

# the deltasig

of delta sigma pi march 1984



## CHAPTER ACTIVITIES

Featuring the Western and Southern Provinces

Deltasig of the Year . . . see page 4

# commentary



Richard J. Parnitzke

Whenever the word "hazing" appears in our newspapers and magazines, I get a feeling of disgust. This feeling is brought on by the knowledge that yet another individual or group has been subjected to the indignities, injury or has even died because of this senseless hazing.

Any incident that degrades another individual can only be construed as hazing. Let there be no doubt about the fact that these types of activities are in direct conflict with many campus and state regulations, not to mention our existing fraternity policy on such activities.

Generally, what starts out as harmless fun, usually justified as building Brotherhood, degenerates into an ugly act perpetrated by a few immature misguided Brothers. In any event, our fraternity and the "Greek" community as a whole receives an unnecessary negative vote of confidence.

Delta Sigma Pi does not condone hazing in any form and has a well established policy against any such acts. Our Board of Directors defines hazing as—"any

action or situation created, either intentionally or unintentionally, on or off the college campus, to produce physical or mental discomfort, embarrassment or ridicule; or possibly cause physical harm or injury . . . ."

If any of your chapter's activities could be construed as hazing, eliminate them. If your chapter is in doubt about any activities being considered as hazing, ask for clarification. Any chapter found to be in violation of our existing policy pertaining to hazing, should, and will be subject to disciplinary action.

There is no question concerning hazing activities not being compatible with our ideals, traditions and professional nature. The practices now referred to as tradition would shock and anger our four Founders.

Fortunately, the vast majority of Deltasig chapters no longer, or in some cases never did, participate in hazing activities. Still there are some chapters or perhaps a few Brothers within a chapter who feel it is necessary to abuse pledges all in the name of building Brotherhood.

Do activities associated with hazing really give a pledge self confidence or a positive learning experience? There is considerable doubt. To the contrary, such hazing activities place Brothers in the posture of being viewed as immature misfits who are essentially out to take unfair advantage of pledges. Where is the professionalism we have built our reputation upon?

When a pledge is abused, he or she may be merely enduring in order to complete the pledge program. There is no guarantee that any sense of Brotherhood may be created. On the con-

trary; with initiation, this new Brother may have only achieved a personal goal which, after becoming a reality, signals the start of a period of marginal participation. Enter the phantom member or a member who fails to contribute to the overall success of the chapter.

Every day, chapters are finding out it is possible and even better to have Brotherhood without harassment of pledges.

The "Greek" community is now being called upon to actively address its past failure to deal with the hazing issue. Efforts are being directed toward the elimination of hazing. Recent trends in our judicial system coupled with ever increasing pressure by parents and the community in general are forcing administrators of our colleges to end hazing on their respective campuses. Chapters who persist in hazing will not be allowed to participate in campus activities. Chapter officers and members also run the risk of being served with large scale law suits. Many states have already enacted or are seriously considering the passage of strong legislation that specifically bans hazing activities.

Is the risk of death or injury brought on by hazing really worth it? Chapter members must decide this for themselves. This important decision must be made now, not at sometime in the future. The leaders of tomorrow must decide between professionalism and extinction.

Fraternally,

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

Richard J. Parnitzke  
Grand President

# the **deltasig**<sup>®</sup> of delta sigma pi

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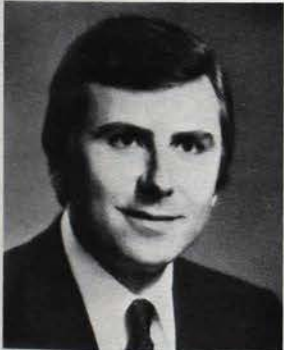
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Delta Sigma Pi is the professional business fraternity founded in 1907. The Deltasig of Delta Sigma Pi, its official publication, was first published in 1912.

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The recipient of the highest honor  
the fraternity can bestow,

**THOMAS M. MOCELLA**

has been named

# **DELTASIG OF THE YEAR**

The evening of Saturday, November 12, 1983, was a special one for many Deltasigs as they attended the Chicago Alumni Chapter banquet honoring Thomas M. Mocella as Deltasig of the Year 1983. Over 100 Deltasigs attended the dinner including: Grand President Dick Parnitzke; Executive Director Mike Mazur; Director of Alumni Activities Tony Fernandez; Past Grand President Bill Tatum; Great Lakes Regional Director Jim Gerhardt; Deltasig of the Year 1975 George Simkowski and Golden Council members Bob Lewis, Bob Mocella, Steve Szekely, Marilyn Franson and Marc Franson.

At the banquet Grand President Dick Parnitzke served as Toastmaster, while Bob Mocella gave the Invocation. Deltasig of the Year, the highest honor which the fraternity can bestow on one of its members, was presented to Tom Mocella by Grand President Dick Parnitzke and Executive Director Mike Mazur. Following Brother Mocella's re-

marks, Leslie Duggleby, President of the Chicago Alumni Chapter, made a few presentations and then the program was closed with Tony Fernandez leading everyone in the singing of the "Rose of Deltasig."

Thomas M. Mocella, Deltasig of the Year 1983, was chosen from among the nominees submitted from the chapters across the nation in recognition of his outstanding contribution to his chosen profession; his continued service to Delta Sigma Pi; and his service to the community. Initiated by Beta Chapter at Northwestern University in Chicago on February 8, 1947, Tom served the chapter in a number of offices including Treasurer, Historian, Vice President for Professional Activities and social chairman. At Northwestern, Tom was president of the Commerce Club and of the senior class. He was the recipient of the Delta Sigma Pi Scholarship Key, the Commerce Club Undergraduate Award, the Commerce Club Degree Award and the H. G.

Wright Scholarship Award.

Following graduation from Northwestern, Tom became a member of the Chicago Alumni Chapter where he served as Treasurer, Vice President and President. In addition to his local Deltasig activities, Tom served the fraternity as a member of the National Executive Committee and Board of Directors. During that time he served as Central Regional Director from 1963-1971 and as Grand President from 1971-73. He has chaired or served on a number of national or special task committees including: Constitutional Review, Chapter Advisor Recognition, Certificate of Appreciation, Grand Chapter Congress Purpose and Format, Alumni Activities, Central Office Procedures, Senior Advisory, Diamond Anniversary and Nominations.

He has held a number of offices in various civic and professional organizations. Among them are: Vice President, Chicago Jaycees; Presidential Assistant, Illinois Jaycees;

President, Chicago Financial Advertisers; Vice President, Mail Advertisers of Chicago; member of the Executive Committee, Illinois Bankers Association; Bank Marketing Association; member of the International Professional Display Association, Midwest Passenger Traffic Association, American Institute of Banking and Meeting Planners International. In addition, he served on the faculty of the American Institute Banking School and as a Northwestern University Educational Advisor. Also, he was



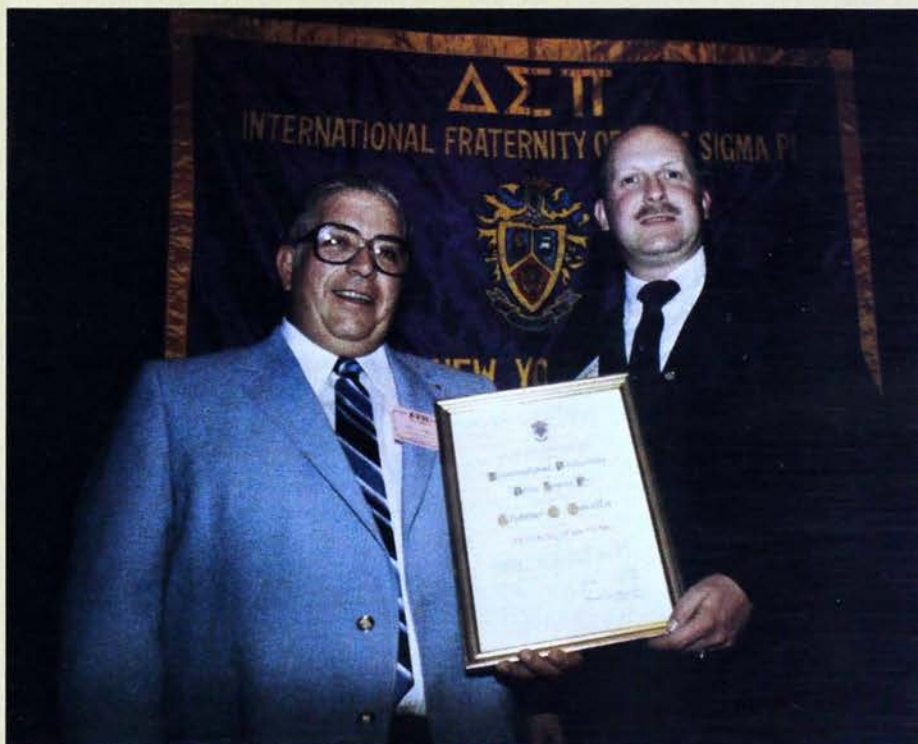
Deltasig of the Year 1975, George Simkowski, right, joined Tom Mocella, Deltasig of the Year 1983, at the banquet honoring Tom.



Enjoying the evening with Tom was his close family and his wife, Lorraine.

named one of Chicago's Ten Outstanding Young Men in 1959 and was one of ten finalists for Outstanding Young Men in America.

Self-employed now as a consultant in bank and travel marketing, Tom for many years was employed by the Harris Trust and Savings Bank as Assistant Vice President in the Marketing Department. A truly outstanding Deltasig in every way, Tom and his wife Lorraine reside in Palatine, Illinois.



Grand President Dick Parnitzke, right, presented Tom with the certificate honoring him as Deltasig of the Year.

# NO MAN(AGER) IS AN ISLAND

“No man is an Island, intire of it self; . . .”—John Donne

What does it take to succeed in management? Ask anyone who knows, and the response will inevitably include superior intelligence, an urgent goal-orientation, a zest for hard work, a tolerance for adversity and a track record of achievement.

Cynthia and Grover have these requisites . . . and they have something else in common. Within recent weeks, both have been informed that they are in danger of being fired!

A casual observer would never guess how many traits Cynthia and Grover share. Cynthia is young, beautiful and vivacious—a recent college graduate. She works for a public accounting firm. Grover is approaching retirement age. Staid, conservative, dignified, he is the chief executive officer of a fund raising organization.

Cynthia counts her successes in fewer years than does Grover, but she can take pride in the fact that she earned all of her college expenses, graduated with honors and passed the CPA examination on her first attempt. Throughout his career, Grover has won acclaim for his administrative excellence, and no predecessor ever approached his record for bringing solvency to the agency which had once feared for its very existence!

Neither Cynthia nor Grover has ever been criticized for any lack of technical proficiency. “So,” you say, “what’s the beef?” Well, the beef is that both of these capable people have alienated their co-workers to the extent that they are considered a threat to the group effort of their organizations.

Cynthia has been labeled rude, demanding and abrasive by her associates. Grover is considered too aloof, arrogant and arbitrary by his. In terms of their observable behavior,

they have earned this notoriety. While pursuing their own goals, they were indifferent to the feelings of the people around them . . . the people upon whom they depend for their own successes!

There is an overwhelming irony in both Cynthia’s and Grover’s situation. Although they appear outwardly to care little about other people, the fact is that they care too much and their caring makes them vulnerable to being hurt by others. Investigation revealed that Cynthia had once made a major emotional commitment to a young man who broke her heart in some drastic fashion. Grover, a child of the Great Depression, had weathered not only poverty, but also the stinging ridicule of the more affluent children in the farming community where his sharecropper father had struggled to eke out an existence.

Emotionally scarred at the hands of other people, Cynthia and Grover set up defenses against similar hurts in the future. Both had learned early in life that they were intellectually gifted, and both sought refuge in their intellectual

achievements. Cynthia turned to a single-minded pursuit of excellence in accounting. Grover, convinced that the only way to avoid further damage to his ego was to be the “man in charge,” committed his talents to the acquisition of power.

Curiously, neither Cynthia nor Grover ever developed a genuinely hostile attitude toward others. Cynthia longed inwardly for a rekindling of her romantic dreams and for the fellowship of other interesting young people, but she stifled her inner yearnings and elected to seek fulfillment in achievement. Grover, who had been reared in a richly religious tradition, never lost the urge to serve mankind. And serve he did, but always from a distance . . . always avoiding involvement with individuals. Much of his acclaim—indeed, his job—had resulted from a lifetime of public service, but he had no close relationships outside his immediate family. Thus, in a cruel paradox, two gifted individuals who needed people, indeed, who potentially loved people—found themselves widening the gaps between themselves and their co-workers . . . found themselves labeled “insensitive to others” by their respective superiors!

Drs. Morgan McCall and Michael Lombardo reported in *Psychology Today* (February, 1983) upon a study they had conducted at the Center for Creative Leadership in Greensboro, NC. They compared a group of “derailed” executives—fired, retired or passed over for promotion—with a group of “arrivers” who had made it all the way to the top. In most respects the groups were almost identical. Every individual in both groups had noteworthy strengths. Each also had weaknesses. So what made the difference? Ten categories of fatal flaws are identified . . . and leading

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*By Dr. James G. Carr*

*Dr. Carr is a management psychologist specializing in personnel selection and motivation. Based in Charlotte, he is a member of the American Psychological Association, the National Speakers Association, the Sales and Marketing Association, and Sales and Marketing Executives International. He is available for speeches and seminars.*

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the list was "Insensitive to others"!

