

THE

DELTA SIGMA PI

MARCH 2013

Journal of Delta Sigma Pi—America's Foremost Business Fraternity



Join us in **Seattle**

Networking Takes the Lead

Last fall, more than 1,700 Deltasigs traveled to Norfolk, Denver, Dayton, Des Moines and Dallas for the 2012 LEAD Schools. Networking became a focus during opening session followed by exciting keynote speakers, an array of great programming, recognition of chapter and individual awards, community service efforts, and visits from our partners. Thanks to all who helped make these events a huge success!

The LEAD season started in Norfolk, Va. with Jason Levin from Ready, Set, Launch LLC presenting “Good Morning! What’s your question?” This session focused on recognizing your own interests to help you achieve your goals. The day progressed with a variety of professional, career and chapter topics—also found at all the LEADs.

In Dayton, attendees started the day by voting for the best chapter’s recruiting campaign followed by Brother Tim Augustine’s presentation of “Three Minutes that Could Change Your Life.” This networking exercise encouraged participants to break out of their shell and take advantage of meeting like-minded people who have the potential to change their lives. The day concluded with the charter presentation to Epsilon Lambda Chapter at Rochester Tech.

Denver’s event started with Brother Adam Carroll presenting “Your Dream Job Is Waiting” which taught attendees about making and utilizing connections. Closing session was full of presentations—national awards for DD of the Year, Chapter Advisor of the Year and Most Outstanding Alumni Chapter and chapter charters being presented to Rho Upsilon at Pepperdine and Rho Phi at Concordia.

At the Des Moines LEAD School, Mitch Matthews presented the BIG Dream Gathering Experience™ and inspired members to think about their own BIG dreams as well as the BIG dreams of their campus and student organizations, and were given tools to put them into action.

And we saved the largest event, with over 450 registrants for last—the Dallas LEAD School. The morning kicked-off with high-energy networking among the participants, and continued throughout the day via a wide variety of education offerings. During lunch, a special presentation of the Order of the Diamond Helmet was presented to PGP Bob Busse for his 75 years of service. See page 32 for the full story.

Special thanks to partners who attended various events including GEICO, GradSpring, Virallock LLC, YouTern, Mecca Specialties, Fraternal Composite Service, Epic, Ready Set Launch LLC, How Hard Are You Knocking?, and National Financial Educators.

Check out the 2013-2014 schedule—we hope to see you at an upcoming event near you! ▲



2012 National COY Cody Candee (second from the left) reviews the list of educational programming with attendees in Des Moines.



Tim Augustine, Kent State, (far left) talks to attendees after his session in Dallas.



LONGWOOD brothers gather after opening session presented by Jason Levin of Ready, Set, Launch LLC in Norfolk. From left: Leslie Riddle, Bethany Mack and Abena Arkoful.

at Fall LEAD Schools!



Luke Harman, DD Jillian Gartner, and Dylan Eilertson, all Drake, "dream big" during the opening session presented by Mitch Matthews in Des Moines.



Attendees in Denver take the opportunity to be photographed with current National Board of Directors members 2012 National COY Cody Candee, GP Mark Chiacchiari, Western PVP Lisa Brown, VPF Shane Borden and 2011 National COY Cody Silva.



Members browse merchandise from Mecca Specialties in Dayton. Special thanks to Mecca and all of our partners who attended our events!



FLORIDA STATE proudly displays their numerous awards, including National Most Outstanding Alumni Relations, which were presented to them at the Norfolk LEAD School. Chapter and individual awards were presented at all of the fall LEAD Schools.



Brothers from ILLINOIS STATE gather between sessions in Des Moines to share new ideas.



Foundation Trustee Bobbi Blades talked to attendees at the Dallas LEAD about opportunities to join Grand President's Circle and to participate in the Buck\$ 4 Brotherhood program.

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An Adventure in Brotherhood Awaits You in Seattle



The Great Northwest beckons!

Delta Sigma Pi will host its 49th Grand Chapter Congress (GCC) August 7-11 in Seattle. A glorious adventure awaits those who gather to celebrate brotherhood this summer.

There is nothing like Congress to help you see the "big" picture" of our Fraternity and to develop lasting bonds of brotherhood with new and old friends. These are the types of bonds that extend beyond campus walls and last a lifetime. There is no need to convince you Congress veterans -- you know it's true. That's why you should book your flight now, and coax some "Congress rookies" to join you!

Home of the Space Needle, Starbucks, "Green living," grunge and the great outdoors, Seattle offers a "very cool vibe." Renowned for its laidback living, coffee, craft breweries, music scene, aerospace and technology, the "Emerald City" meshes very well with what interests many brothers. GCC offers opportunities to take advantage of much of what the area has to offer.

Alumni brothers have for years requested Congress be held in a "high season" location. Weary of the heat and humidity, despite the accompanying low rates of some prior venues, they sought a cooler summer locale. Seattle provides just that and we are counting on a strong alumni turnout!

Though much of our biennial gathering is a celebration of brotherhood through alumni and collegiate awards, honors and activities, we also have serious business to attend to. A new Grand President, National Board and

local leaders will be elected. Votes will be taken on possible new forms of governance and fiscal management. These issues require thoughtful deliberation and representation from your chapter -- and perhaps you!

Bellevue and the Bellevue Hyatt Regency will be our hosts. Promoted as "Seattle's Eastside," Bellevue is a booming entertainment and business area across beautiful Lake Washington from downtown Seattle. There are hundreds of shops and dozens of restaurants and nightlife opportunities a short walk from the Hyatt. The "Bellevue Collection" -- next door -- is anchored by Nordstrom, Seattle's famous department store. Microsoft's main headquarters is across the street. You will love it!

We'll kick off Wednesday, August 7 with a special keynote, a day full of outstanding educational sessions, and wrap up with a Hawaiian-themed dance. Thursday's National Honorary Initiation will thrill attendees -- then we begin our Fraternity business. Friday includes shuttles into Seattle for an optional Mariners baseball game and/or visits to the Space Needle, Waterfront, Pike Place Market and other tourist venues. Awards, elections, legislation and Saturday's Banquet conclude the week in grand style.

A great Fraternity. A great city. A great opportunity for you to embark on a once-in-a-lifetime great adventure! Please join us -- and 1,000 of your brothers -- in Seattle this August!

Fraternally,

Mark A. Chiacchiarri
Grand President

Bill Schilling
Executive Director

P.S. Register before June 1 to save on the lower price level. Discounted Congress hotel rates are only available until July 1. Act now!

"Fraternal Forum" allows elected leaders, staff, and interested members to offer updates, viewpoints and commentaries on issues facing the Fraternity. Contact the Central Office if you have an interest in contributing a column. Final determination of content rests with the editorial staff.

Join Us August 7-11 in Seattle

Congress is coming soon. Don't miss your chance to visit Seattle and spend time with brothers from across the country. More than 800 attended the 2011 Congress in Louisville and we hope to see even more visit the beautiful Northwest!

There will be many Deltasig events that take place during the week and we encourage you to attend as many as possible. Visit **dspnet.org** ("Congress") for a full schedule of the week's events, but see below for a sampling:



EDUCATIONAL SESSIONS

A number of sessions and workshops are offered Wednesday through Friday—tracks include Delta Sigma Pi operations and history, teambuilding and motivation, financial growth, professional/career development, leadership and personal growth.

