigma*, Southeastern Louisiana
- 4962 Lawrence A. Tomsic, *Gamma Omicron*, San Francisco
- 4963 Gary E. Linnenbringer, *Alpha Beta*, Missouri-Columbia
- 4964 Vincent A. Brown, *Beta Rho*, Rutgers
- 4965 Donald E. Hayes, *Zeta Xi*, Lewis
- 4966 Albert W. Mandia, *Eta Xi*, Philadelphia Textiles
- 4967 Gregory K. Redican, *Delta Sigma*, Loyola-Los Angeles
- 4968 Richard L. Williams, *Delta Omega*, West Liberty State
- 4969 David L. Coonrod, *Alpha Pi*, Indiana
- 4970 Thomas W. Hendricks, *Alpha Theta*, Cincinnati
- 4971 Charles V. Joyce III, *Gamma Sigma*, Maryland
- 4972 Gerald L. Davies, *Epsilon Upsilon*, New Mexico State
- 4973 William C. Scarborough, *Beta Kappa*, Texas-Austin
- 4974 Christopher G. Whitson, *Gamma Iota*, New Mexico
- 4975 Robert W. Dean, *Eta Kappa*, Troy State
- 4976 Daniel P. LeFort, *Beta Zeta*, Louisiana State-Baton Rouge
- 4977 Stephen W. Emhart, *Zeta Lambda*, Georgia Tech
- 4978 Harvey M. Leis, *Eta Xi*, Philadelphia Textiles
- 4979 John M. Neralic, *Delta Omega*, West Liberty State
- 4980 Michael W. Peterman, *Alpha Gamma*, Pennsylvania State
- 4981 William R. Mills, *Zeta Rho*, Menlo
- 4982 Stanley D. Lieberman, *Eta Xi*, Philadelphia Textiles
- 4983 Tom S. Loomis III, *Epsilon Mu*, Sam Houston State
- 4984 James R. Jackson, *Beta Upsilon*, Texas Tech
- 4985 Robert P. Kusch, *Alpha Omega*, DePaul
- 4986 John R. Papadeonise, *Beta Pi*, Kent State
- 4987 Jamie W. Viesselman, *Alpha Epsilon*, Minnesota
- 4988 Richard D. Morrison, *Epsilon Upsilon*, New Mexico State
- 4989 Dale F. Stephenson, Jr., *Epsilon Xi*, Ball State
- 4990 William G. Salmond, *Kappa*, Georgia State
- 4991 Joseph O. Estabrooks, *Alpha Gamma*, Pennsylvania State
- 4992 Harold W. Israel, *Beta Kappa*, Texas-Austin
- 4993 Michael S. Piraino, *Gamma Iota*, New Mexico
- 4994 Thomas R. Determan, *Alpha Eta*, South Dakota
- 4995 William C. Crossley, *Alpha Epsilon*, Minnesota
- 4996 David M. Howard, *Beta Pi*, Kent State
- 4997 John F. Geers, *Alpha Theta*, Cincinnati
- 4998 Charles L. Reed, *Gamma Omega*, Arizona State
- 4999 Donald R. Friedeck, *Zeta Nu*, Texas A & I
- 5000 Gerald W. Wells, *Gamma Omega*, Arizona State