People do exist who care nothing about others; social scientists call them "sociopaths." But the Cynthias and the Grovers of the world are not sociopaths. They care, at least potentially, but they too often write an unwitting finis to their career progress by erecting defenses which deny their actual feelings. Often they start as children spinning emotional cocoons—suits of armor—about themselves. The armor may soothe and protect them, but it also plays havoc with (1) the way they perceive other people, (2) the way they are seen by other people and (3) the way they perceive themselves!

By the time they reach adulthood and begin seeking roles of responsibility in business, they are locked into an "I versus you" orientation. It is almost impossible for them to think "we." And when that happens, they have denied themselves an invaluable source of help. Worse yet, any hope they may have of rising above their hang-ups has been rendered more remote.

Dr. Sidney Jourard, in *The Transparent Self*, makes a strong case of

self-disclosure—the willingness to let one-self be seen and known to others as he genuinely is—as a major factor in sound mental health. McCall and Lombardo mention, almost in passing, that the "arrivers" were characterized by "a certain awareness of self and willingness to change."

The implication is clear. If we are to function near the peak of our own potential, we need to face ourselves squarely. We need to strip away our defenses, identify our strengths, cope with our weaknesses and learn to harness all of our capabilities instead of only those we have chosen to let others see. And, if we are to savor the fruits of group success, we need to let others know us as we genuinely are.

It is no easy task to face ourselves as we actually exist, and it is even harder to let others see us with our bumps, lumps, warts and scars. It makes us feel vulnerable, often more vulnerable than we truly are. But it is the only way we are likely to tap our full potential as managers . . . and, indeed, as fully functioning people!

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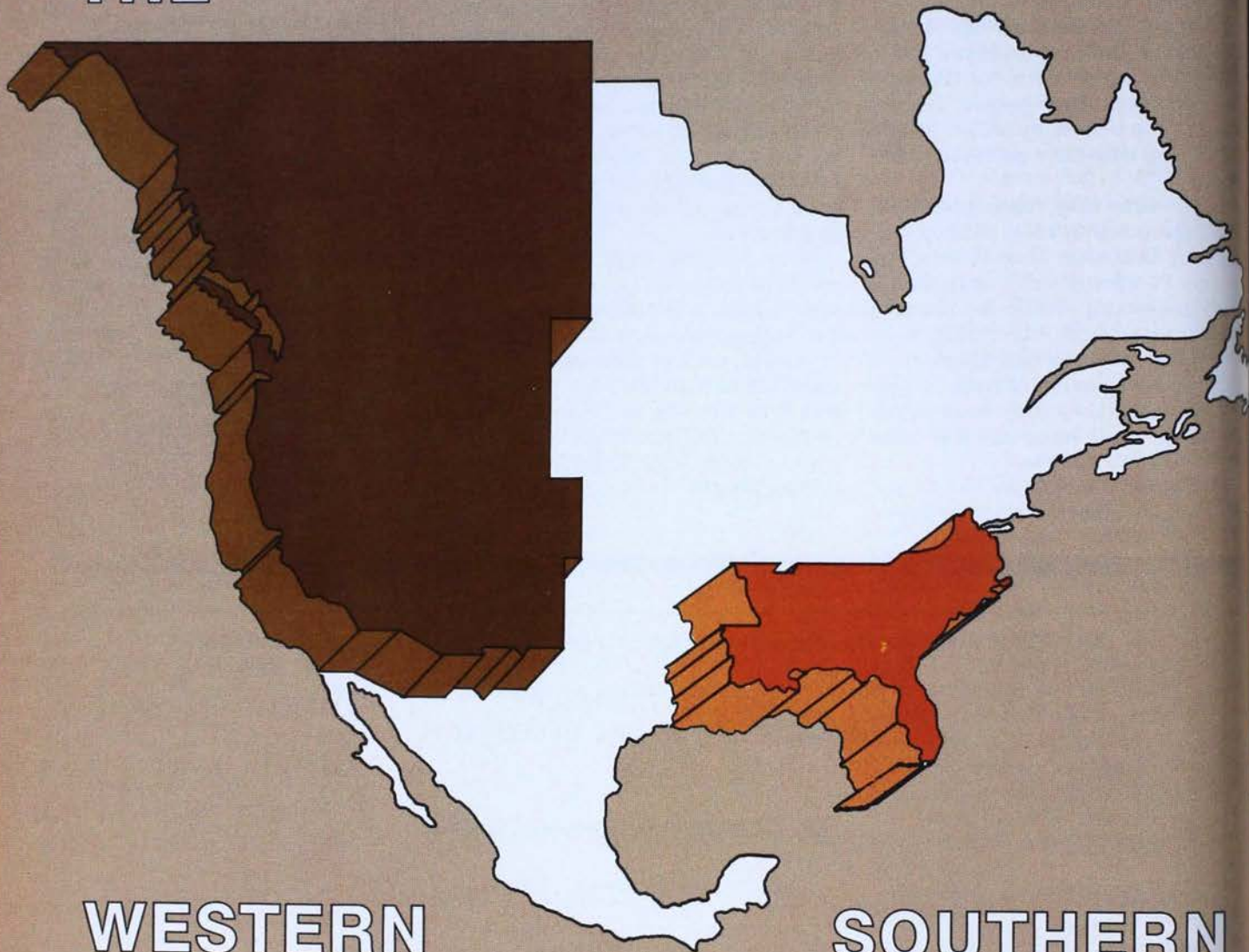
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- \_\_\_\_\_ Alumnus (\$125.00)
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I understand that if this is a partial payment, consecutive monthly payments of \$10.00 or more will be made until the balance is paid in full. Each time a payment is received at The Central Office, a statement for the remaining balance will automatically be sent to me. I will keep The Central Office apprised at all times of my current address.

# INTRODUCING THE



WESTERN

SOUTHERN

AND

# PROVINCES



As we did in the January issue of *The DELTASIG*, we will continue in this issue with the introductions of the different provinces which make up a newly restructured Delta Sigma Pi. In this issue we will introduce you to two provinces: the Southern and Western. We hope you will enjoy learning about these provinces and reading about the different activities and people within them.

The Southern Province is made up of five regions: South Central, Southeastern, South Atlantic, Southern and Gulf South. Geographically, the Southern Province's northern boundary includes the eastern half of Tennessee and all of Virginia, with the exception of the immediate counties around Washington, DC. Its eastern boundary is the Atlantic Ocean, running from northern Virginia to the southern tip of Florida. Its southern boundary lies on the southern end of Florida, Alabama, Mississippi and Louisiana and it is bounded on the west by Louisiana and the eastern half of Arkansas.

The smallest province geographically, the Southern Province has the second largest number of active collegiate and alumni chapters with 58. During the past two years, some of the newer chapters of the fraternity have been installed in the Southern Province, including: Kappa Chi Chapter at Savannah State College; Kappa Tau Chapter at Clemson University; Kappa Pi Chapter at the University of North Florida; Kappa Xi Chapter at the University of Southwestern Louisiana and the Greater Birmingham Alumni Chapter. The province also has some of the oldest chapters in the fraternity, including: Kappa Chapter at Georgia State University; Pi Chapter at the University of Georgia and the Atlanta Alumni Chapter.

During the 1982-83 fiscal year, the Southern Province distinguished itself with three national award winners. First, the New Orleans-Crescent City Alumni Chapter was named the Most Outstanding Alumni Chapter in the fraternity. The alumni chapter, with a broad range of activities, is most noted for sponsoring the long-running annual Gulf South Regional Basketball Tournament. Another

award presented last year was given to Dr. Paul F. Petersen, who was named National Chapter Advisor of the Year, in recognition of his work as faculty advisor to Kappa Tau Chapter at Clemson University. Also, Stephen A. Jones was named District Director of the Year for his work as District Director for Epsilon Chi Chapter at Georgia Southern College and Kappa Chi Chapter at Savannah State College.

Since the Collegian of the Year Award was introduced in 1971, the Southern Province has produced five national winners. They are: the late Charles W. Murphy, Eta Omega Chapter at Virginia Commonwealth University (1973); Clifford D. Brune, Beta Gamma Chapter at the University of South Carolina (1974); Donald J. Cool, Kappa Chapter at Georgia State University (1975); Gus W. Schram III, Eta Tau Chapter at McNeese State University (1976); and Marilyn Doskey Franson, Delta Nu Chapter at Loyola University in New Orleans (1980).

Leading the province for the 1983-1985 biennium is Southern Provincial Vice President Gus W. Schram III. Directors for the regions within the Southern Province for 1983-85 are: South Central Region, Charles F. Eaton, Jr.; Southeastern Region, C. Dean Ferguson; South Atlantic Region, Elaine M. Norton; Southern Region, William T. Kelly; and Gulf South Region, Gerard S. Artigue.

The largest province in terms of square miles, but with the fewest number of active chapters at 34, is the Western Province. This province consists of four regions; Intermountain, South Pacific, Western and Northwestern. The province stretches from El Paso, Texas, all the way north to Alaska and includes Hawaii. Its northern boundary consists of the northern boundaries of Alaska and the Canadian Provinces of British Columbia, Alberta and Saskatchewan. It is bounded on the east by Saskatchewan, Montana, Wyoming, Colorado and New Mexico. Its southern boundary consists of the southern state lines of California, Arizona and New Mexico and includes El Paso, Texas. Its western boundary is the Pacific Ocean along the coasts of Alaska, British Columbia, Wash-

ington, Oregon and California, and includes Hawaii.

With 24 collegiate and 10 alumni chapters, the Western Province has a few of the fraternity's older chapters in Phi Chapter at the University of Southern California, Alpha Nu Chapter at the University of Denver, Alpha Rho Chapter at the University of Colorado and the Denver Alumni Chapter. In addition, the Western Province may soon have the fraternity's newest chapter at the University of the Pacific.

During the past two years, the Western Province has produced the fraternity's Most Outstanding Chapters. For the 1982-83 academic year, Iota Pi Chapter at San Diego State University was named recipient of the Most Outstanding Chapter Award. The previous year it was awarded to Gamma Phi Chapter at the University of Texas at El Paso. Gamma Phi Chapter was also the recipient of the collegiate chapter National Community Service Award during 1981-82. The winner of the alumni chapter National Community Service Award for 1982-83 was the Intermountain Region's Tucson-Old Pueblo Alumni Chapter. Also from the Intermountain Region and the Western Province is Gamma Omega Chapter at Arizona State University. They have accomplished the remarkable feat of achieving 100,000 points in the fraternity's Chapter Efficiency Index for 27 consecutive years. Also, for the first time ever, the Northwestern Region is represented by the Seattle-Tacoma Alumni Chapter. In addition, the Western Province has produced such outstanding Deltasigs as R. Nelson Mitchell, Deltasig of the Year 1982, who resides in northern California and Collegian of the Year-1979 Teresa Jeszka Drew, from Zeta Omega Chapter at Northern Arizona University.

The Western Provincial Vice President for the 1983-85 biennium is Past Grand President William W. Tatum, Jr. Helping to administer the province during the biennium are directors: Charles E. Farrow, Intermountain Region; Joe S. Loomis, South Pacific Region; and Claire M. Sammon, Western Region.

# the chapters speak

## SOUTHERN PROVINCE

## SOUTH CENTRAL REGION

### ALPHA ZETA TENNESSEE

We are so excited about our 16 energetic new members from our fall quarter initiation. They joined the members for a fund raising road rally using the 1984 Dodge Daytona sportscar. It was a big success on campus, and we got to know each other much better while raising money for Knoxville's Junior Achievement.

We have planned a "Lunch with the Deans" for the winter season and a plant tour of the Levi Strauss Company.

The chapter is really looking forward to a ski trip with several other chapters in our region. It will be great to get to know some Deltasigs from the surrounding area.

—Julie Loyd

### ALPHA LAMBDA NORTH CAROLINA-CHAPEL HILL

Alpha Lambda Chapter started the fall semester with a very successful recruitment period. Soon after recruitment the pledges participated in a fund raiser doughnut sale. Since the majority of our chapter is currently comprised of seniors, many of our professional activities dealt with career preparation. Many of the Brothers raised money for the business school by contacting alumni for donations through the Carolina Annual Givings Program. Other activities during the fall semester included a tour of a branch of a major insurance company, a taco party and a Christmas party.

Our plans for the spring semester have included a ski trip during January and a business school career day later in the semester. The present officers of the Alpha Lambda Chapter are also planning a weekend retreat which will follow spring elections and will include the old and new officers.

### ZETA UPSILON VIRGINIA TECH



Over thirty Brothers and their friends converged on Boone, North Carolina for the first annual South Central Region Ski Trip, recently. It was truly "Brotherhood A Half-Mile High".

This past year, Secretary and CEI Chairman Carla McCurdy, acquired a puppy from the pound and "Delta" has subsequently become our much pampered mascot. Delta and two of her fraternity Brothers are currently enjoying the many improvements made to our chapter house last summer.

We also helped sponsor a Business Horizons Day in the student union. Many large and small corporations sent representatives to set up displays and talk to interested students. In addition, we sponsored a speaker from the First National Exchange Bank and a seminar on "Time Management".

Our homecoming weekend was a time for both old and new, as our pledges enjoyed their first Delta Sigma Pi Homecoming. Many alumni also returned to Blacksburg for the weekend.