You'll quickly find there are sessions for everyone—collegiate members, alumni members and guests—attending Grand Chapter Congress.

GRAND PRESIDENT'S DANCE/GOLDEN KNIGHT'S CEREMONY

A Congress favorite is the Grand President's Dance on Wednesday. This year's theme is Hawaiian—so get dressed in your Hawaiian shirts and grass skirts!

The Golden Knight's Ceremony will be held during the dance. All Congress attendees (brothers and guests) are welcome to participate and will each receive a commemorative pin. The ceremony is only held during GCC, so if you miss out, you have to wait until Chicago in 2015 to be inducted.



FRATERNITY BUSINESS

Fraternity legislation and election of our new leadership are certainly highlights of interest to all brothers. The State of the Fraternity address will be given by GP Mark Chiacchiarri, bylaw proposals will be considered and elections will be held for Grand President and the national leadership team. The important issues of finance and governance will be addressed in pending bylaws proposals!

ALUMNI RECOGNITION AND AWARDS LUNCHEONS

Join us August 8 in recognizing Silver and Golden Helmet honorees, donors and other alumni at the Alumni Recognition Lunch, as well as the announcement of the 2013 Leadership Foundation Scholarship recipients.

August 9, we will honor our national collegiate and alumni chapter and individual award winners and enjoy the 2013 Collegian of the Year's address at the Awards Lunch.



FRIDAY NIGHT IN SEATTLE

Take a bus ride to downtown Seattle and create your own experience with some of Seattle's highlights such as a Seattle Mariners baseball game at Safeco Field, Space Needle, Pike Place Market, Seattle Waterfront, museums and more!

SATURDAY'S BANQUET

Brothers and guests look forward to Saturday's formal banquet, where Philip H. Turnquist, *Indiana State*, will be honored with the 2013 Lifetime Achievement Award in recognition of his years of involvement and leadership serving brothers and chapters.



DELTASIG MARKETPLACE!

Don't forget to stop by the Deltasig Marketplace for an opportunity to visit Deltasig partners such as GEICO, Gradspring and GIN Systems and purchase Fraternity apparel, jewelry and other merchandise. Also be sure to take a stroll through the operational displays for ideas on fundraising, service, professional events, alumni activities and so much more!

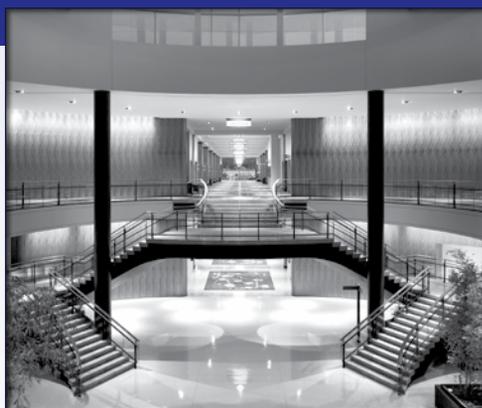
Washington!

Don't Forget – Register by June 1 to Receive the Early Rate!

Register today to receive the Early Registration rate of \$315 (for Fraternity and colony members) – after June 1, rates increase to \$350. Visit dspnet.org ("Congress") for pricing information for spouses, guests, district directors and faculty. This "full registration" price includes all business and educational sessions, two social events/dances, the Golden Knights initiation and pin, two lunches, the Seattle outing on Friday and the Saturday banquet!

Full Registration is required for all delegates, alternates and for Congress Travel Award calculations. Visit dspnet.org ("Congress") for details on daily registration rates. Note: Daily registration may be limited due to space needs and preference given to full registrants.

You may register for Congress using the new online system, by fax (513-523-7292) or mail (330 S. Campus Avenue, Oxford, OH 45056). For a paper registration form, call 513-523-1907. ▲

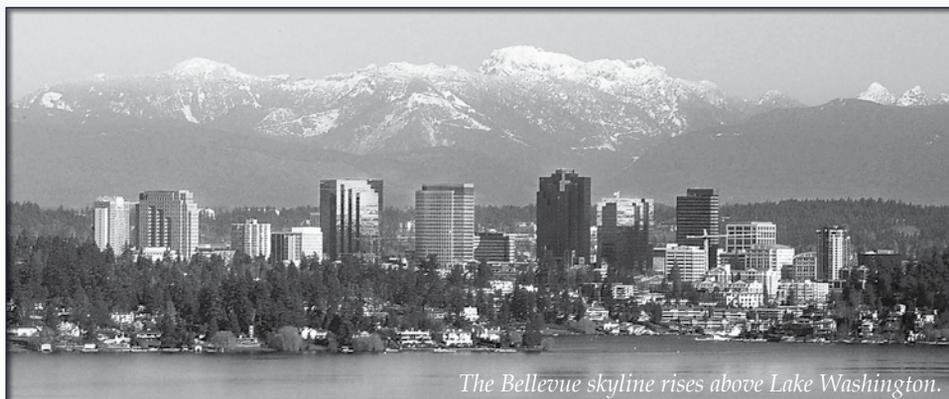


OFFICIAL CONGRESS HOTEL

Hyatt Regency Bellevue
900 Bellevue Way Northeast, Bellevue, WA 98004
888-421-1442 • www.hyatt.com

Delta Sigma Pi room rate: \$145.00 per night plus tax for up to quad occupancy. July 1 is the cutoff date for the special rate (as rooms are still available), be sure to mention Delta Sigma Pi for the discounted rate.

The Hyatt Regency Bellevue is on Seattle's desirable Eastside and underwent a recent \$185 million expansion. The hotel is only 20 minutes from Sea-Tac International Airport and across beautiful Lake Washington from downtown Seattle. It is a part of the Bellevue Collection and within walking distance of more than 250 shops, 45 restaurants and lounges and plenty of entertainment options.▲



The Bellevue skyline rises above Lake Washington.

SEATTLE FUN FACTS

- Kiplinger's 10 Best Cities for the Next Decade—Seattle ranked 2nd.
- Seattle became home to the first revolving restaurant in 1961.
- Washington state produces more apples than any other state.
- The highest point in Washington is Mount Rainier. It was named after Peter Rainier, a British soldier who fought against the Americans in the Revolutionary War.
- Starbucks, the biggest coffee chain in the world was founded in Seattle.
- During World War II, Seattle was the point of departure for many soldiers in the Pacific, a number of which were quartered at Golden Gardens Park.
- In 2004 Washington ranked first in the nation in production of red raspberries (90.0% of total U.S. production), hops (75.0%), apples (58.1%), sweet cherries (47.3%), pears (42.6%), Concord grapes (39.3%), and Niagara grapes (31.6%). ▲

READY TO BOOK YOUR CONGRESS FLIGHT?

Special group discounts are available with American Airlines offering a 5% discount and Delta Airlines a 10% discount for travel to Congress anytime between August 1-15, 2013—visit dspnet.org ("Congress") for details! The Fraternity receives credit for each flight booked.