- 5001 Ronald J. Schlesinger, *Eta Xi*, Philadelphia Textiles
- 5002 Steven A. Goodman, *Eta Xi*, Philadelphia Textiles
- 5003 John R. Hawk, *Epsilon Phi*, Sacramento State
- 5004 Robert R. Little, *Eta Sigma*, Southern Illinois
- 5005 Paul G. Fuller, *Delta Phi*, East Texas State
- 5006 Albert D. Marazas, *Alpha Gamma*, Pennsylvania State
- 5007 Henry F. Setina, *Gamma Omega*, Arizona State
- 5008 Ronald B. Smith, *Lambda*, Pittsburgh
- 5009 Michael M. Johnson, *Epsilon Kappa*, Shepherd
- 5010 John L. Leavesley, *Alpha Gamma*, Pennsylvania State
- 5011 Louis S. Kolman, *Beta Xi*, Rider
- 5012 David J. Curran, *Alpha Theta*, Cincinnati
- 5013 William R. Knepper, *Eta Sigma*, Southern Illinois
- 5014 Lawrence R. Geiger, *Eta Sigma*, Southern Illinois
- 5015 Richard L. Adams, *Epsilon Theta*, Chico State
- 5016 Bennie W. Reed, *Gamma Tau*, Southern Mississippi
- 5017 Roger W. Miller, *Beta Zeta*, Louisiana State-Baton Rouge
- 5018 Samuel F. Turner, *Epsilon Kappa*, Shepherd
- 5019 Thomas L. O'Connor, Jr., *Delta Omicron*, San Francisco State
- 5020 Kurt R. Weidenhammer, *Alpha Gamma*, Pennsylvania State
- 5021 Perry W. Beilke, *Epsilon Phi*, Sacramento State
- 5022 Wayne K. Tanaka, *Delta Sigma*, Loyola-Los Angeles
- 5023 Douglas W. Dale, *Gamma Iota*, New Mexico
- 5024 James J. Murphy, *Eta Xi*, Philadelphia Textiles
- 5025 Richard H. Pels, *Epsilon Upsilon*, New Mexico State
- 5026 Ronald L. Allshouse, *Delta Tau*, Indiana State
- 5027 Robert J. DiPietro, *Delta Rho*, Ferris State
- 5028 George P. Williams, *Delta Mu*, U. of the Americas
- 5029 Louis W. Varoga, *Lambda*, Pittsburgh
- 5030 John R. Harrison, *Beta Gamma*, South Carolina
- 5031 Robert S. Singer, *Eta Xi*, Philadelphia Textiles
- 5032 Robert R. Wickersham, *Beta Xi*, Rider
- 5033 Day R. Hooks, Jr., *Delta Eta*, Lamar Tech
- 5034 Ray L. Crowell, *Eta Omicron*, Northeast Louisiana State
- 5035 Adrian F. Kutz, *Chi*, Johns Hopkins
- 5036 Lawrence W. Kern, *Gamma Tau*, Southern Mississippi
- 5037 Alvin K. Anderson, *Beta*, Northwestern
- 5038 William E. Lloyd, *Beta Eta*, Florida
- 5039 William D. Reuther, *Beta Lambda*, Auburn
- 5040 Frederick L. Long, *Alpha Eta*, South Dakota
- 5041 Parker W. Smith, Jr., *Eta Xi*, Philadelphia Textiles
- 5042 Raymond L. Comperatore, *Eta Xi*, Philadelphia Textiles
- 5043 Steven G. Browne, *Alpha Theta*, Cincinnati
- 5044 Donald A. Sabey, *Epsilon Omega*, Eastern Illinois
- 5045 Richard A. Rossi, *Beta Eta*, Florida
- 5046 Donald R. Monks, *Beta Xi*, Rider
- 5047 Robert K. Maize, Jr., *Zeta Rho*, Menlo
- 5048 D. Eugene Henley, *Gamma Sigma*, Maryland
- 5049 John M. Martini, *Eta Mu*, Northern Illinois
- 5050 Fred I. Blackmon, *Kappa*, Georgia State
- 5051 Robert J. Duffek, *Alpha Delta*, Nebraska-Lincoln
- 5052 Michael R. Duffek, *Alpha Delta*, Nebraska-Lincoln
- 5053 William R. Laffert, *Epsilon Rho*, Tampa
- 5054 Michael L. Curtis, *Zeta Rho*, Menlo
- 5055 Ronald R. Mohat, *Beta Omega*, Miami
- 5056 Bruce G. U. Swanson, *Alpha Epsilon*, Minnesota
- 5057 Roger D. Greer, *Kappa*, Georgia State
- 5058 Paul H. Sander, *Alpha Eta*, South Dakota
- 5059 Larry J. Rankin, *Alpha Pi*, Indiana
- 5060 Edward P. Zilewicz, *Epsilon Omega*, Eastern Illinois
- 5061 R. Bruce Anderson, *Alpha Theta*, Cincinnati
- 5062 Robert M. Drewniak, *Alpha Kappa*, New York-Buffalo
- 5063 Edward C. Wilkinson, *Beta Epsilon*, Oklahoma
- 5064 Thomas K. Blakeley, *Beta Pi*, Kent State
- 5065 James M. Blackwelder, *Gamma Nu*, Wake Forest
- 5066 Gary Royce, *Delta Omicron*, San Francisco State
- 5067 Leo A. Garcia, *Gamma Rho*, Detroit
- 5068 Ruben C. Estrada, *Gamma Psi*, Arizona
- 5069 Michael A. Smith, *Gamma Omega*, Arizona State
- 5070 William E. Lucas, *Delta Omega*, West Liberty State