Our activities for Winter Quarter included two regional events including an area wide Delta Sigma Pi ski trip in North Carolina and conference for our region hosted by our chapter. Also, our traditional Rose Dance followed winter quarter initiation.

To complete our well-rounded activities, our intramural volleyball and basketball teams enjoyed successful seasons.

—Paula E. Hammond

### IOTA KAPPA JAMES MADISON

The fall semester was a very active and eventful one for the Iota Kappa Chapter. Guest speakers included Dr. Holt of the Management and Marketing Department and our new School of Business Dean, Dr. Holmes. Vice President for Professional Activities Dave Brawley also lined up some great tours including R. R. Donnelly, Marvel Turkey, and a road trip to Phillip Morris in Richmond.

We proudly welcomed 21 new Brothers to the chapter. Under the guidance of Vice President for Pledge Education Veronica Thackston, these new Brothers worked hard during the pledging process. Activities included raffles, a bagel sale and a Halloween trip to the local hospital to help children carve pumpkins.

Highlights from last semester included a wine and cheese party held for the faculty, an annual farm party and Brother-Pledge football game and a special Homecoming cocktail party for the alumni.

Plans are now in progress for the spring banquet and it promises to be a very special one because it is our 10th

# the chapters speak

Anniversary.

Special thanks to alumnus Bob Blair for his party during Thanksgiving break.

—Lynda Lipke

## IOTA OMEGA NORTH CAROLINA-GREENSBORO

Iota Omega Chapter started out this year with a bang! Brothers played the business school faculty in an exciting softball game with a cook-out afterward. The Brotherhood came out on top, of course. We also sponsored, for faculty members, an early morning coffee break, a luncheon and a semester-end wine and cheese social at the university's Alumni House.

Greensboro resident, Past Grand President M. John Marko and wife Ceil, were able to attend several Iota Omega Chapter functions. We were pleased to have them at our initiation banquet, covered-dish Christmas dinner and faculty wine and cheese social.

Iota Omega Chapter has not just been involved with faculty projects. We have sponsored several service projects. About a third of our brave Brothers donated blood in the University Red Cross

blood drive. We helped with the "Kiddie rides" at the Greensboro City Stage and we sponsored three families of the Greensboro Native American Association during the Thanksgiving holidays.

Also, several chapter Brothers have been hard at work at planning next fall's regional conference to be sponsored by Iota Omega Chapter. We are looking forward to another great meeting with the other chapters of the South Central Region.

—Jon Mark Jackson

## SOUTHEASTERN REGION

### ALPHA TAU MERCER

Greetings from Alpha Tau Chapter! We are off to an exciting year. We are proud to have placed second in our region for total CEI points last year, and hope to do even better this year. This was quite an accomplishment for such a young chapter.

We began the 1983-1984 year with the pledging of 21 enthusiastic pledges! The Alpha Taus have also been busy sponsoring seminars on resume preparation,

interview skills and exploring Mercer's Career Library. The School of Business has also requested that we help sponsor the new study abroad program at Mercer, and we have eagerly accepted.

We have also found time to have fun, having pizza socials and dinner at TK Tripps following the initiation of our new Brothers!

—Charlyn Frith

### BETA GAMMA SOUTH CAROLINA

The Beta Gamma Chapter at the University of South Carolina would like to announce the first annual "DSP—Spring Fling". This event, scheduled for April 6-8 at Myrtle Beach, South Carolina, will be an informal conference with all the fun and none of the work of an area conference.

Phenomenal room rates of \$13.25 per person, plus \$2.75 per person for a cook-out and dance or a total of \$16.00, should make the trip affordable to all. These chapter-sponsored cookouts and parties should also keep the personal financial difficulties to a minimum. If you are interested and are not already signed up call me at (803) 777-9094 ASAP.

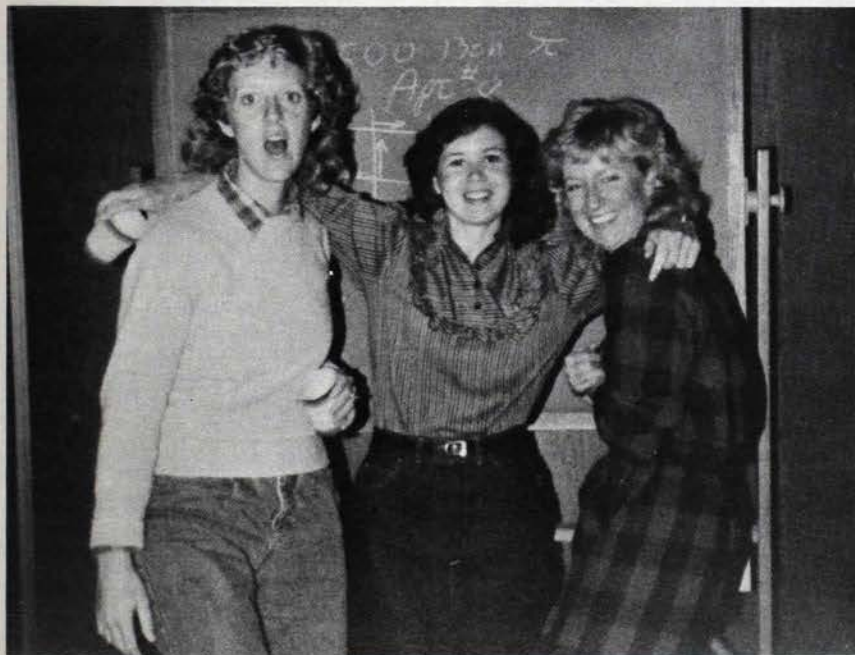
—Chris N. Lane

### BETA LAMBDA AUBURN

The Beta Lambda Chapter at Auburn University has had a very successful spring quarter and is now looking forward to an even better fall. With recruiting just completed and 25 outstanding new pledges, we are sponsoring a number of exciting activities such as a faculty-appreciation coffee and a professional tour of E. F. Hutton. Some of the speakers scheduled for this quarter include Mr. Robert Peterson, Personnel Representative from the CIA and Mr. Lee Branch, General Manager of Hewlett-Packard. In order to gain experience in the stock and bond market, we have also planned to invest some of our own funds in the near future.

Spring quarter, which saw the initiation of a fine group of pledges, also included many activities such as a tour of a local bank, our "Executive-in-Residence" and our initiation banquets.

As Beta Lambda Chapter continues to improve in quality and reputation at



Robin Lawler, Julie Loyd and Vicki Daniel, left to right, of Alpha Zeta Chapter at the University of Tennessee enjoy themselves at the chapter's Founders' Day party.

# the chapters speak



The pledge class of Alpha Tau Chapter at Mercer University gathered together shortly before their initiation last fall.

Auburn University, our anticipation of a bright future seems assured. We look forward to completing our best year ever.

—Henry A. Drake

## EPSILON CHI GEORGIA SOUTHERN

Epsilon Chi Chapter at Georgia Southern College had a busy fall quarter with recruiting, professional and social activities. The fall quarter began with the pledging of nine prospective members and two faculty members. We had several professional speakers and tours, including a tour of Gulfstream Aerospace Corporation in Savannah, a producer of private jet aircraft.

On the social side, the chapter celebrated Founders' Day and the Epsilon Chi Chapter Birthday with a barbeque for all the Brothers, faculty and their guests.

The Brothers of Epsilon Chi Chapter are very excited about winter quarter. We once again co-sponsored the annual Bulloch County Businessman of the Year Award with the local Chamber of Commerce. Also, Epsilon Chi Chapter is planning to provide a resume/interview service for students of the School of Business. Epsilon Chi Chapter wishes everyone the best the remainder of the school year.

—R. Dale Braddy

## ETA KAPPA TROY STATE

Striving to be a superior chapter, Eta Kappa Chapter began our professional program this year with a presentation from Dr. Eva Carr, a TSU professor, who spoke on the importance of effective communication. Other speakers included an attorney, who spoke on the legal considerations that need to be addressed when starting a business, and a bank president, who gave a brief history of banks and their general operations.

This year's tours began with the chapter traveling to WHHY-Y102 radio and to the Montgomery, Alabama, headquarters of First Alabama Bank.

The highlight of the quarter was our community service project of carrying children from the Alabama Baptist Children's Home to Montgomery. There we ate pizza, played at an arcade and visited the Zoo.

Our recruiting efforts proved to be very successful as we had 18 new initiates join in our endeavors this past fall.

Eta Kappa Chapter would also like to welcome and congratulate William H. "Bill" Filmore as our new District Director.

—Garry Shirah

## KAPPA CHI

## SAVANNAH STATE

Kappa Chi Chapter is experiencing a new beginning. After several turnovers during fall quarter 1983, the executive committee is stable and ready to take care of business. All of the Brothers of Kappa Chi Chapter are enthusiastic and optimistic about the chapter's planned activities for spring quarter 1984.

Kappa Chi Chapter's activities during fall quarter 1983 were involved primarily with chapter organization, recruiting and pledging. On November 12, 1983, the Brothers of Kappa Chi Chapter attended a seminar sponsored by C. Dean Ferguson, Southeastern Regional Director, and Stephen Jones, our District Director. Following the seminar, Dean Ferguson and several of the Brothers went to lunch together.

Also during the quarter, the Brothers of Kappa Chi Chapter met with Mrs. Mary Hardy of the Internal Revenue Service to take pictures and discuss the 1984 Volunteer Income Tax Assistance Program. On November 21, 1983, Kappa Chi Chapter held its first pledging ceremony. Eighteen prospective members were pinned at the pledging ceremony. A chapter business meeting at the residence of our chapter advisor on December 20, 1983, culminated Kappa Chi Chapter's activities for fall quarter 1983.

—Byron V. Johnson

## ATLANTA

The Atlanta Alumni Chapter, in a joint function with Kappa Chapter, Georgia State University, celebrated Founders' Day 1983 on November 5th at the Omni International Hotel. The highlight of the evening was the presentation of Golden and Silver Helmet Awards (50 years and 25 years service, respectively) to several local alumni. Those presented with the Silver Helmet Award were Past Grand President Homer T. Brewer, Clarence DeFreese, David English, James L. Kanellos, Glen Ford Rives, James R. Westlake, Earl Taylor Byers, Thoben Elrod, Sr., James Griffith, Lowman Oglesby and Ernest T. Wallace.

Brothers presented with the Golden Helmet Award were William Gentry Archer, Daniel J. Haughton, George H. Mew, Horace Moffett Davis, George Emanuel Manners, Sr., and Charles C. Workman.

The Atlanta Alumni Chapter, with a membership of close to 200, invites

# the chapters speak

Brothers in the Atlanta area to join us at our monthly dinner meetings the first Tuesday of each month. For further details contact Atlanta Alumni Chapter President Robert Drewniak at 404-979-0677.

—Anne P. Cohen

## SOUTH ATLANTIC REGION

### BETA ETA FLORIDA

The first half of the 1983-84 academic year at Beta Eta Chapter has set an enviable and rewarding pace. Our professional program, under the leadership of James Rehwinkel, consisted of: a three day excursion to Atlanta, where we visited the Coca Cola Co., Days Inn of America, Inc., and the First National Bank of Atlanta; four speakers from the business community, including Brother Sandy Sturgeon's father, an IBM executive; and a wine and cheese social with rival, nominally only, of course, business fraternity Alpha Kappa Psi and U.F. faculty members.

Our social functions, highlighted by our PJ party, the pledge party and the end of the semester banquet were "smashing" successes. Fund raisers, including our infamous early morning "But I could be sleeping" doughnut sales and our highly successful care package expedition, distributed to "weary, overburdened" freshmen during finals week, helped keep a wide, happy smile on Treasurer Jeff Jacob's visage.

Finally, I would like to acknowledge our new District Director Kevin Scarbinsky, and give him the special thanks he deserves for his cordial successor. As spring arrives, the Brotherhood of Beta Eta Chapter is enthusiastic and motivated to carry on the professional attitude which is our fraternity's ideal.

—Robert Goldman

### BETA OMEGA MIAMI-FLORIDA

Beta Omega Chapter began the school year with an intensive recruiting program which ultimately resulted in 15 new Brothers.

Fund raising activities included working at the Miami Dolphins games at the Orange Bowl, selling T-shirts and

sponsoring car washes. In addition, our biggest fund raiser was the selling of pizza in our booth at the university's Carni Gras festival in February. It was a great time and many of our alumni showed up.

Our professional program included a tour to a computer firm and speakers from several companies. We also hosted a Student-Alumni Corporate Mixer.

Beta Omega Chapter was very active at the University of Miami football games. We had tailgate parties before each game this season which culminated in a national championship when Miami defeated Nebraska 31-30 in the Orange Bowl.

—Jenny Sanchez

### EPSILON RHO TAMPA

The 1983-84 year started for Epsilon Rho Chapter at the Grand Chapter Congress, from which our delegates Joan Tillet and Gladys McBurney brought back many new ideas, friendship and inspiration to operate our chapter.

Our fall semester professional activities schedule included speakers from Alcoholics Anonymous, F.B.I., Price Wa-

terhouse, and Merrill Lynch. Recruiting went very well, too, starting with a recruiting reception and continuing all the way through initiation on November 19, when we brought 18 enthusiastic undergraduates into our Brotherhood. We also worked on community service projects such as the one held on November 12 when we spent the day at Horizon Park entertaining and taking care of a group of kids from a Children's Shelter. We are also working with Junior Achievement from where we get a lot of management and tutorial experience. We celebrated Founders' Day with a picnic at Brother Carol Whiteside's house.