DSPTravel.org, provided by YTB Travel Network, is the official travel site for Delta Sigma Pi. Every time you, your family and friends book online through DSPTravel.org, the Fraternity will receive a portion of all travel commissions to help support our programs. You'll receive great rates and get the same airlines, rental cars, hotels and cruises offered by other travel sites. ▲

Aloha...Deltasig Welcomes Chapters in Hawaii,



Rho Chi was installed at the University of Hawaii-Manoa in Honolulu on September 29.

Rho Chi Becomes Second Chapter in Hawaii

Rho Chi Chapter was installed on September 29, 2012 at University of Hawaii-Manoa in Honolulu with 29 initiates.

Grand President Mark Chiacchiari led initiation ceremonies with collegiate participants from Hawaii-Hilo and Loyola Marymount. Colony President Kira Kawakami, *Syracuse*, also took part in the ceremonies. Other distinguished guests attending included Western PVP Lisa Brown, 2011 National COY and Pledge Educator Cody Silva, South Pacific RVP Matt Temple and Golden Council Member and Trustee Emeritus John Richardson.

Upsilon Eta Mu Colony held multiple professional events which included hosting speakers from Enterprise Rental Car and Pacific Integrity. Colony members also organized a resume workshop, tour of Merrill Lynch and a mock interviews and networking reception.

Community and university service events sponsored by the colony included beach clean-ups, assisting elderly at Palolo Chinese Home, renovating the local Ronald McDonald House for their 25th anniversary, collecting food for Hawaii Food Bank

and volunteering for student move-in day.

University of Hawaii-Manoa was founded in 1907 as a college of agriculture and mechanic arts with 10 students. It moved to its current location in Manoa in 1912 and was renamed the College of Hawaii. It became the University of Hawaii in 1920 and continued to grow through the 1930s. 1949 marked the start of the College of Business Administration, which offered degrees in accounting, economics and industrial relations. AACSB accreditation was achieved in 1967 and was renamed as the Shidler College of Business in 2006.

Today, this major research university has total enrollment of over 20,400 students and offers bachelor degrees in 92 fields, masters in 84 fields, and doctoral degrees in 51 fields. The Shidler College of Business offers degrees in accounting, entrepreneurship, finance, human resource management, international business, management, marketing, management information systems, and MBA to over 900 undergraduates and nearly 600 graduate students.

Welcome, Rho Chi! ▲



Colony President Kira Kawakami, Syracuse, is presented the chapter charter by GP Mark Chiacchiari.



Colony Chancellor Jon Uyeda receives the chapter gavel from Western PVP Lisa Brown.

Florida, Georgia and Pennsylvania



Rho Psi was installed at the University of South Florida in St. Petersburg on December 1.



GP Mark Chiacchiari presents Rho Psi President Michael Cardozo with the chapter charter.



Southern PVP David Ross presents the chapter gavel to Chancellor Sky Roberts.

Welcome, Rho Psi Chapter!

Rho Psi Chapter was installed at the University of South Florida in St. Petersburg on December 1, with 34 initiates.

Grand President Mark Chiacchiari led initiation ceremonies with collegiate participants from Florida Southern, Tampa and South Florida-Tampa. Following initiation, an installation banquet was held at St. Petersburg Marriott Clearwater. Other national guests attending included Southern PVP David Ross, South Atlantic RVP Janene Winton, DD and Pledge Educator Ollie Moses, VP-Organizational Development Joe Ward, Colony Task Force Chair Sparky Graves, Golden Council Members and Trustee Emeriti Nick Steinkrauss and Heather Ferguson, Golden Council Members Dean Ferguson, Southern Provincial Community Service Chair Jeanne Gregory, Golden Council Member Shawn Gregory and Director of Information and Operational Services Jeremy Levine.

During their quest for a charter Sigma Beta Pi Colony, whose name serves as an acronym for "Successful Business Professionals," sponsored numerous professional presentations on subjects about financial advising, resume techniques, international cultural

awareness and leading in times of conflict. The colony also toured the St. Petersburg Police Headquarters.

Community service included a beach clean-up, Thanksgiving food drive with Metropolitan Ministries, sorting toys for Marine Toys for Tots Foundation, pet supplies drive for an animal shelter and a playground building project with KaBoom, Bank of America and local Housing Authority.

University of South Florida-St. Petersburg was founded in 1965 as a freshman overflow satellite campus of University of South Florida's main campus in Tampa. It claimed its own rights in 2002 when state law made the university a separately accredited and more autonomous institution. With the change, new deans were hired for the stand-alone colleges of Arts and Sciences, Business and Education.

Today, the university enrolls more than 4,000 students in 22 bachelors programs and 11 masters programs. The College of Business has 1,107 undergraduates and 150 graduate students enrolled as accounting, economics, entrepreneurship, finance, information systems management, management, marketing and global business majors.

Welcome, Rho Psi! ▲

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Kappa Chi Chapter was reactivated on December 8 at Savannah State University in Savannah, Ga.



Kappa Chi Re-claims Charter

Kappa Chi Chapter reactivated on December 8, 2012 at Savannah State University in Savannah, Ga. with 29 initiates.

Grand President Mark Chiacchiari led initiation ceremonies with collegiate participants from Mercer, Georgia Southern and North Florida. Other national attendees included Atlantic Coast RVP Chris Sweet, District Directors Trina Kirk and Dionika Wilson, Golden Council member and Trustee Emeritus Heather Ferguson, Golden Council Members Dean Ferguson and Stacy Jordan and Director of Chapter and Expansion Services Dale Clark.

Following initiation ceremonies a banquet was held in the University Student Union. Silver Helmet Awards were given to two original charter members of Kappa Chi who were helpful during the colonization process: Rosetta Brightwell (Kappa Chi 18) and Faculty Initiate Zelda James (Kappa Chi 26) who currently works as Assistant to the Dean of the College of Business Administration.

Psi Pi Xi Colony organized in October 2011 and hit the ground running by participating in numer-

ous service events including the Feet to the Streets benefit run for Cancer and the Heart of Savannah 5K run. Other sponsorships included Habitat for Humanity, Leukemia & Lymphoma Society and a clean-up at Tybee Island.

Psi Pi Xi members enhanced their personal marketability with a resume writing workshop, a speaker panel on networking styles, and a speaker on portfolio development. The colony also toured IKEA Distribution Center and co-hosted a case competition.

Savannah State University was founded in 1890. It was originally named the Georgia State Industrial College for Colored Youths and had an enrollment of 8 students. The first women were admitted in 1921. The college became an official degree granting institution in 1928. In 1932, the school became known as Georgia State College, changing to Savannah State College in 1950 and finally became Savannah State University in 1996.

The College of Business Administration began in 1979 as a result of

a program swap with Armstrong Atlantic State College. Savannah obtained the Division of Business from Armstrong and Armstrong obtained the Division of Education from Savannah. Kappa Chi Chapter originally chartered several years later in 1983 initiating 418 members before closing in August 2004. Today, business degrees are offered to 897 students majoring in accounting, computer information systems, management, marketing and MBA.

Welcome back, Kappa Chi! ▲



GP Mark Chiacchiari presents President DeMontrez Johnson with the chapter charter.

Welcome back, Epsilon Sigma!