DIRECTORY

The Grand Council

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

Executive Director: CHARLES L. FARRAR, *Beta Psi-Louisiana Tech*, 330 South Campus Avenue, Oxford, Ohio 45056

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

Director of Alumni Activities: EDWARD H. LANGER, *Lambda-Pittsburgh*, 3409 Valencia Road, Tampa, Florida 33618

Director of Education for Business: H. NICHOLAS WINDESHAUSEN, *Alpha Delta-Nebraska*, 3908 Pounds Avenue, Sacramento, California 95821

Director of Eastern Region: HAROLD L. CANNON, *Epsilon Theta-Chico State*, 96 Rowland Avenue, Delmar, New York 12054

Director of Mideastern Region: H. MELVIN BROWN, *Chi-Johns Hopkins*, 12704 Beaverdale Lane, Bowie, Maryland 20715

Director of South Central Region: FRANKLIN S. YATES, *Beta Gamma-South Carolina*, P.O. Box 389, Luray, Virginia 22835

Director of Southeastern Region: GEORGE E. RAGLAND, *Gamma Zeta-Memphis State*, 7831 10th Avenue, South, St. Petersburg, Florida 33705

Director of East Central Region: ANDREW T. FOGARTY, *Alpha Theta-Cincinnati*, 6195 Woodlark Drive, Cincinnati, Ohio 45230

Director of Central Region: THOMAS M.

MOCELLA, *Beta-Northwestern*, 250 North Lytle Drive, Palatine, Illinois 60067

Director of Southern Region: ROY N. TIPTON, *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

The Central Office

330 South Campus Avenue, Oxford, Ohio 45056 Telephone A/C 513 523-4189.

Executive Director: CHARLES L. FARRAR, *Beta Psi-Louisiana Tech*.

Executive Secretary: BEN H. WOLFENBERGER, *Beta Upsilon-Texas Tech*.

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

Staff Members: LUCILLE DARE, VIOLA T. DONIVAN, CHARLOTTE HOWARD, JANE NELSON, BEVERLY J. NORRIS, ELIZABETH R. SHEARD, MARGARET W. WHITELAW, JOHN DEVORE AND WINFORD COMBS.

An increase in your financial estate is about as far off as this coupon



Use it to find out about the **NEW**
ΔΣΠ GROUP
LIFE INSURANCE PLAN

A membership service for you,
for your family's sake.

3 BIG term life insurance plans available

**\$ Benefit amounts to: \$40,000
or \$30,000
or \$20,000**

Low cost
Generally, no physical examination
Optional family protection
(available in most states)
No premiums to pay while disabled
Conversion right available

Mail to: Delta Sigma Pi
Insurance Administrator
2649 Park Avenue
Minneapolis, Minnesota 55407



Please send me information on the new Delta Sigma Pi Group Life Insurance Plan. I understand I'm under no obligation.

Name _____

Address _____

City _____

State _____ Zip _____