We, at Epsilon Rho Chapter, have also had a full and exciting program of activities so far this spring. We worked the concession stands at Super Bowl XVIII in Tampa and have also planned other fund raising activities to involve all of the chapter. We expect to be as busy the rest of the semester as we have been so far this year.

—Wolfgang R. Trampe

### ZETA PHI FLORIDA ATLANTIC



George Manners, Charles Workman, Jr., Horace Moffett Davis and William Gentry "Skeets" Archer, left to right, receive their Golden Helmet certificates from Atlanta Alumni Chapter President Bob Drewniak, background, recognizing their fifty years of service to the fraternity.

# the chapters speak

Led by President Steve Kauzlick and Senior Vice President Francine Ramaglia, Zeta Phi Chapter's recruiting activities proved to be the most fruitful we've ever had. We initiated 13 new Brothers during the fall semester to increase our total membership to 31.

Our chapter was enriched by sending two delegates to the Grand Chapter Congress this past August. Brothers Olivia and Silvia returned from Denver with information that helped us in all our professional endeavors. We have had many speakers including a financial planner, a psychologist who entertained us with a stimulating lecture on, "Stress and the White Collar Worker", and a personnel manager from one of the "big eight" accounting firms.

Unlike past years when our banquet was held at a restaurant, this semester two Brothers from the Zeta Phi Chapter took it upon themselves to prepare the entire meal and festivities. They worked very hard and produced a wonderful banquet. In fact, they did such a fine job that people outside the fraternity have asked them to cater their affairs. By doing such a fine job, Brothers Coppola and White have developed a small fledgling business for themselves. This is simply just another example of how Delta Sigma Pi offers the kind of experience that can help you achieve your goals.

## THETA SIGMA CENTRAL FLORIDA

After a very successful pledge period, the Theta Sigma Chapter at the University of Central Florida initiated 18 pledges and two faculty members into our Brotherhood.

During the fall semester, our chapter provided some excellent professional activities for our university including both tours and speakers. These activities were attended, not only by our chapter, but also by other students attending the university.

Once again, our chapter sponsored the annual Sears and Zayles credit card fund raiser. We also began a new project of selling University of Central Florida seat cushions. Both fund raisers went very well due to the cooperation of the Brotherhood and were considered to be very successful. We are now looking forward to an equally successful spring semester.

—Kathleen J. Mehl

## KAPPA PI NORTH FLORIDA

Four Brothers of Kappa Pi Chapter took the journey to Denver for the 34th Grand Chapter Congress. Brothers E. A. Graves, Gaylon Powers, Fred Smalls, and Dale Fauss returned from the Grand Chapter Congress with high praise and a greater appreciation for the concept and functioning of Delta Sigma Pi.

Locally, the chapter has gone forward with the business at hand. We have revised our bylaws, provided support for the Muscular Dystrophy Tele-a-Thon, assisted with the grand opening of Jacksonville's revitalized Florida Theatre and sponsored a food service booth at the annual Florida-Georgia football game.

The highlight of our social activities was our Founders' Day Celebration. It was presented with an educational and historical theme and was a pleasant surprise for the Brothers and alumni of Kappa Pi Chapter.

The spring term found us once again committed to March of Dimes Walk America. Kappa Pi Chapter annually provides the bulk of the labor and organization for the walker's registration phase of this fund raising activity in Jacksonville, Florida.

Brothers and alumni visiting the Jacksonville area are invited to stop by the campus and visit with us. We are located in Building 10 on the second floor.

—Marvin E. Reed

## SOUTHERN REGION

### GAMMA DELTA MISSISSIPPI STATE

The school year has been very busy and rewarding thus far at the Gamma Delta Chapter. We were honored to receive a second place in the Starkville Chamber of Commerce Spirit of Starkville Awards for service to the campus and community during the past year. Students and faculty members became better acquainted at a reception held for the faculty members in celebration of Founders' Day.

Service projects for the semester included a food collection at Thanksgiving, a "Toys-for-Tots" collection at Christmas and a pledge project that in-

cluded bingo at a local rest home. Our professional activities were highlighted with tours of the Weyerhaeuser Corporation in Columbus, Mississippi, the cheese plant on campus and many dinner meetings with interesting and informative guest speakers.

The Gamma Delta Chapter extends its best wishes to all of our graduating Brothers.

—James M. Stephens

### GAMMA ZETA MEMPHIS STATE

Gamma Zeta Chapter at Memphis State University had another successful fall semester. Our activities included several recruiting parties, tours and a lecture series by several prominent business professionals. Congratulations to our newly initiated members: Sandy Pratt, Perri Tinsley, Brent Walker, Theresa Walker and Joyce Whitehead.

The highlight of the semester was a party sponsored by Faculty Advisor Dr. Binford H. Peeples. The party was held for chapter alumni and the college faculty to establish an annual Delta Sigma Pi scholarship. We extend our congratulations to Mark King, the first annual recipient.

—John A. Perry

### GAMMA TAU SOUTHERN MISSISSIPPI

Gamma Tau Chapter at the University of Southern Mississippi has enjoyed another fall semester of professionalism and achievement. We began the semester with a successful recruiting drive and after completion of an eight-week pledge period, 14 new Brothers were formally initiated into the chapter.

Several speakers and tours highlighted our professional program, including tours of WDAM-TV, Croft Metals, Inc., and Rice's Potato Chip Company.

Our social calendar included a Halloween Costume party, an End-of-the-Semester party, and on Homecoming, our display of "Gettin' Down to Business" won two awards for us—a first in theme and a second in beauty.

Fund raising activities for the semester consisted of several after-hours bake sales, a credit card application service, a red beans and rice dinner, and a computer dating service.

Gamma Tau Chapter is looking forward to a busy and exciting spring se-

# the chapters speak



Gamma Delta Chapter President Kevin Ford, center, receives the second place "Spirit of Starkville" Award for the chapter's contributions in the community and at Mississippi State University.

mester with hopes of once again attaining 100,000 CEI points, participating in professional activities and enjoying the annual Rose Formal.

—Albert McGuffee

## EPSILON PSI CHRISTIAN BROTHERS

Epsilon Psi Chapter at Christian Brothers College held its annual Barn Dance on September 24. All students were invited and a local band was contacted to provide the music.

At our fall initiation, eight members were initiated into Epsilon Psi Chapter. As their fund raiser, the pledges reserved an ice skating rink for one night. Initiation was held on December 4, and Kristi Williams was named best pledge. The participants in the Ritual Team memorized the entire Ritual, adding to its effectiveness.

Carl Pfountz was nominated for Collegian of the Year. A tour of the Federal Express facilities located near the Memphis International Airport was conducted. The tour proved to be entertaining as well as educational for all who attended.

—Phillip A. Collie

## ZETA THETA WESTERN KENTUCKY

Excitement bubbled as our chapter entered our first homecoming queen and float in Western's football Homecoming. We are extremely proud of our queen candidate, Lisa Vandiver, who represented the Zeta Theta Chapter well. Also, our float received fourth place out of 13 fraternity and sorority floats.

Everyone worked hard last semester including our pledge class of 15 members. We are happy that this enthusiastic group is now a part of our Brotherhood.

These activities along with others such as faculty/student coffees, hayrides, picnics and professional activities offered an exciting semester. So far this semester has been even better.

—Carol B. Evans

## ZETA IOTA MISSISSIPPI COLLEGE

Several fine tours and speakers, including Delta Airlines, Merrill Lynch and Mississippi Lt. Governor Brad Dye, accented the professional activities pro-

gram of Zeta Iota Chapter during first semester. First semester also resulted in the initiation of 11 new pledges.

We ended our first semester with a bang. A gag-gift Christmas party at our faculty advisor's house, Sandra Parks, included fun, food, a hayride and Christmas caroling. Zeta Iota Chapter also said goodbye to Mrs. Parks, who leaves us as faculty advisor after several fine years. We love you, Mrs. Parks.

Second semester has been even better. With Chip Willbanks at the wheel, Lucy Ann Puckett riding shotgun, Tony Greer managing the funds and Will Conerly scoring points, Zeta Iota Chapter keeps rolling along.

We also say goodbye to several seniors, with best wishes for happy lives and successful careers.

—Tony Huffman

## GULF SOUTH REGION

### BETA PSI LOUISIANA TECH

Beta Psi Chapter wishes to welcome its 24 initiates! These new members have made quite an impact on our chapter already, and we are expecting great things from them.

A tour of Stroh's Brewery and Western Electric in Longview, Texas, highlighted four fall quarter professional activities. Also included have been several speakers from local businesses, a representative from Junior Achievement, a Halloween party at Ruston State School and a Christmas caroling trip to a local nursing home.

Social activities are very important at Beta Psi Chapter and intramural sports are no exception. Our flag football team won its division, the co-ed volleyball team reached the campus semi-finals and the basketball team looks unbeatable.

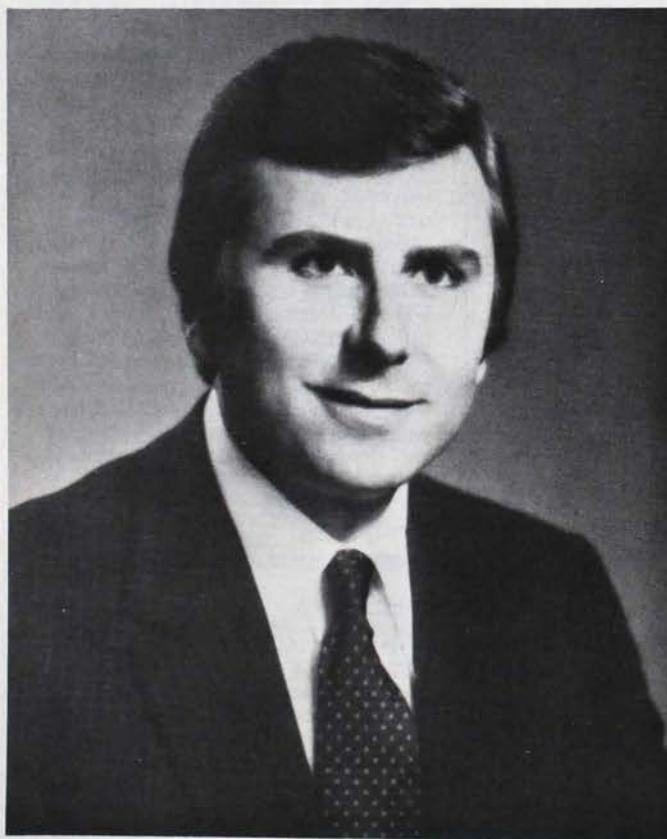
—David Elliott

### EPSILON NU NEW ORLEANS

The Epsilon Nu Chapter at the University of New Orleans will be celebrating Mardi Gras during the first week in March. This huge event will climax on March 6, known as Fat Tuesday, and

(See CHAPTERS on page 19)

# FOCUS FOR MAXIMUM EFFECT



By Nido R. Qubein

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Nothing can add more power to your presentation than focusing all of your energies toward a limited set of targets

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When I was a little boy, my brother gave me a small magnifying glass. It didn't take me long to learn that the little piece of glass contained a secret that gave it tremendous power.

If I would hold the little glass between an object and the sun, and focus it just right, soon it would burn a hole in the object. When it was adjusted exactly right, it would focus all of the sun's energy into one tiny spot, and intensify the power of the sun by many times. I'm sure you made the same discovery.

That little trick of focusing the sun's rays onto a single spot opened up a whole new game for me. In one sunshine day, I burned by initials into every piece of wood in my yard.

But I learned something far more valuable from that discovery than how to create holes. I learned of the tremendous power of concentration—the power of focus—the power of targeting! Nothing can add more power to your presentation than focusing all of your energies toward a limited set of targets.

**Target #1—Target the Customer!** We need to develop the importance of playing everything in the presentation to the customer.

People buy from those sales people who help them discover what they want and how to get it through their products and services. If there is one master key to unlocking the sale, it is to see benefits. Remember this, the customer always wants to know "what's in it for me?"

All of the design, engineering, manufacturing and management skills of your company amount to nothing—unless you can show the customer how the product or service will benefit him! One successful salesperson I know explained her technique for targeting the customer in this manner. She said, "I always pretend that the product was designed specifically for that customer, that it was built exclusively for that customer and that today is the day of the great unveiling of that product for that single person." That's targeting!

Most sales are made one at a time, to one person at a time. To do that successfully, we must ask every question, make every statement, demonstrate each feature and

benefit to the one person with whom we are talking at the moment.

**Target #2—Target the key issue!** As you ask questions and listen closely to the answers, and as you observe the customer, usually one major concern or interest will stand out above all the rest.

Call it the major problem, call it the point of interest, call it the most obvious desire—it all boils down to one thing: What interests that consumer most? Whatever it is, let that be the primary focus of your entire presentation and close.

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***"People buy from those sales people who help them discover what they want and how to get it through their products and services."***

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If that consumer wants to talk savings, talk about savings. If that consumer is most interested in making a profit, talk about profits that can be made by using your product or service. If that consumer is most interested in convenience, demonstrate every feature that product has to make everything more convenient for him or her. And then, take it one step further, make it as convenient to purchase that product as you can.

J. P. Morgan was one of America's greatest financiers. He became great because he understood what motivates people. Mr. Morgan once said, "There are always two reasons people have for doing everything; the reason they state and the real reason." Discovering that real reason for doing things is one of the most important tasks of making a presentation.