On January 26, we welcomed the 207th active chapter to our brotherhood with the reactivation of Epsilon Sigma (La Salle University) in Philadelphia. Forty-one colony members, including one faculty, were initiated. GP Mark Chiacchiari led the Ritual team with members volunteering from Philadelphia and St. Joseph.

The banquet celebration was preceded by a reception, complete with a curator, at the University's art museum. Many great stories were shared by the new chapter members, current Grand Officers, alumni brothers, regional collegians, members of the Golden Council, and Central Office staff. These attendees included Northeastern PVP Paul Carpinella, Eastern RVP Tom Calloway, District Director Devin O'Neill, Pledge Educator Howard Furman, Mid-Atlantic RVP Sean Vineyard, Colony Task Force Chair Sparky Graves, Golden Council member and Trustee Emeritus Nick Steinkrauss, Golden Council members Onuka Ibe and Stacy Jordan, and Educational & Leadership Consultant Cory Stopka.

Epsilon Sigma Chapter originally chartered on April 20, 1963 and

initiated 408 members before closing in August 1993. Lambda Sigma Beta colony started on October 28, 2011. Colony members volunteered time and raised money for various service organizations including Autism Alliance, Lawncrest Recreation Center, Building Blocks pre-kindergarten school, and Ronald McDonald House. Members enhanced their professional skills by hosting speakers on topics that ranged from job preparation and communication to financial advising and company paradigms. The colony also toured Philadelphia Business Journal.

La Salle University is a private Roman Catholic University that was founded in 1863 through the legacy of St. John Baptist de La Salle and the Christian Brothers teaching order. One of the college's earliest missions was to serve sons of immigrants in a religiously divided city. The college opened its first residence halls in the 1950s and became fully co-educational in 1970. University status was

granted in 1984. La Salle University in Philadelphia is the largest of seven Lasallian colleges in the United States with enrollment of 3,359 undergraduates and 2,658 graduate or doctoral students. More than 40 undergraduate majors and 15 graduate programs are offered.

The School of Business began in 1954 and currently enrolls 845 undergraduate and 511 graduate students. Majors offered by the School of Business include accounting, finance, international business, organizational management, marketing and management information systems.

Welcome back, Epsilon Sigma! ▲



GP Mark Chiacchiari presents President Cara Palumbo with the chapter charter. From left: Eastern RVP Tom Calloway, Palumbo, Chiacchiari and DD Devin O'Neill.



Epsilon Sigma Chapter was reactivated on January 26 at La Salle University in Philadelphia.

BROTHERS

Est. 1967[®]

BAR & GRILL

Deltasig and Sibling Brothers Found Brothers Bar & Grill

By Stacy Heyderhoff, *Cincinnati Alumni*

Brothers, an innovator in the food and beverage industry, first opened its doors in 1990 in La Crosse, Wisc. Since then, the franchise chain has grown to 16 locations across 10 states and developed a consistently strong reputation within the hospitality industry, all while picking up several accolades along the way. In 2006, *Nightclub and Bar* magazine named Brothers one of "America's Best" And, most recently in 2011, the same magazine included Brothers as part of the "Next 50" growth concepts to watch.

Impressive? For sure. A source of pride for all Deltasigs? It should be, as founders (and the "brothers" behind the name) Marc and Eric Fortney and current COO Scott Severson all initiated into Psi Chapter at Wisconsin-Madison, where they held various chapter officer positions.

No doubt Marc and Eric were strongly influenced by their business professors and fellow Deltasigs, but it was another individual who offered a key piece of advice early on...their mother! Patrons may notice "Est. 1967" in their logo, even though the first restaurant didn't make an appearance until over 20 years later. According to Brother Severson, "when Marc and Eric opened the first Brothers, they really didn't have credibility in the market. Their mother, Pat, said 'you could always say 'Established in 1967' because that's the year Eric was born, and you became brothers.' Marc is the older of the two brothers, and was born in 1964."

In addition to their clever, business-savvy, mother, the brothers also looked outside the family for inspiration. "There was a college bar in Madison by the name of Joe Hart's where Eric learned the business by bartending through college. Joe Hart's was the type of place where, as a student, your feet didn't stick to the floor, you were treated well, the bathrooms were clean, there were fair drink prices, a high energy level, etc. Joe Hart's was what influenced Marc and Eric's vision for Brothers", said Scott.

"We strive to lead, not follow, and be better than we were the day before."

Strong advice to follow in business, or life, and the cornerstone for Brothers Bar & Grill.

Influential mentors, solid education, and relevant work experience. It's no wonder these Deltasigs seemed destined for success. Marc worked through college in real estate, and uses those skills almost every day. "We own half the

real estate we're in, and lease the other half, so having this real estate background has helped tremendously with lease, purchase, and contract negotiations," explains Scott. After college, Marc worked for Met Life where he stayed until 1990 when he and Eric opened the first location in La Crosse. Eric worked in hospitality during college (Joe Hart's), and opened the first Brothers immediately after college. So, you could say, it's in his blood! Brother Severson joined Marc and Eric in 2010—he currently oversees the franchise business, as well as operations.

Constantly analyzing their successes and failures has kept this team at the top of their game. "Every time we open a new location, we think about past mistakes we made, and how to correct them. We've frankly made every mistake you can probably make in this business, we learn from each and every one, and try to avoid making the same mistake twice. That's part of the reason no two of our locations ever look the same. You'll know you're walking into a Brothers, but you won't know quite what to expect. In fact, we've had customers that have made pilgrimages to every one of our locations just to see the differences," says Scott.

Hoping to help other brothers starting out in this field, Scott shares the following tips:

- If you are working as a bartender or server to help support yourself in college, it's a great business to be in, and you have an incredible opportunity to give yourself a raise. Just provide the best customer experience to each and every customer, therefore increasing your tips! In fact, spend the \$25, and buy "The Renegade Server" by Tim Kirkland. It will help



Siblings and Brothers Marc and Eric Forney, both Wisconsin-Madison, founded the first Brothers Bar & Grill in La Crosse, Wisc. in 1990. There are now 16 franchised locations across 10 states.



Scott Severson, Wisconsin-Madison, is current COO for Brothers Bar & Grill founded by Brothers Marc and Eric Forney, also both Wisconsin-Madison.

you create a loyal following of customers.

- If you want to manage or own a bar/restaurant, put the necessary controls in place to make sure you are not only maximizing your top line, but your bottom line as well. Loss can be a big issue in this business if you don't proactively manage the bottom line.
- Make fun! If you're in this business, you can't rely on the person next to you to create/establish the energy level. It's really up to you. Make it fun for your coworkers, and your customers!

No matter the field you pursue, says Scott, "as a business leader, it's critical you know and admit what your strengths and weaknesses are, then surround yourself with people that are smarter than you – especially in areas where you are weak. And most importantly, find something you, as an individual, are passionate about. You'll typically excel at things you have passion for, and bring a natural energy level to your workplace. Most people work for roughly 40 years. If you don't enjoy what you're doing, it's tough to fake it for too long. Ideally you want to find a career that enables you to 'live to work' versus 'work to live.'"

Looking ahead to the coming years, and the goals they've set, the Brothers team is setting the bar high. "We often refer to ourselves as 'the slow brothers'. We started our business in 1990, and have only opened 21 locations (16 Brothers locations, and 5 other concepts under the Fortney Hospitality Group). In our industry, that's very slow growth, but it's by design," says Scott. "We're going to continue to expand the brand geographically, but only at a pace we feel comfortable with. Part of the growth will continue to come from corporate locations, and some will come from franchising, which we've just started. If we can reach 100 locations in the next 10 years, that would be an outstanding accomplishment. And, this year we're going to get back to an old theme of 'always the best specials, always the most fun.' We got away from that a bit, but it's time to increase the energy/fun level!"

Considering just how far these three brothers from

Madison have come, we don't doubt for a second these goals are easily within reach! To locate a Brothers Bar & Grill near you, visit www.brothersbar.com. ▲

Curious to unlock the keys to Brothers' success? It's as "simple" as a focus on the customer and the ability to quickly adapt to market trends. And, these key elements:

- **Décor and layout:** We have an eye for what décor appeals to our customer, and continually invest in new technology enhancing the overall entertainment experience. Our store layouts ensure we can maximize traffic counts, and minimize bottlenecks.
- **Store individuality:** By design, no two stores are alike... this is part of our appeal. Many customers search out Brothers locations just to see how we've applied our concept to a different location. It's part of the brand that sets us apart.
- **Service:** We're a family-owned business and plan on being in this business for a long time. Our motto of "you belong here" is established by the strong team we hire. We're edgy without the attitude, and genuinely care about our customers' experience.
- **Beverage program ingenuity:** A beverage program isn't just about "mixology." It's about how to integrate beverage into new and different events throughout the week, month, and year in order to keep customers guessing about what's going to be next.
- **Made-from-scratch menu items:** Even salad dressings and sauces are made from scratch every day. We don't think you should have to spend money on marginal food, so Brothers offers a spectacular venue, the best beverage specials, and great food.
- **Marketing/advertising:** To support our marketing program, we believe strong advertising is essential to drive customers into our stores. Over 100 ads per week are placed in traditional print, as well as social networking tools such as Facebook and Twitter. Over 85% of our customer demographic watches for promotions, so we give them plenty to watch for.

HELPING BROTHERS — *Today & Tomorrow*



The Delta Sigma Pi Leadership Foundation has been all about helping brothers for more than 65 years—by supporting scholarships and Fraternity leadership development programs.

Your gift to our annual campaign is an important source of funding for Foundation grants, which support LEAD programming and other leadership development programs each year.

Your donation to a designated fund is another way to keep on giving every year. Here's how....

- ▲ Each year, the principal of a designated fund, once endowed, generates income for scholarships, travel funds to LEAD events or GCC, or other leadership training opportunities. A designated fund is endowed once the principal amount reaches \$20K.
- ▲ Some designated funds are established through the generosity of an individual, but most are created through the contributions of many donors.
- ▲ Designated endowed funds give donors the pride of knowing their gift will be used for the purpose most important to them for years to come.

If you would like to share in the pride by contributing to an existing designated fund, you can donate online at www.dspnet.org under “Leadership Foundation.” To learn more about creating a new fund, please contact Shanda Gray (shanda@dspnet.org or 513-523-1907) or Trustee Claire Sammon Roberts (cmroberts@comcast.net). ▲

“Thanks to you, I am one step closer to my goals. By awarding me the Founders’ Memorial General Undergraduate Scholarship, Delta Sigma Pi has lightened my financial burden which allows me to focus more on the most important aspect of school. Your generosity has also inspired me to help others and give back to the community.”

—Yeyi Jie, Saginaw Valley State





Transitioning from Business Professional to Stay-At-Home Parent

By Nancy Powell, Baker

Three years ago, after 14 years of climbing the corporate ladder, I quit my full-time job at a retail headquarters to become a stay-at-home mom. We had just adopted our second child and I was looking forward to spending more time with my sons. Like nearly half of new moms in the U.S., I would be taking a break from my career for an undetermined amount of time to focus on my family.

The first few months in my new role were quite a culture shock. I went from days full of meetings and presentations to days full of toddler games and tantrums. I realized, though, that my business background and my experience as an officer in Delta Sigma Pi helped me transition to my new role as a stay-at-home parent.

To anyone considering becoming a stay-at-home parent, consider the following ways you can use your professional background in your new role:

- **Set Performance Goals.** In my professional job, I was required to set yearly performance goals. This process included a self-appraisal and periodic benchmarking. As a stay-at-home mom, I continue this process by focusing on goals for our family (savings goals, teaching goals, fitness goals, etc.)
- **Become your household's Chief Financial Officer.** For years, I filled my days at work crunching numbers and forecasting sales. For the company's money, not mine. While I had always managed our family's personal finances to a degree, it was more of an afterthought or something I had to do in a hurry when I paid the bills. When I transitioned into my new role, I applied more of my business budgeting expertise to our family's budget and long-term financial planning. After three years of magnifying my efforts, our family finances are in the best shape they have ever been, despite a steep decline in our family income.
- **Network.** Just as networking with other business professionals was important for my career, networking with other parents has become a crucial activity. By establishing a connection with other parents, I learn about free activities for kids in our community, school events, the best after-school activities, etc. I talk to parents from a wide variety of occupational backgrounds and learn about jobs I might pursue when I decide to return to full-time work. I also make an effort to maintain contact with my former co-workers.
- **Use leadership skills acquired from Delta Sigma Pi.** My experience as an officer in the Mu Upsilon Chapter at Baker University has certainly paid off as I have taken on leadership roles in various moms' groups. My new groups have some of the same member dynamics and face some of the same operational challenges as my chapter did in college. By using the leadership skills I acquired in Delta Sigma Pi, I feel more prepared to help lead and guide my new groups to success. ▲

Three years ago, Nancy Powell, Baker, quit her full-time job at a retail headquarters to become a stay-at-home mom and found ways to use her business experience in that role. Nancy lives in McKinney, Texas with her husband Brian, North Texas, and three kids: Nathan (8), Joshua (5) and Alyssa (2). She enjoys writing about her family's adventures on her blog, www.savingforadream.com.





The Magic Innovation Ingredient

By Adam Carroll, Phoenix - Thunderbird



*Adam Carroll is an author and speaker who lives in West Des Moines, Iowa with his wife and three kids. A 2007 honorary initiate, Carroll is a frequent presenter at Delta Sigma Pi workshops, including LEAD events and Grand Chapter Congress. For more information or to check out his book, *Winning The Money Game*, visit www.adamspeaks.com.*

There's a phenomenal show on ABC right now called *Shark Tank*. It features five very wealthy businesspeople who listen to business pitches made by entrepreneurs. The pitches last between 2-3 minutes and then the "sharks" begin grilling the entrepreneur with questions about their business plan, revenue models and plans for future growth. If one (or more) of the sharks are interested in investing in the business, an offer is made to the entrepreneur and they have to decide whether to take the shark up on the offer.

The products these savvy innovators have created aren't necessarily mind-blowing, for example a toilet training system for cats, a guitar-playing-made-simple product, portable speakers, fancy flavored teas and a sealed one-serving wine container. What is most impressive is the level to which these entrepreneurs have taken their ideas and then made them a reality.