For example, a person may say he needs a new car because the old one gets low mileage. But economy might not be the key issue. As you probe and observe, you might discover that the real reason the person is interested in a new car is that

his neighbor just bought one.

Hesitance to buy might be explained by the customer's satisfaction with the service another company is giving. As you probe more deeply you might discover that actually the customer is upset with someone in your company. Until that key issue is satisfactorily dealt with, it is doubtful you will be able to sell that customer anything.

Remember, there are four basic reasons people buy. People buy out of fear. People buy because of pride of ownership. People buy because of something they stand to gain from the product or service, and people buy to imitate others whom they respect. Memorize those four things because I'll tell you something very important—those four things are most likely to be the key issues of which you will want to target your presentation. Be on the alert for fear, for pride, for a desire for gain and for a desire to imitate.

Now do you remember the four main reasons people don't buy? These can be key issues, too. If you recognize any one of these as the customer's key concern, you can focus most of the attention of the presentation to deal with the key objection. The four primary reasons people don't buy are: They don't have confidence in the salesperson, the company or the product; they don't have a need for the product or service; the cost is too great; or they are not in a hurry.

I'm going to show you exactly how to deal with objections. And it is important that you watch out for each of them during your entire presentation. The customer might say, "I don't want your product because your price is too high," but the real reason is that one of your products performed poorly and was not serviced satisfactorily. Until that issue is dealt with, you are wasting your time. Deal with the no-confidence problem, and you can get the presentation back on the track.

Remember J. P. Morgan's two reasons people buy or don't buy products—the reason they tell you and the real reason. Learn to focus the key issue; direct all of the energy of the presentation to deal with that issue, and you will put power in your presentation.

**Target #3—Target the Hot Button!** What does your customer like about your product? Discover that as early as you can, then focus as much attention as possible on that one exciting feature.

If you're selling cars, and your customer falls in love with the beautiful interior of the demonstrator, don't waste a lot of time explaining the advanced suspension system. Focus your attention on the hot button—the most liked feature and benefit of owning your product.

If you are calling on a furniture store, and the buyer thinks his customers will like the styling of your products, present everything you can to reinforce that feeling. Help that customer imagine people coming into the store and fighting over your designs.

It's called building value. You start with the primary point of excitement, and you enhance that excitement in every way you can. Then, you add on the other features and benefits that increase the primary point of interest.

Some successful salespeople like to think of targeting the hot button as finding the most vulnerable point. They zero in on the customer's weakest point of resistance.

Perhaps a more positive approach is to take what is more exciting about the product, to a particular customer, and make that the strongest part of your presentation.

Some of the best salespeople in America are the people who make television commercials for major companies. They use the term "your unique selling proposition." Since they have only thirty seconds to make their presentation, they focus everything to that unique selling proposition. They concentrate on the one reason most people buy a product. Think about the next time somebody asks you, "How do you spell relief?"

Target your customer's primary point of interest in your product and you can focus your presentation for maximum effect.

**Target #4—Target your timing!** Every good presentation is a master piece of timing. It starts with showing up exactly on time or a few minutes early for the presentation. Your promptness says to the customer that you think his time is

valuable.

Next, get to the point as quickly as you can, without being abrupt. Of course, you want to establish contact, but as soon as that is done, get down to business!

Listen, observe and monitor the trust level so that you can move to the next point of your presentation at precisely the right time. Timing takes practice, but just because you make a lot of presentations, don't think it will come automatically. You have to cultivate a sensitivity to every mood change, every signal the customer sends.

Do you remember the comment of the old pro—"It's like when I want to kiss my wife—when it's right, I'll know it and she'll know it!"

Listen carefully to your favorite comedian sometime. That performer will time every joke, every punchline, every pause exactly right to get the maximum impact.

And, by all means, end your presentation on time. If you have been promised fifteen minutes, finish your presentation in fifteen minutes or less. If the customer invites you to stay, or begins to ask questions about the product, don't rush out. But don't overstay your welcome.

The most useful tool of timing is the art of brevity—learning how to say what you want to say in the shortest possible time to be effective. Wordy salespeople might do well to remember that the writer of Genesis told the whole story of the creation of the world in just 442 words. Now that's brevity.

Cultivate a client-oriented sense of timing and you can increase the power of your presentations.

**Target #5—Target your answer to every question the customer asks!** One of the best ways to build trust is to give a definite, direct answer to every question the customer asks.

If you have studied your products and services, you should have the answer right at the tip of your fingers. If you don't know the answer, promise to get it right away, then follow up with the information requested.

It might cause you to rearrange your presentation to answer a question about price before you are ready, but not nearly as much as having to totally re-establish the trust bond that has been broken by

an evasive answer. Evasiveness creates tension, and usually comes back to haunt you when you're ready to close.

When you think a direct answer might be misleading, and damaging, go ahead and give the answer, and then explain why you think that is misleading.

Finally, **Target #6—Target your facts!** Sometimes we get so excited and so enthusiastic about our products and services that we tend to exaggerate about the wonders of what we are selling.

One old salesman was in trouble with his company and his customers almost constantly because he would promise people anything to get a sale. His sales manager chewed him out about it, and the salesman said, "You know, I've cried a bathtub of tears over that habit!" He still didn't get the message.

Professional salespeople, who've been at it for a long time, say that the best rule is to never tell a lie. Sooner or later, those little misrepresentations always come back to you. Better to lose a few sales by telling the truth, than to gain the reputation of one who cannot be trusted.

Target your facts! Don't make claims and promises you can't back up.

Put power in your presentation by targeting your customer, your key issue, the customer's hot button, your timing, your answers and your facts.

When you focus all of your attention on the most important factors in a presentation, you can concentrate all of your energies where they will do the most good. When you learn how to do that as a professional salesperson, just like that little magnifying glass I talked about, you can burn a hole in the customer's resistance.

Targeted power is concentrated power, and concentrated power leads to more sales.

*Nido R. Qubein is a nationally known speaker and consultant, President of Creative Services, Inc., and past president of the National Speakers Association. You may contact him at P.O. Box 6008, High Point, NC 27262. Telephone: 919-889-3010.*

# the chapters speak

(CHAPTERS from page 15)



Lisa Vandiver, left, and Elaine White, members of Zeta Theta Chapter at Western Kentucky University, were both homecoming queen candidates during last fall semester's homecoming activities.

proves to be a most enjoyable event.

The Brothers are looking forward to the World's Fair, scheduled to open this May in New Orleans. Several business people associated with the World's Fair are scheduled as professional speakers for this semester. This should provide the Brothers with insight into the operation, management and marketing of the fair.

During our last initiation, 10 members were initiated into Epsilon Nu Chapter. These new Brothers have worked a great deal in the Epsilon Nu Chapter to make this spring the best one ever.

## ZETA SIGMA SOUTHEASTERN LOUISIANA

The Zeta Sigma Chapter of Delta Sigma Pi had a very busy fall semester at Southeastern Louisiana University. The chapter attended the home football games and cheered the Lions on to victory. Homecoming was very special because the sweetheart was a candidate for Homecoming Court and rode in the parade. The chapter worked with the other organizations to make this past Homecoming a great one.

The chapter was visited by Brother Mark Roberts during the beginning of last semester. This visit helped get the chapter back on its feet. Recruiting last

semester brought us four great pledges. This spring semester we hope to have an even bigger pledge class.

The chapter is proud to announce that one of its Brothers was named to Who's Who Among American College Students. We are very proud of Brother Sherri Bogue. This shows that Delta Sigma Pi has leaders all over.

We just want to say hello to all the chapters and wish them good luck in school and in the future.

—Sherri Bogue

## ETA OMICRON NORTHEAST LOUISIANA

The Brothers of Eta Omicron Chapter completed the fall semester with many activities involving Big Brothers and their Little Brothers. Initiation went smoothly and was completed in time to enjoy the formal dance held afterward.

Eta Omicron Chapter is enjoying an outstanding professional program. We have had many interesting speakers and several fascinating educational tours.

This spring semester Eta Omicron Chapter will participate in a number of community service projects. Highlighting our community service program, we will host a Business Systems Expo

which allows local businessmen to see the latest business hardware and software.

—John P. Rawson

## NEW ORLEANS-CRESCENT CITY

George Orwell may have used the statement of "Big Brother is Watching You" in his classic novel "1984": well now Crescent City plans to reverse that with "The Big Brothers of Crescent City are to be Watched as We Grow".

The coming of 1984 started our campaign for a more visible CCAC. This year's Basketball Tournament was, once again, very successful.

Our Potluck "First time you made it dish" Dinner was a big success. Several pounds seem to be appearing as a result of many delectable dishes. Upcoming events include our annual invasion of Ft. Walton Beach, elections of new officers and a get together with our "down in the parish" Brothers of Houma-Thibodaux Chapter.

If you plan on visiting the Greater New Orleans area or relocating here, please give us a call to get the latest update on the Crescent City Alumni: 504-885-9488 or write 813 Carnation Avenue, Metairie, Louisiana 70001.

—Terrell F. Ford



Southern Provincial Vice President Gus W. Schram III, playing for the Lake Charles-Bayou Country Alumni Chapter basketball team, shoots over the Houma-Thibodaux Alumni Chapter's basketball team during last year's Gulf South Regional Basketball Tournament.

# the chapters speak

## WESTERN PROVINCE

## INTERMOUNTAIN REGION

### ALPHA RHO COLORADO

Another outstanding semester for the Alpha Rho Chapter was highlighted by our successful pledge education program. Our recruiting activities, which resulted in a 34 member pledge class, included a welcoming wine and cheese mixer and an afternoon of sporting events at a nearby park. To get our Brothers more involved on a regular basis, we implemented a strong Big Brother program, wherein each neophyte was paired with a Brother in the chapter.

On an individual basis, the program helped both pledges and members strengthen their fraternal bonds. It provided a means of one-on-one communication, a vital aspect for a large chapter. Overall, the spirit generated from the Big Brother program carried over into other chapter activities.

The culmination of the program was a celebration of Founders' Day, in the form of a "team party". Each Big Brother pair selected a famous duo, which they depicted in costume at the party. The excitement of planning and executing their "team" helped cement their fraternal bonds. We are proud of our successful pledge program, including enthusiastic recruiting efforts and a strong Big Brother program. We look forward to the continued development of our fraternal bonds.

### GAMMA PSI ARIZONA

The Gamma Psi Chapter at the University of Arizona is well underway and having a successful year. Our members have been participating in a variety of activities including: fund raising for the Cancer Research Center; hosting our statewide golf tournament; volunteering at a fitness run; professional tours; and, just recently, holding a city-wide dance-a-thon with the money raised benefiting the Muscular Dystrophy Association.

From the southwest, the Gamma Psi Chapter would like to extend our best wishes for a terrific year to all of our Brothers.

—Lisa A. Shapiro

### ZETA OMEGA NORTHERN ARIZONA

The Brothers of Zeta Omega Chapter have made a commitment to growth in all areas of the chapter this year. We began with a terrific pledge program in the fall and ended up with 14 motivated new members. Our initiation banquet was well attended by a number of alumni, including Theresa Drew, our speaker.

Fund raisers, headed by Brad Whittekind, involved working at athletic events in the Skydome and conducting raffles for school book money for this semester. With the committee and other Brothers, we expect to increase chapter operations funding.

We have had excellent professional programs, organized by Reenie Murphy. Speakers have come from the Career Placement Office and from professors in the College of Business. We also look forward to an upcoming tour of Walgreen's new distribution facility in Flagstaff.

We of Zeta Omega Chapter are having a successful semester and wish the same for all other chapters.

—Sheri L. Kenly

### ALBUQUERQUE-ZIA

It is difficult to believe 1984 has already started. The Albuquerque-ZIA Alumni Chapter had a busy fall. We hold our monthly breakfast meetings at 9:00 A.M. the first Saturday of each month at a local restaurant. We also have a happy hour the second Tuesday of each month at a local bar. These events have attracted several new alumni Brothers from around the country who have settled in Albuquerque. We encourage all Brothers to come and join us.

During the middle of October, the alumni chapter sponsored a progressive dinner for the Gamma Iota pledge class and other members. This gave the alumni the opportunity to get better acquainted with their future Brothers. The following day, Gamma Iota Chapter challenged us to a football game. Let's not discuss the outcome.

Our District Director, Lynda Selby, hosted the finale to the semester which was a holiday party. Thanks Lynda, the party was a success. We are always looking for Brothers in the Albuquerque area. Contact Dan or Mary Vrana 505-881-8876 or Dave Hahn 505-256-1297.



Members of Alpha Rho Chapter at the University of Colorado celebrate Founders' Day with a spirited "Team Party".

# the chapters speak

604 Ortiz, NE, Albuquerque, NM 87108.  
Brothers, we hope everyone has a happy  
and successful 1984!

—Dave Hahn

## TUCSON-OLD PUEBLO

One of the results of last year's Grand Chapter Congress in Denver was a better understanding by our local alumni of the Delta Sigma Pi Educational Foundation. Our representatives to the Congress brought back brochures on the Foundation for our chapter membership to review. The response to the purpose of the Foundation by our membership was positive, with most expressing desire to join the Foundation with a personal contribution. What an excellent, and relatively painless, way to further the continued viability of higher education in America and to enhance the positive recognition of our great fraternity on college campuses throughout the land!