Most people that watch the show make comments like, "I could've thought of that!" And indeed, they probably could have, but thinking of something and actually seeing it through to completion are two very different things. As the saying goes: ideas are a dime a dozen. Creatives have ideas; innovators turn them into products.

Which prompts the questions: Why are there so many creatives but fewer innovators? What must we

instill in others to help them launch their ideas faster and more efficiently? What is the magic ingredient behind having a great idea and then innovating it into a good (i.e. marketable) product?

There are ingredients that every innovator uses – persistence, creativity, hard work, resourcefulness, research -- all might top the list. But you must look no further than one of the most prolific inventors on earth to discover his secret ingredient. In Michael Gelb's book *Innovate Like Edison*, one of Thomas Edison's core innovative elements was tapping the intellect of others. In today's verbiage, he was a Super-Connector, always masterminding with the best and brightest thinkers for maximum innovation AND output.

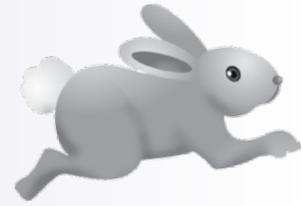
Gelb states: "Beyond the world of beakers and test tubes, Edison realized the importance of maintaining a vibrant connection with the diverse constituencies fueling his innovation empire. He cultivated relationships with people from a broad spectrum of disciplines, including technical experts, customers and prospects, journalists, academics, financiers, and politicians."

Gelb explains that Edison surrounded himself with famous innovators like Henry Ford (inventor of the assembly line) and Alexandre-Gustave Eiffel (architect of the Eiffel Tower), and with intellectuals like Charles Darwin, Sigmund Freud, Mohandas Gandhi, Marie Curie and Albert Einstein. **All** of whom had an enormous impact on the innovations of Edison.

While it's not possible to highlight *how* the innovators on *Shark Tank* got their product to where it is today (each entrepreneur gets less than 10 minutes of airtime), chances are very high that they leveraged the skill sets of plenty of their network in order to make the product happen in the first place. They took their creative idea, infused it with the magic ingredient of their networks' skills, abilities, knowledge, and connections and made something extraordinary. (If you can call a cat using a toilet extraordinary...)

Yes, you could probably make a tea mixture that's just as good as the one pitched on the show, but could you then get it mass-produced, packaged, and distributed? Probably not without tapping into the expertise of several others.

The point is they didn't do it alone and neither should you.



Your objective, if innovation is the goal, is to build a network of people that are as supportive of you as you are of them. The 'currency' these relationships exchange is called Social Capital and every one of your contacts has an account that's either filled or devoid of it. Want to increase your Social Capital with others? Help them accomplish their worthy goals and they'll beat a helpful path to yours when you're in need.

The simplest way to describe how to do this is to leverage Networking P.O.W.E.R. While networking with others, simply Promote Opportunities While Establishing Relationships (P.O.W.E.R.):

- ✓ When a new contact says they'd someday like to write a book, provide them the resources in your network that have already done it.
- ✓ Know someone looking to travel overseas? Direct them to couchsurfing.com or AirBNB.com or introduce them to someone just back from such a trip.
- ✓ If a new contact dreams of working for a Big 4 accounting firm, provide the introduction to that college friend of yours that's a higher up in Chicago.
- ✓ Know someone looking to start an online business? Suggest they read your favorite book on the topic or subscribe to Mixergy.com podcasts.

All of these are *Opportunities* that you could be promoting to build Social Capital.

The impact of this new 'currency' should not be underestimated. In an economic environment such as the one we find ourselves in, money can be the main reason not to pursue an idea. Yet with enough Social Capital, money may never be an obstacle. You'll instead rely on favors, partnerships, and even bartering to get the job done.

Before laying out how to grow your Social Capital, you must understand that the opportunities you promote must be done selflessly. To activate the Law of Reciprocity (a very powerful universal law that suggests givers get), the work that you do helping others must be done without worry or anticipation of payback. In the words of famous motivational speaker Zig Ziglar, "You can get everything in life you want if you will just help enough other people get what they want."

Begin surrounding yourself with other super-connectors and idea people. When meeting over coffee or lunch, ask as many questions as you can to find out

what that person's goals and dreams are. (Focus on having the other person talk 70% of the time, with you asking questions the other 30%.) Find out if they have the next big idea that they need help launching or maybe a huge project that they are stuck upon. Then leverage Networking P.O.W.E.R. and promote opportunities that help them achieve the breakthrough they desire, whether that be a contact, a book, website, or other resource.

In time, you'll discover you've built a very substantial mastermind network full of people you've helped who are now willing and open to helping you because of your Social Capital. Build enough Social Capital and you'll simply 'Google' your network when faced with a seemingly insurmountable obstacle.

Ask any one of the sharks on *Shark Tank* how they would get a product on shelves or sell a million widgets and they'll no doubt tell you they have someone in their network that is an expert at that. More than likely, they have enough Social Capital with that person that one phone call puts the ball in motion. This is the reason, after all, that entrepreneurs are clamoring to get on the show. IF an entrepreneur partners with a shark, their chance of success goes up exponentially compared to doing it on their own. The power is in the network.

Robert Kiyosaki, author of the Rich Dad series of books, has been quoted as saying, "The poor and middle class look for work, while the rich build networks."

The Magic Innovation Ingredient is simple – it's people. Your ideas have value, but only to the extent that you can share, grow, adapt, and execute them. To do that, it takes the input of other great thinkers in (and out of) your network. To return to the innovative days of Thomas Edison's time, we must err on the side of collaboration. We must build mastermind networks with a diverse group of professionals, share resources and ideas willingly, and be open to support those in pursuit of worthy goals.

Great ideas are rarely born in a vacuum, but instead come from the interactions and conversations with others. Similarly, great innovations are never achieved by locking yourself alone in a workshop. Edison's Menlo Park was always a beehive of activity, and he prided himself with the caliber of his associates, much like the sharks on *Shark Tank*.

How innovative is your network? ▲

**New job? Start a new business? Get promoted or recognized for an achievement?
Share your news with us! Email magazine@dspnet.org.**



Eunjae Park, *Alabama*, is student assistant at University of Alabama in Tuscaloosa.

B. Todd Whisenant, *Alabama*, is director of human resources at Cru Technology in Orlando.

Cameron Simon, *Angelo State*, is IT intern at USAA in San Antonio.

Katie Bernstein, *Arizona State*, is global planner at Honeywell in Tucson.

Harley Cohen, *Arizona State*, is president at Right at Home in Dallas.

Kevin Goessling, *Cal State-Fresno*, is founder/CEO of The KPS Academy in Placentia, Calif.

Emily Brown, *Cal State-Sacramento*, is marketing workload coordinator at Kimley Horn and Associates Inc. in Gold River, Calif.

Patty Hernandez, *Cal State-Sacramento*, is customer service supervisor at Blue Shield of California in Lodi, Calif.

Allan Jarquin, *Central Florida*, is senior analyst at Net Conversion in Orlando.

Michael Grenader, *Colorado-Boulder*, is real estate sales agent at First Houston Properties in Houston.