Economic forecasts for 1984 in general predict a booming economy and growth rate for the greater Tucson area and Southern Arizona. This may mean many Deltasigs will be moving to or at least visiting the area as their business activities or meetings dictate. We, of the Tucson-Old Pueblo Alumni Chapter, want you to contact us when you're visiting our area. If your visit becomes a permanent one, we can become your first, and possibly best, friends in your new city; Brotherhood at its best.

Please contact the Tucson-Old Pueblo Alumni Chapter at: Post Office Box 30515, Tucson, Arizona 85751; or call Danny Spitzer (602-327-4275 business) or Chuck Farrow (602-326-6449 business; 602-881-5097 home). Brother Farrow is the Director of the Intermountain Region of the fraternity and Brother Spitzer is the President of the alumni chapter.

—John Munro

## SOUTH PACIFIC REGION

### PHI SOUTHERN CALIFORNIA

The 1983-84 school year has been quite a busy one for Phi Chapter at USC. In the fall, we initiated 22 pledges and our current pledge class is busy preparing for its own initiation in April.



Collegiate and alumni members from Zeta Omega, Gamma Psi and Gamma Omega Chapters at Northern Arizona University, University of Arizona and Arizona State University celebrate the initiation of new members.

The enthusiasm of our newly initiated Brothers and this pledge class have and will continue to be an asset to our chapter!

In the fall, professional activities were highlighted when we welcomed speakers from IBM, Paramount Studios, Xerox and Merrill Lynch. We also featured a "Dress for Success" night in which proper business attire for both men and women were displayed by clothing store owners from Los Angeles' garment district. We combined our community service project with the favorite American pastime of attending a football game when we took 30 junior high school students to a USC game following a traditional pre-game picnic.

Our spring semester has been equally full with professional, community service and social activities which allow members and pledges to work together, get to know each other and develop friendships which are the foundation of Brotherhood in Delta Sigma Pi.

—Catherine Slater

### ETA CHI CAL POLY-POMONA

Greetings, Brothers, from the Eta Chi Chapter! We are enjoying a very good year so far under the direction of our highly enthusiastic president, Greg

Maury. As June approaches, we expect our enthusiasm to increase even more!

We are quite happy about the high-quality Brothers we have added to our chapter this year and we look forward to many good times ahead, thanks to their help and enthusiasm.

As the year winds down, we hope to secure 100,000 points in the CEI for our second consecutive year, and we are all working hard toward this goal. Also, we hope to have the opportunity to host the South Pacific Regional Conference next fall!

We wish all chapters a very successful completion of the 1983-84 school year and we cordially invite all chapters in the Southwest to visit us at Cal Poly-Pomona's open house, "Poly Vue", later this spring!

—Chuck McDaniels

### IOTA PI SAN DIEGO STATE

The Brothers of Iota Pi Chapter have been treated to a diverse and interesting schedule of professional, community service, social and financial activities this year. Some professional activities have included; a speaker from Coopers & Lybrand; Duane Nelles, one of Apple

(See CHAPTERS on page 25)



Mike Mazur



Mike Walsh



Mark Roberts

# SERVING YOU

Nearly two and a half years ago, we presented a feature article on The Central Office staff and since that time there have been several personnel changes and changes in responsibilities. Since many of our readers were initiated since our last staff article, we decided to again introduce our readers to the staff in Oxford.

Oxford is a small community in southwestern Ohio situated roughly 35 miles northwest of Cincinnati. The surrounding areas are primarily rural, but the town itself serves as the home of Miami University, founded in 1809. "Mother of Fraternities" is a title often placed on Miami since Beta Theta Pi, Phi Delta Theta, Phi Kappa Tau and Sigma Chi fraternities were all founded there. In addition, the Delta Zeta Sorority was founded at Miami. Today, Beta Theta Pi, Phi Delta Theta, Phi Kappa Tau and Delta Zeta all maintain their headquarters in

Oxford.

The Central Office is adjacent to the Miami campus. The building, which was built in the mid-1950's and expanded in 1970, is designed after the Raleigh Tavern in Williamsburg, Virginia, where many of the meetings of Phi Beta Kappa, the first fraternity, were conducted. The Central Office building serves Delta Sigma Pi, not only as its international service center, but also as our international archives and museum.

The members of The Central Office staff are employees of the fraternity. National officers of the fraternity, including members of the Board of Directors and the District Directors, are employed in diverse occupations throughout the country and devote their leisure time to perform volunteer work for Delta Sigma Pi. Central Office staff members are salaried and the fraternity is their career; national officers are not paid other than for partial reim-

bursement for expenses which they incur as volunteers.

Now, let's meet the members of your staff in Oxford . . .

Executive Director Michael J. Mazur, Jr., is the chief operating officer of the fraternity and is responsible for the operations of The Central Office and for the administration of the national programs of the fraternity. His duties are widely diverse and include personnel, convention and meeting planning, financial administration and public relations. In addition, he is the Editor of the DELTASIG and other official publications of the national fraternity. He represents the fraternity in several fraternal and professional organizations including the American Assembly of Collegiate Schools of Business, the College Fraternity Editors Association, the Interfraternity Research and Advisory Council, the American Society of Association Executives and Cin-



Beverly Norris



Marge Wisecup



Sharon Bourne



Jack Belke



Rich Garber



Peg Donovan

# FROM OXFORD

cinnati Association Executives. He also is the fraternity's emissary to the Professional Fraternity Association for which he is currently serving as volunteer Treasurer and a member of the Board of Directors.

Mike is an initiate of Kappa Chapter at Georgia State University in Atlanta and, prior to joining the staff in June, 1981, was employed as an accountant and auditor for several companies in the Southeast. He served Delta Sigma Pi as a District Director, Southeastern Regional Director and a member of the National Executive Committee before moving to Oxford.

Brother Mazur resides near Oxford and is Treasurer of the Oxford Jaycees and a member of the Cincinnati and Atlanta Alumni Chapters.

Assistant Executive Director Michael T. Walsh manages the day-to-day operations of many of the administrative functions of The Central Office staff including chap-

ter accounting, secretarial services, purchasing and maintenance. Mike also is responsible for the development of all official publications. See "FOCUS" elsewhere in this issue for more information about Brother Walsh.

Mark A. Roberts serves Delta Sigma Pi as Director of Chapter Operations and is responsible for the administration of a host of service programs for chapters and individual collegiate and alumni members. He supervises the Chapter Consultant program, the Chapter Efficiency Index and the regalia system. Mark works closely with groups pursuing a chapter charter in order to coordinate these expansion or reactivation efforts. Administration of the various award and recognition programs of the fraternity is performed by him.

Brother Roberts was initiated into Delta Sigma Pi at Gamma Omicron Chapter at the University of

San Francisco in 1977. He served as a District Director in the Western Region before joining the staff as a Chapter Consultant in 1980. He was promoted to his current position in 1981.

Mark was named one of Oxford's Outstanding Young Men of America in 1982 and is Secretary of the Oxford Jaycees.

One of the most important services of the national fraternity is the Chapter Consultant program. These staff members are generally hired for a period of two years and, during the academic year, spend approximately 50% of their time away from Oxford counseling collegiate and alumni chapters fraternity-wide. It is a very formidable occupation as they frequently move from city to city often on a daily basis and devote an average of 14 hours per day including most weekends to their responsibilities. While not traveling during the academic year, the Chap-



Coni Biggs



Julie Lawson



Joan Howe



Mary Ramsey

ter Consultants perform various administration duties.

In his second year as Chapter Consultant is **John W. Belke II**. Jack will be remaining on the staff for a third year. Please see "FOCUS" for more about him.

**Richard M. Garber** is in his first year as a Chapter Consultant and joined the staff in June, 1983. In 1977 he was initiated as a member of Alpha Pi Chapter at Indiana University in Bloomington. He served his chapter as Senior Vice President, Vice President for Pledge Education and Historian. After obtaining his B.S. degree in Marketing in 1979, Rich served as a District Director and as Vice President of the Indianapolis Alumni Chapter. He was employed as an Account Representative with Texas Instruments, Inc.

The staff described for you to this point are the executive staff members of The Central Office. These staff members could accomplish nothing without the dedicated sup-

port of the administrative staff members. In her 26th year of service to Delta Sigma Pi is **Viola T. "Peg" Donovan**. Her major responsibility is the processing of the Chapter Efficiency Index. During a given year, she will handle in excess of 20,000 individual requests for points. Although the record keeping functions of the CEI have been computerized, Peg still must review many requests in detail. This is quite a task especially during peak deadline periods. She also serves as backup receptionist for The Central Office.

Joining the staff in 1965 **Beverly J. Norris** is the receptionist and processes all incoming mail at a volume in excess of 30,000 pieces per year. Bev also serves as secretary to Executive Director Mazur and prepares a variety of reports.

**Marjorie J. Wisecup** has been on the staff since 1972 and currently serves as the chief bookkeeper. She handles all financial record keeping functions and prepares many reports for both internal and governmental needs.

**Sharon R. Bourne** joined the staff in 1978 and handles all bookkeeping for the National Endowment Fund. In addition, she also processes all orders for merchandise, chapter supplies and jewelry.

**Constance J. Biggs** and **Julie A. Lawson** have each served Delta Sigma Pi since 1978 and primarily serve in secretarial capacities. Coni also is responsible for the regalia system and prepares all membership and Life Membership certificates. She also assists Mike Walsh in the preparation of several chapter accounting reports. Julie spends most of her time typing correspondence and reports, but she also is one of several staff members who works in our print shop and she assists Mike Walsh in preparing several publications.

**Joan Howe** began part-time employment in 1981 and, in 1982, went to a full-time basis due to a retirement. Joan is our computer system operator and also is responsible for our member records. She processes in excess of 4,000 new members and greater than 20,000 address changes per year. Joan also processes the multitude of mass mailings to the

chapters, national officers and individual members that are sent each year.

**Mary T. Ramsey** began her employment as part of her high school Cooperative Office Education program in 1982. She began full-time employment in the summer of 1983 and has a variety of duties. She prints most mass mailings and many publications released by the national fraternity. She also is responsible for the filing of all correspondence and assists Joan in the membership records area.

As any other office facility, The Central Office requires regular upkeep. Since 1968, **Winford Combs** has kept our headquarters building and grounds tidy. Winford is a part-time employee who is employed on a



The Central Office

full-time basis at Miami University.

We have presented this feature to introduce or, in many cases, to reintroduce you to the members of your staff in Oxford. In addition, we often hear comments, both positive and negative, about something "The Central Office" has or has not said or done. "The Central Office" is merely a building; the people whom you have met through this article help to make our fraternity operate and positively progress. They operate within the guidelines and policies established by your volunteer national officers and they are in Oxford to serve you in the best way possible.

Our staff is proud to be helping you and we encourage you to visit your Central Office when you are in the area.



Winford Combs



# the chapters speak

(CHAPTERS from page 21)

Computer's top salesmen; and a campus wide event, "Color Me Beautiful", a talk on how to dress for success. Service projects for the chapter included working with the Leukemia Society on a ten kilometer run and working with the San Diego Heart Association. Rounding out our activities were social events such as a "Blue Jean Formal", a Christmas party, and a banquet which honored new Brothers, graduates and alumni. A final highlight was the selection of Mark Chassman as our nominee for Collegian of the Year. Mark, our past president, helped lead us last year as our chapter won the Most Outstanding Chapter Award.

As the winner of the Most Outstanding Chapter Award last year, the Brothers of Iota Pi Chapter are continually striving to learn more about Brotherhood and professionalism.

—Valkerie Finlayson

## KAPPA MU CAL POLY-SAN LUIS OBISPO

Recruiting activities helped to start Kappa Mu Chapter off with a "bang"

this year. The successful recruiting functions resulted in 23 pledges, our biggest pledge class yet. Once in the pledge program, the pledges joined the members as they journeyed to the San Francisco Bay area. The 40 who attended picked up a few tips about the business world from top executives at the MJB coffee plant, the U.S. Federal Reserve Bank, the Anchorsteam Brewery and Sunset Magazine.

The chapter has recently begun construction on an official family tree. This provides an ongoing project that we may display in our soon-to-be display case to increase school recognition of Deltasig. Our tree will grow more impressive with each new branch of little Brothers that we add.

Finally, congratulations to Brother Karen Meneghetti who proudly bestows the honor of "1984 Kappa Mu Chapter Collegian of the Year".

—Sandy London

## WESTERN REGION

### GAMMA OMICRON SAN FRANCISCO

We, the Brothers of Gamma Omicron Chapter, have built up from a meager membership of two only four semesters ago, to a healthy membership of 35 and have established ourselves as the professional fraternity on campus. We accomplished this by successfully completing many events such as sponsoring an old Delta Sigma Pi tradition, the Rose Dance, as well as running our semester pledge education program and sponsoring a number of professional tours.

Throughout the semester we sponsored many other events. Our community service events included cleaning Market Street and decorating a ward at the Children's Hospital of San Francisco which was both fun and rewarding. We also sponsored many professional events including: a tour to the Arthur Andersen accounting firm; a resume workshop, put on by Dean Witter-Reynolds; and a tour to the Wells Fargo Check Processing Center.

Gamma Omicron Chapter may be small, but we proved ourselves to be one to stand out in the crowd. We're proud of all that we've done these past few years and are looking forward to newer and better things in the future. Our chapter is special and so are the Brothers who make it that way.