Robert Glasser, *Connecticut*, is partner in charge of the east coast practice specializing in business interruption, claim preparation and fraud investigations for insureds at Dempsey Partners LLP in New York City.

Lesley Harris, *Connecticut*, is ESL teacher at Kaplan International in New York City.

Alexander Ethans, *Detroit*, was re-elected for a 5th term as city council member, Mayor pro tem, in Stanton, Calif.



Bryon Goguen, Bentley, earned a top 15 place in the 2012 CUES Next Top Credit Union Exec competition

Top Brother and Next Top Credit Union Exec

by Anne Strychalski

Bryon Goguen, *Bentley*, became a top 15 finalist in the 2012 CUES Next Top Credit Union Exec competition after being nominated as an emerging credit union leader. Goguen works for Leominster Credit Union (LCU) as a financial analyst in Leominster, Mass. and was nominated by Seth Wish, VP of Sales at LCU.

The CUES Next Top Credit Union Exec entrants were nominated based on their inspiring, unique and innovative projects. Of the 131 people nominated for the competition, 31 applied for the nine month-long competition. Goguen's project is called *Finding Easy Street*, a high-energy, interactive workshop where industry professionals teach college students life skills such as personal financial management, networking, career development, personal branding and setting both professional and personal goals. The objective is for students to learn and practice the skills necessary for personal and professional success.

Goguen's inspiration for this project comes from the dwindling number of states requiring a financial education

class for high school graduation. Bryon realized despite LCU's affiliation with high schools in the community, LCU wasn't offering any assistance to students because financial education is not required. Based on his own positive personal experiences with financial conferences, Goguen wanted to provide a similar conference for college students at local colleges and universities. *Finding Easy Street* even inspired local colleges to request educational sessions be held on their campuses.

Finding Easy Street took place in September 2012 and had attendees from four local colleges for the all-day interactive event. It was modeled after Delta Sigma Pi's LEAD conferences and even had Adam Carroll, *Phoenix-Thunderbird*, as the keynote speaker. Goguen committed two years to organizing the event; he worked with a team to get approval of sessions and to coordinate speakers and fundraising. The presentations covered budgeting, saving, personal development, personal branding, interviewing and more. Bryon wanted this event to be about improving the community, so he also invited local nonprofits as an opportunity for students to network and get involved. Goguen earned a place in the top 15 because he was committed

to community service and championing a new idea. He wanted to reinforce the idea that small credit unions are dedicated to their communities.

The event was so successful that Goguen hopes to make *Finding Easy Street* an annual event. He is also considering making it a series of different events, school specific, with topics requested by students on individual campuses. In addition to expansion of the program, LCU's certified financial education officer has spoken to students at three campuses on the topic of financial responsibility. This has led to resident advisor training, with the goal of RA's being better equipped to advise their freshman students.

Brother Goguen has been Boston's District Director since their reactivation in 2006 and became a national chapter bylaws reviewer in 2012. He was an active member in college serving as president, vp-alumni relations and chancellor. For Bryon, the overall experience was terrific and he truly enjoyed getting support from brothers. It was an eye opening experience that helped him remember how big the Delta Sigma Pi network is and how far it can reach.

Congrats, Brother Goguen! ▲

Cynthia Medranda, *Florida Southern*, is senior accountant clerk at Montefiore Medical Center in Yonkers, NY.

Theodore Moore III, *Florida State*, is assistant executive housekeeper at Hyatt Regency Miami in Fla.

William Ball, *Georgetown*, is treasurer emeritus at Randolph Macon College in Ashland, Va.

Jasmine Braggs, *Illinois-Urbana*, is entry level sales representative at Arch Events in St. Louis.

Ariana Breckner, *Indiana-Bloomington*, is tour consultant at ACIS Educational Travel in Boston.

Kim Nugent, *Louisiana-Lafayette*, is senior collection manager at Marlin Business Bank in Mt. Laurel, N.J.

Steve Thomas, *Miami*, is owner/CEO at Seaview Outfitters in Oxford, Ohio.

Gateway RVP **Kevin Weber**, *Missouri-St. Louis*, is technical analyst tier II at Equifax, Inc. in St. Louis.

Susan Yanka, *Missouri State*, is tax accountant, CPA at Cannon and Company, LLP in Winston-Salem, N.C.

Allen Stolte, *Missouri State*, is teacher/coach at Billings High School in Billings, Mo.

Todd Rasmussen, *Nebraska-Lincoln*, is owner at GCT Screenprinting in Lincoln.

Crystalle Cotton, *Nebraska-Omaha*, is an award pin recipient for 510 hours of volunteering at the St. Louis VAMC Hope Recovery Center in Mo.

Jamie Hoagland, *New Mexico*, is co-owner/operator at Furry Godparents in Albuquerque.

Ayesha Richardson, *North Carolina-Greensboro*, is a real estate broker at Keller Williams Realty in Greensboro, N.C.

Brian Cannon, *North Texas*, is business operations analyst at One Technologies in Dallas.

Blake Marshall, *Oklahoma State*, is professional recruiter at APEX Systems in Irving, Texas.

Michael Vitale, *Rider*, is senior consultant at ThoughtWorks in Chicago.

Kristina Connor, *St. Cloud State*, is office assistant at St. Cloud State University in Minn.

David Ripka, *St. Cloud State*, is associate professor at St. Cloud State University in Minn.

Faith Hinchman, *St. Mary's*, is human resources manager at YMCA of Greater San Antonio in Texas.

Skip Fenner, *San Francisco*, retired from SST/Fenner Insurance Broker in Novato, Calif.

Kimberly Collins, *Savannah State*, is general manager at American Campus Communities in Baltimore.

Calvin Hagins, *South Florida-Tampa*, is assistant regional director at Consumer Financial Protection Bureau in Washington, DC.

Margo Konugres, *Syracuse*, is consultant at IBM in Philadelphia.

Stephanie Marshall, *Temple*, is director, meeting services at American Council on Education in Washington, DC.

Douglas Mack, *Tennessee*, is account manager at Internal Data Resources Inc. in Knoxville, Tenn.

Kayla Johnson, *Texas A&M-Corpus Christi*, is independent beauty consultant at Mary Kay Inc. in San Antonio.

Nicole Peer, *Texas-Arlington*, is sales executive at TexCap-Concord Insurance Services in Dallas.

Garrett Blackmon, *Texas-El Paso*, is supply chain specialist at Kimberly Clark in Roswell, Ga.

Continued on page 20

Brother to be Published

by Anne Strychalski

Ellen A. Ensher, *Loyola Marymount*, author of *Power Mentoring: How Mentors and Proteges Get the Most Out of Their Relationships*, is publishing her second book, *Big Decisions*, which analyzes how mentoring and the Jesuit discernment style effect decision making in a manner that provides individuals with the tools needed to make good decisions. The book contains exercises that teach readers how to make big decisions (changing jobs, buying a house and getting married) and make them feel at ease.

As a professor of management at Loyola Marymount in Los Angeles, Brother Ensher earned a Ph.D in organizational psychology from Claremont University. Inspired by a personal experience, Ensher began researching how and why people made their decisions. Her research with CEOs, MBAs and undergraduate students found that people used both mentoring and the four components of Jesuit discernment when making big decisions: intuition, logic, relying on relationships and spirituality.