—Ascuncion Rapadas

### DELTA OMICRON SAN FRANCISCO STATE

Delta Omicron Chapter has experienced many changes in its 25 year history since April 4, 1959, and has achieved many tremendous accomplishments. San Francisco State University is a very liberal, commuter campus and our chapter has truly made a name for itself on this campus as well as within our community. Today, Delta Omicron Chapter thrives with over 50 collegiate Brothers and we are very enthusiastic about the future of our chapter's growth on campus and in the business community. We are also extremely proud to have an alumnus of Delta Omicron Chapter as our newly elected regional director.

By the end of this semester we will have initiated over 500 Brothers into our chapter and we are planning a special event to celebrate our anniversary, and we hope all 500 Brothers can attend. The Social Committee along with the Historian are planning a spectacular event for this special occasion. They are planning a dinner/dance/party/etc., and every Brother of Delta Omicron Chapter



A member of Iota Pi Chapter at San Diego State University spends some time with children from the Associated Students Child Care Center at the San Diego Zoo.

# the chapters speak

is invited and encouraged to participate in this event. It would be a great honor, and a lot of fun, for the collegiate members to meet the Brothers who founded our chapter. Therefore, we are asking all Delta Omicron Chapter alumni to contact us at: San Francisco State University, School of Business, 1600 Holloway Avenue, San Francisco, California 94132. Please write to us so we can get an invitation to you.

—Kelly Galvin

## EPSILON PHI CAL STATE-SACRAMENTO

Epsilon Phi Chapter is looking forward to another exciting semester at California's Capital Campus, Sacramento State University. The driving force of this semester's enthusiasm is the fall semester's newly initiated Brothers. Lake Tahoe provided the background for a successful initiation of 10 Brothers, eight of which now hold seats on the executive committee. They will be implementing some exciting events like our annual "Casino Royale" and a tour of the local Budweiser Brewery with the vice president of the plant. "Wild Bill Tatum" will be hosting our "Meet the Chapter" as a grand finale of our recruiting program for spring, 1984.



Sacramento Alumni Chapter Brothers Dick LaVergne, Bill Tatum, Don Larsen and Steve Muzilowski enjoy themselves at their December Christmas party.



Members of the Upsilon Pi Colony at the University of the Pacific get together with officers from Epsilon Phi chapter at C.S.U.-Sacramento and the Sacramento Alumni Chapter at a recent party.

We are taking an active part in Junior Achievement this semester with alumni and collegiate Brothers supporting this national program. We will also be continuing our credit card applications fund raiser to bring in the revenue that keeps Epsilon Phi Chapter going.

Brother Kelly Craine will be representing our chapter as "Collegian of the Year". Good Luck Kelly!!!

—Carla Alferness

## THETA CHI SAN JOSE STATE

Theta Chi Chapter was fortunate enough to have six Brothers attend the 34th Grand Chapter Congress in Denver last summer. It was great fun! Theta Chi Chapter was also fortunate enough to be represented by Brother Gary Gulmon on the Ritual team that initiated National Honorary Member Karl Flemke.

As we entered a busy fall semester with a two-week recruiting period, recruiting hit a high point when all of the business fraternities and clubs had a two-day business fair designed to expose more business students to the availability of the business fraternities and clubs, especially Delta Sigma Pi.

Throughout the semester we had sev-

# the chapters speak

eral community service projects which included dressing up on Halloween to visit and bring cookies to a local child care home. The semester ended by initiating six great pledges under the guidance of Vice President for Pledge Education Julie Smaha.

Chapter efforts were finally rewarded on December 1st when Theta Chi Chapter had its first ever, and quite successful, wine tasting. Several Santa Clara County Wineries were represented and local business and students were invited to attend. It was a success, thanks to the hard work of Regina Kleibrink and the entire chapter's effort.

—Marcella E. Clough

## IOTA PHI CAL STATE-FRESNO

Iota Phi Chapter was privileged to have had several good speakers ar-

ranged by Vice President for Professional Activities Terese Petro during fall semester. Senior Vice President Jeff Downum also did an excellent job of organizing our recruitment of new members.

One of our most memorable events was to open the semester with Past Grand President Bill Tatum at our "Meet the Chapter" night. We must contribute a great deal of our success in recruiting new members each semester to Brother Tatum. Our thanks also go to Joe "Skip" Loomis, South Pacific Regional Director, for speaking at our initiation banquet.

The spring semester will be a busy one. Our chapter is planning to host the regional picnic, which promises to be a fun event. We look forward to meeting all of our Brothers in the Western Region. We are expecting a good turn out.

—Jane Stewart

## SACRAMENTO

The Sacramento Alumni Chapter has been involved with Junior Achievement. Brother Mary Nowell is a financial advisor for a JA company. Other Brothers are helping with the achievement awards and a special fund raising project to sponsor a JA company.

We celebrated the end of 1983 with our annual Christmas party at Brother Bill Tatum's lovely home. We were honored to have Brother Tom Mocella from Chicago with us. In May, we look forward to our sixth annual "Night at the Races", dinner and harness racing.

Our monthly luncheons are the first Wednesday at the Spaghetti Factory, 1910 J Street, downtown Sacramento. Any Brothers wishing to join the Sacramento Alumni Chapter, please contact Mary Nowell, vice president, at 916-443-7401 (work), 916-361-9354 (home), or Chip Dunavent, treasurer, at 916-440-7536 (work) or 916-485-1054 (home).

—Mary L. Nowell

## ALUMNI REPORT

In the November, 1983, issue, my message to Deltasig alumni was about success being the outcome of execution which is based on planning; about achievement that comes from setting goals. I asked about your alumni chapters' plans for membership growth; activities; forming new chapters; community service; and plans to develop stronger fraternal bonds.

As an alumnus, if you feel that your affiliation with Delta Sigma Pi can use more "oomph" or more "pizzaz"; if you'd like to see more interest in local Deltasig activities; if you'd enjoy more participation in, and recognition of your organization, try putting more emphasis on publicity and, even more importantly, on public relations.

Haven't you ever wondered why *the* professional business fraternity, so loaded with accounting and financial talent,

isn't better off financially? With all of the marketing and sales talent, why aren't we better at selling our *better idea*? With so much management and leadership skill, why aren't we able to recruit armies of followers and hordes of professionals to envy us? Hard questions?

Part of the answer lies within ourselves, in our beliefs in the Deltasig philosophy and the teachings of our Ritual. When we believe deeply that our involvement in the business community is for the general good; when we do it together in a strong union maintaining the quiet integrity of our credo, we can become a phenomenally powerful force for good. And *that* is worth crowing about!

I'm suggesting that we make a concerted effort to "spread the good news", to tell the world, at least the business world, who we are, what we are, what we do and why and how we do it. I'm talking about

better publicity and public relations especially in the local media.

We must point to ourselves with candor and never hesitate to shout: "We have facilitated this project!" . . . "We have given the world this success story!" . . . "We have given a fellow human being some tools with which to carve a future!" Emulation and recognition will follow and be indicators of our success.

You'll agree that it will also ensure and enhance the participation of more of your Brothers in other Deltasig activity. Who is not attracted to a recognized success? Develop more publicity and public relations in the media outside the fraternity and you'll experience more "oomph" and "pizzaz" than you could probably imagine! Give it a try.  
—ANTHONY Z. FERNANDEZ, DIRECTOR OF ALUMNI ACTIVITIES

# bits and pieces

## personal mention

Stephen C. Moore, *East Tennessee State*, has a new position as Manager of the Arvey Paper and Supply operation in Pittsburgh, Pennsylvania. Arvey Paper and Supply is a division of Arvey Corporation based in Chicago, Illinois. Stephen comes to this position after management positions with Pier 1 Imports and Wallpapers To Go in Atlanta, Georgia.

James B. Holthus, *Miami-Ohio*, has been promoted to Assistant Product Manager at Hallmark in Kansas City, Missouri.

Todd E. Kimpel, *West Liberty State*, has joined in partnership with Montie E. Hicks, *West Liberty State*, to form the Riverside Insurance Agency in Wheeling, West Virginia.

Theresa T. Shrock, *Bowling Green State*, is an accountant with the Cleveland office of Deloitte, Haskins and Sells and her husband, Brad D. Shrock, *Bowling Green State*, is employed by Tenk Machine & Tool Company in Cleveland as Controller.

Benjamin E. White, *Mississippi College*, has a new position as Vice President of Data Processing at Dixie National Life Insurance Company in Jackson, Mississippi.

Gary N. Demp, *West Florida*, has been promoted to Programming Manager, Corporate Systems Group at Lykes Pasco Packing Company, Dade City, Florida.

Ann C. Hertzler, *Kent State*, has begun duties at Joel Pomerene Memorial Hospital at Millersburg, Ohio, as an accountant.

Robert J. Norville, *Texas-Arlington*, is pleased to announce the formation of Powell-Norville Realty in Austin, Texas.

Donald M. Daniels, *Rutgers*, has accepted the position of President and Chief Operating Officer of

the Blue Cross of New Jersey.

Michael M. "Mickey" Johnson, *Shepherd*, has received the WXVA Radio Community Service Award for his many contributions to the Eastern Panhandle Area of West Virginia.

Rodney Bennett, *Winston-Salem State*, has accepted a position with Ashland Oil in Lexington, Kentucky.

Elliott Lemon, *Winston-Salem State*, has accepted a position with Southern National Bank in Lumberton, North Carolina.

Malinda Mitchell, *Winston-Salem State*, has accepted a position with Aamco Company, Winston-Salem, North Carolina.

Gail Newton, *Winston-Salem State*, has accepted a position with The Urban League, Winston-Salem, North Carolina.

Shirley Jones, *Winston-Salem State*, has accepted a position with Ashland Oil in Columbus, Ohio.

Gregory T. Jackson, *Winston-Salem State*, has accepted a position with the North Carolina National Bank in Charlotte, North Carolina.

Bill Miller, *Winston-Salem State*, has accepted a position with Southern National in Charlotte, North Carolina.

Donald Dunn, *Winston-Salem State*, has accepted a position at Southern National Bank in Raleigh, North Carolina.

Christopher Larson, *Winston State*, has a new position as District Representative with Lutheran Brotherhood in Minneapolis, Minnesota.

Melissa L. Howard, *Western Kentucky*, has a new position as Management Trainee with Convenient Food Mart in London, Kentucky.

Sarah A. Howey, *North Carolina-Chapel Hill*, has a new position as Programmer Analyst for SAS Institute, Inc., in Cary, North Carolina.

Arthur D. Pepper III, *Tampa*, has been appointed Assistant Vice President and Trust Tax Manager for Florida National Bank in

Jacksonville, Florida.

J. K. Izard, *Central Missouri State*, has a new position as Sales Representative for Procter and Gamble in Kansas City, Missouri.

Pat A. Tindall, *Wayne State-Nebraska*, has a new position as an entry level-CPA for Acklie and Morrow CPA Firm in Madison, Nebraska.

Alan W. Buchanan, *Oklahoma State*, has a new position as Service Sales Representative with Otis Elevator Company in Kansas City, Missouri.

Robert Guenther, *Virginia Commonwealth*, has recently become President of Professional Business Brokers Inc., T/A PROBUS, in Alexandria, Virginia. PROBUS is a national Business Brokerage Chain with offices in 12 states.

Robert V. Bolen, *Western Kentucky*, has a new position as Financial Analyst with Union Underwear Company in Bowling Green, Kentucky.

Ruth A. Fox, *Evansville*, has a new position as Internal Auditor with the Department of Public Aid in Springfield, Illinois.

Lance Robins, *Wayne State-Michigan*, has a new position as Commercial Protection Systems Designer for the Honeywell, Inc., in Ann Arbor, Michigan.

Lisa A. Cortese Gorzkowski, *Connecticut*, has been promoted to the newly created position of Program Specialist with the National Headquarters of Junior Achievement, Inc. In her new job, Brother Gorzkowski will serve as Assistant Conference Director for the 1984 National Junior Achievers Conference.

Thomas W. Gorzkowski, *Connecticut*, has transferred to the General Audit Department of Price Waterhouse in Stamford, Connecticut. Brother Gorzkowski formerly was with the Special Services Department of Price Waterhouse's Hartford office.

M. Constance Mattingly, *Connecticut*, has been pro-

moted to Assistant Controller for Combe Incorporated in White Plains, New York.

Anthony S. Torsiello, *Connecticut*, has been promoted to the position of Audit Supervisor with Coopers & Lybrand in Hartford, Connecticut.

Gary Payne, *Kent State*, formerly Manager, Marketing Services has been appointed Product Manager, Foodservice, Del Monte Frozen Foods, in San Francisco, California.

Patrick G. Blanchard, *Georgia Southern*, President, Georgia State Bank, Martinez, Georgia, was recently elected to the Board of Directors of the Georgia Bankers Association.

## merger

David A. Hoke, *Tennessee*, on April 30, 1983, to Ann A. Horton, at Knoxville, Tennessee.

Brian Keith Timmer, *Ferris State*, on November 4, 1983, to Kim Fedewa, in Grand Rapids, Michigan.

Nancy Stevenson, *Ohio*, on September 18, 1982, to William Ridgeway, in Cleveland, Ohio.

Linda J. DeWerff, *South Florida*, on August 20, 1983, to Roy H. Wheeler, at St. Petersburg, Florida.

Lynn K. Tucker, *Robert Morris*, on January 21, 1984, to Richard Archer, in Hopewell Township, Pennsylvania.

Betsy Scruppi, *Robert Morris*, on January 7, 1984, to Eugene Raggi, in Burgettstown, Pennsylvania.

Tony R. McCreary, *San Francisco State*, on November 26, 1983, to Marianne Binczewski, *Cal State-Sacramento*, at Moraga, California.

David Walker, *Cal Poly-Pomona*, on November 20, 1983, to Linda Kaye Stephens, in Jackson, Mississippi.

Thomas Dailey, *Loyola-New Orleans*, on October 1, 1983, to Lesa Hardee.

Gina Quinto, *SUNY-Binghamton*, on August 13, 1983, to Gary J. Knauer, at

Point Lookout, New York. Tracey J. Henry, *Tulsa*, on June 11, 1983, to Thomas Jeffrey Benton, in Tulsa, Oklahoma.

Melanie K. Wesson, *Mississippi State*, on August 13, 1983, to Timothy R. Franks, *Mississippi State*, at Mantachie, Mississippi.

Alan W. Buchanan, *Oklahoma State*, on May 21, 1983, to Diana Helga Davis, in Oklahoma City, Oklahoma.

Thomas Walter Gorzkowski, *Connecticut*, on September 24, 1983, to Lisa Ann Cortese, *Connecticut*, in Stamford, Connecticut.

## dividends

To Brother and Mrs. Robert H. Glasser, *Connecticut*, on August 31, 1983, a daughter, Michele Erin.

To Brother and Mrs. Michael D. Propst, *Ferris State*, on December 5, 1983, a daughter, Kelly Elizabeth.

To Brother Susan R. Feldman, *Philadelphia Textiles*, and Mr. Maurice A. Feldman, on November 3, 1983, a daughter, Reta Rose.

To Brother and Mrs. Stan D. Bien, *Ferris State*, on July 31, 1983, a daughter, Katie Marie.

To Brother and Mrs. L. Murphy Smith, *Mississippi*, on June 20, 1983, a daughter, Tracy Rebecca.

To Brother and Mrs. Arthur D. Pepper III, *Tampa*, on July 29, 1983, a son, Kevin Andrew.

## in memoriam

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

# bits and pieces

Office for record keeping purposes.

Edward G. Burden, Rutgers, 9-27-83

Gary I. Schwartz, Philadelphia Textiles, 11-11-83

Jerry D. Young, Rochester Tech, 5-19-83

John R. Sanders, Marquette, 7-9-83

James P. Fenlon, Marquette, 11-27-83

Royal D. M. Bauer, Missouri-Columbia, 3-26-83

Charles D. Hosemann, Mississippi, 9-24-83

Frederick A. Ade, Temple, 7-6-83

Steven W. Straw, Florida Atlantic, 8-83

Mark J. Hirte, Northern Arizona, 10-83

Thomas Reiff, Wisconsin-Madison, 12-16-83

Kenneth H. Hobbie, Northwestern-Chicago, 12-9-83

Charles T. Ritter, Rider, 9-19-83

George B. Smith, Miami-Ohio, 5-19-83

James O. Barnthouse, Miami-Ohio, 3-20-83

Maurice R. Valente, DePaul, 9-83

Richard Deutsch, Christian Brothers, 9-10-83

Oscar G. Iden, Georgetown, 12-18-83

Thomas V. Mashburn, Alabama, 7-83

Ivan R. Baker, Miami-Ohio, 8-6-83

John R. Millard, Rider, 8-11-83

Charles A. Pieper, Ohio State, 10-13-83

William M. Hebblewhite, Michigan, 11-17-83

Russell E. Fredrickson, South Dakota, 9-2-83

Kathleen L. Mahoney, Colorado, 10-29-83

Wilmer M. Ritteman, Northwestern-Chicago, 8-31-83

Richard S. Hall, Colorado, 12-16-83

Frank L. McCormick, Man-kato State, 7-8-83

Louis W. Varoga, Pittsburgh, 8-7-83

Norman E. Ellefson, Chicago, 3-6-83

Donald A. Seltsam, Kansas, 10-22-83

Robert E. Rutledge, Miami-Florida, 10-25-83

Clyde H. Farnsworth, Mississippi State, 8-18-83

William T. Mast, North Carolina State, 6-8-83

Charles D. Huffman, Nebraska-Omaha, 7-25-83

Nancy L. Barnett, South Florida, 12-16-83

Eddie F. Jabara, Oklahoma, 7-21-83

Douglas H. Kroger, South Dakota, 6-10-83

Wilbur R. Anderson, Iowa, 3-19-83

John O. Turkington, Iowa, 9-10-83

Ray J. Gaddey, Illinois, 8-13-83

Tom Tanski, Texas Christian, 8-12-83

Miller Van Allen, Georgia State, 4-3-83

Clarence E. Anderson, Alabama, 7-4-83

Robert W. Merris, Drake, 7-1-83

Francis M. Hickman, Georgia, 9-12-83

Dale I. Sare, Oklahoma State, 10-24-83

George M. Lasky, Rider, 10-83

Crist R. Gibbons, Temple, 10-15-83

Charles H. Porch, California, 8-26-83

Theodore W. Zillman, Wisconsin-Madison, 10-19-83

J. Marty Brill, Colorado, 6-83

Hamilton M. Albers, Alabama, 1983

Raymond A. Eliason, Nebraska-Lincoln, 1983

Herbert H. Kramer, Indiana-Bloomington

Henry W. Walker, Georgia State

Kendall O. Llewellyn, Florida

Rex V. Call, Nebraska-Omaha

John A. Mannan, Indiana-Bloomington

Kenneth W. Chandler, Missouri-Columbia

## recalls

On page 29 of the November, 1983, issue of The DELTASIG, Steven D. Kuptsis was incorrectly identified as Auditor with Big V Supermarkets, Inc. He currently holds the position of Corporate Controller with that firm. We apologize to both Steve and his company for the error.

## chapter anniversaries

### 60th Anniversary

**Alpha Delta Chapter**  
University of Nebraska  
March 1, 1924-1984

**Alpha Epsilon Chapter**  
University of Minnesota  
March 8, 1924-1984

**Alpha Zeta Chapter**  
University of Tennessee  
May 2, 1924-1984

**Alpha Eta Chapter**  
University of South Dakota  
April 5, 1924-1984

**Alpha Theta Chapter**  
University of Cincinnati  
May 3, 1924-1984

**Alpha Iota Chapter**  
Drake University  
May 17, 1924-1984

### 50th Anniversary

**Beta Xi Chapter**  
Rider College  
May 19, 1934-1984

### 35th Anniversary

**Gamma Theta Chapter**  
Wayne State University  
May 7, 1949-1984

### 30th Anniversary

**Delta Epsilon Chapter**  
North Texas State University  
May 15, 1954-1984

### 25th Anniversary

**Delta Omicron Chapter**  
San Francisco State  
University

April 4, 1959-1984

**Delta Pi Chapter**  
University of Nevada at Reno  
April 11, 1959-1984

**Delta Rho Chapter**  
Ferris State College  
May 16, 1959-1984

## employment opportunity

Just before press time for this issue of The DELTASIG, Director of Chapter Operations Mark A. Roberts announced that he will be leaving the staff of The Central Office after the conclusion of the current academic year. Since mid-1980, Brother Roberts has been an integral part of the staff team in Oxford and, although we are saddened to see him leave, we wish him well in his future endeavors.

Applications are now being accepted for this future vacancy on the staff of The Central Office. Interested members should first request a copy of the complete job description and application requirements. This is a permanent staff position and it does require professional or trade association or equivalent administrative experience.

Address all inquiries to:  
Michael J. Mazur, Jr.  
Executive Director  
Delta Sigma Pi  
P.O. Box 230  
Oxford, Ohio 45056-0230  
Please mark your inquiry "PERSONAL AND CONFIDENTIAL".



## EDUCATIONAL FOUNDATION REPORT

One of the ways Deltasigs can participate in the ongoing programs of the fraternity is by becoming voting members of the Delta Sigma Pi Education Foundation. The expanded programs of the Foundation were described in the January issue of The DELTASIG.

More than 50 members were added to the rolls of the Foundation at the 34th Grand Chapter Congress in Denver last summer, bringing the total membership to 950; one-third of these are voting members.

This is only the beginning of what we hope to accomplish during the current biennium. Every member of the Foundation should be a "committee of one" to obtain at least one new member; and every voting member should make a special ef-

fort to encourage at least one associate member to become a voting member.

During this biennium we especially invite chapter advisors, alumni chapters and Life Members to begin making tax-deductible contributions to the Delta Sigma Pi Educational Foundation and to encourage other Brothers to do so. You can become an associate member by contributing any amount up to \$100. When your total contributions reach \$100, you will become a voting member. Collegiate and alumni chapters may become Honorary Members of the Foundation by contributing \$100 or more.

Five dedicated and enthusiastic Brothers comprise the Membership Committee of the Delta Sigma Pi Educational Foundation. They are:

David Hahn, Don's Auto Parts & Equipment, Inc., 5312 Coal Avenue, SE, Albuquerque,

NM 87108

Jay D. Lord, 9470 Annapolis Road, Apt. 103, Lanham, MD 20706

Leon S. Niles, 17010 Cairnlassie, Houston, TX 77084

George F. Ross, P.O. Box 19130, Cincinnati, OH 45219

Frank J. Weber III, Thomson McKinnon Securities Inc., 434 Mansion House Center, St. Louis, MO 63102

Additional information about the Foundation may be obtained from any committee member, one of the officers listed elsewhere on this page or The Central Office. Contributions should be mailed to the Treasurer, Albert S. Gordon, P. O. Box 1374, Cambridge, MA 02238.

—WILLIAM E. BEATTY, VICE PRESIDENT FOR MEMBERSHIP OF THE DELTA SIGMA PI EDUCATIONAL FOUNDATION

## Delta Sigma Pi Educational Foundation Officers

*President and Executive Director*—Robert M. Drewniak, 565 River Oak Way, Lawrenceville, GA 30245

*Vice President for Membership*—William E. Beatty, 194 Connor Drive, Henrietta, NY 14467

*Vice President for Financial Aid*—Richard L. Schreiner, 4400 Hadrian Court, Alexandria, VA 22310

*Vice President for Research and Development*—Marilyn D. Franson, 3317 Payne Street, Evanston, IL 60201

*Secretary*—Frank M. Busch, Jr., Box 3004, Tech Station, Ruston, LA 71272

*Treasurer*—Albert S. Gordon, P. O. Box 1374, Cambridge, MA 02238

# focus:



Michael T. Walsh

Elsewhere in this issue of The DELTASIG a feature on the staff of The Central Office appears. There are two members of the staff who are being spotlighted here due to personnel assignments made by Executive Director Mazur which affect them.

**John W. (Jack) Belke II** has served as a Chapter Consultant since June, 1982. Chapter Consultants are normally employed for a maximum period of two years; however, Brother Belke has been offered and accepted a not unprecedented additional year of service as Chapter Consultant.

Jack was initiated in 1979 at Eta Rho Chapter located at the

University of Wisconsin-La Crosse. As a collegiate member he served his chapter as Secretary, CEI Chairman, Vice President for Pledge Education, Vice President for Professional Activities and President.

Brother Belke joined The Central Office staff as a Chapter Consultant in June, 1982. Jack is a member of the Oxford Jaycees.

**Assistant Executive Director Michael T. Walsh**, for the past two and one-half years, served as Associate Editor of The DELTASIG Magazine. Over this period he has become increasingly involved in the detailed operations of developing and assembling this official publication of Delta Sigma Pi. Beginning with the November, 1983, issue, Mike assumed all day-to-day duties for The DELTASIG and has been named Managing Editor. By fraternity law, the Executive Director serves as Editor of all official fraternity publications and is responsible for their content. This change in title serves to recognize the creative efforts of the individual directly involved in the preparation of the publication.

Brother Walsh is a 1975 initiate of Alpha Upsilon Chapter at Miami University in Oxford and served as Vice President for Pledge Education. Mike joined the staff of The Central Office in March, 1978, as a Chapter Consultant, a position which he held until July 1980. He rejoined the staff in April, 1981, in a newly created permanent position and, in June, 1981, was named Assistant Executive Director.

As Assistant Executive Director, Mike is responsible for a variety of activities including supervision of the secretarial



John W. Belke II

staff, administration of chapter accounting, coordination of purchasing, development of all official publications and supervision of building and grounds maintenance.

Brother Walsh is past president and state director of the Oxford Jaycees. He and his wife, Carolyn, who is an alumna of Theta Phi Chapter at the University of South Florida, are members of the Cincinnati Alumni Chapter and reside in Oxford with their son, Patrick.

We salute these staff members on their professional accomplishments and look forward to the benefit of their continued dedicated service in the future.

# deltasig

## ACCESSORIES

### ALL PURPOSE NOTE CARDS (11-80)

Note cards and envelopes, box of 25, off-white paper with fraternity logo and coat of arms in gold. Card is 3½" x 5" and meets U.S.P.S. requirements.

\$5.00

### BRASS BELT BUCKLE (11-81)

Finely detailed Cast Brass Coat of Arms Belt Buckle fits almost any belt, 2½" x 2¾".

\$10.00



### Send order to:

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

### VINYL GARMENT BAG (11-93)

Nylon lined, vinyl garment bag with fraternity logo in gold; holds 2 suits. 23" x 39".

\$20.00