She also found that people were happiest and made more successful good decisions when they utilized all four styles rather than two (which most people do).

According to Ensher, the most interesting aspect of the research was, "how much people relied on the different strategies, either logic or intuition." Ensher also learned something about herself, "I need to listen to my own voice more, but I enjoy using logic."

The book is intended for professionals at any age who are starting their career, recent college graduates, changing jobs and post-retirement professionals. In the future, look for Brother Ensher's seminars, consulting workshops and exercises online at www.ellenensher.com. ▲

Ellen Ensher, Professor of Management at Loyola Marymount, is publishing her second book.

Continued from page 19

Sergio Maltos, *Texas-San Antonio*, is risk operation analyst at Chase Bank in San Antonio.

Laura Suttles, *Texas Tech*, is customer technical service representative at Cameron International in Vernal, Utah.

Michelle Brewer, *Truman State*, is controller at GBA Inc. in Lenexa, Kan.

John Small, *Tulsa*, is senior consult at Business As Usual, Inc. in Conroe, Texas.

Cynthia Dudden, *Western State*, is partner at Gracey and Dudden PC in Arvada, Colo.

Marlena Lawson, *Wingate*, is receptionist and special events coordinator at Town of Rural Hall in N.C.

Stephen Whitley, *Wingate*, is retail banker at Woodforest National Bank in Normal, Ill.

Nicholas James, *Winona State*, is footwear buyer-young athletes at Nike Inc. in Beaverton, Ore.

Milestones

Did you recently tie the knot? Welcome a new bundle of joy? Do you know a brother who has passed away? If so, please tell us. Email your mergers, gains or losses to magazine@dspnet.org.

Mergers

Katie Oestreich, *Arizona State*, to Matthew Bernstein on November 17. They live in Tucson, Ariz.

Joan Howe, *Atlanta Alumni*, to Charles Hazelwood on October 14. They live in Ocala, Fla.

Jennifer Hank to **Michael Banducci**, both *Cal Poly-San Luis Obispo*, on September 30. They live in Sacramento.

Lesley Ross, *Connecticut*, to David Harris on October 6. They live in Brooklyn, N.Y.

Jazmin Williams to **Justin Ellington**, both *Saginaw Valley State*, on November 17. They live in Ypsilanti, Mich.

Jessica Butchko, *New Mexico State*, to Brandon Boucher on December 22. They live in Alexandria, Va.

Katelyn Pirnie to **Bryan Clark**, both *Rockhurst*, on October 20. They live in Kansas City, Mo.

Debbi Kersey, *Virginia Tech*, to Edward Ingersoll on October 20. They live in Richmond, Va.

Patrick Handlos, *Wisconsin-Madison*, to Kathleen Quindt on September 29. They live in Waukesha, Wis.

Gains

National Alumni Development Chair **Kara Hoover-Lenox**, *Ball State*, and **Darren Lenox**, *DePaul*, on December 14—Natalie Ava. They live in Mt. Prospect, Ill.

Angela and Michael Homm, both *Dayton*, on August 31—Lucille Catherine. They live in Cincinnati.

Melanie and **Matthew Gaskins**, *Louisiana State*, on April 8—Sarah. They live in Katy, Texas.

Amy Kotrla, *Nebraska-Omaha*, and Andrew Vaught on November 23—Cole Andrew. They live in Omaha, Neb.

Nicole and Jason Allen, both *New Mexico State*, on October 1—Wesley. They live in Los Alamos, N.M.

Renee and Nick Killham, both *Northern Illinois*, on August 21—Rece Joseph. They live in Oswego, Ill.

Barbara and **Brad Quello**, *St. Thomas*, on July 23—Katherine Anne. They live in Maple Grove, Minn.

Losses

Central Missouri

Robert B. Pierce (July 26)
Charles C. Kuhn Jr. (August 25)

Lamar

Ellery J. Lacy (November 23)

Northwestern

Robert A. Mocella Sr. (January 2)

Rider

Wilbert E. Paris (November 22)

Southern Mississippi

Richard B. Strong (November 1)

Fraternity Loses Another "Great": Bob Mocella, Sr.

2002 Lifetime Achievement Award honoree Robert A. Mocella Sr., *Northwestern-Chicago*, passed away January 2. Brother Mocella was initiated in 1941 and awarded both the Golden and Silver Helmet, for 50 and 25 years of service respectively. He supported the Fraternity and Foundation in a multitude of ways, including serving on the National Board of Directors, on the board of directors of Delta Sigma Pi's Educational Foundation, the Beta House Corporation, the Chicago Alumni Chapter and as chapter advisor of Beta Chapter.

For over 50 years, Brother Mocella taught real estate and real estate law classes at both Northwestern campuses—Chicago and Evanston, where he was eventually made professor and chairman of the real estate department.

One of our true "Great Brothers", Bob's influence and contributions to Delta Sigma Pi will carry on as the Fraternity and Foundation continue to grow and prosper. ▲



Bob Mocella Sr. (left) with his son Bob Jr. (an Eastern Illinois brother) pictured with the Lifetime Achievement Award in 2002.

LESSONS FROM AN NFL FREE AGENT

by Cory Stopka, *St. Cloud State*



Kevin Goessling, Cal State-Fresno, has used his experience as punter at Fresno State and as a Deltasig to start KPS Academy, which provides football instructions to local students.

The kick is up...and it's good!

Fresno State's Bulldogs all-time leading scorer is current business owner, NFL free agent and Deltasig, Kevin Goessling, *Cal State-Fresno*.

Balancing football, school, Deltasig and other commitments throughout college taught Kevin many valuable lessons.

In football, you don't play if you aren't punctual to practices, meetings or other events. As a Deltasig, being punctual is also important to receive all the information and benefits of active participation. These were mutual lessons for Kevin as he implemented them as a player through team meetings he led and off-season workout schedules. As a Deltasig, he learned to lead efficient meetings as Chancellor and implement strategic plans as Iota Phi's Fundraising Chair.

Kevin believes that execution is what determines your success. Applying the football lessons he learned to his professional life has allowed him to be the founder and owner of KPS Academy.

KPS Academy provides instruction on kicking, punting, and snapping to

high school and college students. He also coaches his high school football and baseball teams. Remaining involved in the community has been a consistent staple of Kevin's life as he also volunteers at a local elementary school and with the Orange County Alumni Chapter.

Consistency is the most important quality of a leader. Brother Goessling explains that an effective leader is consistent in everything they do including punctuality, performance, and execution. Effective leaders also use their leadership to further develop those around them.

Developing a team around you can be done by focusing on each individual's strengths by putting them in a position to succeed. As Kevin explains, "Players perform at their best when they work/play for someone they respect."

Kevin plans to share these experiences with everyone he meets and hopes to meet you at Grand Chapter Congress in Seattle. That is, unless he is kicking for your favorite team! ▲

Honesty, Integrity and a Desire to be Useful to Others

by Cory Stopka, *St. Cloud State*

Leadership is the ability to achieve the desired goal in a value driven manner.

Quint Studer, *West Florida*, has come to that conclusion with a journey that began in 1984 while working at a treatment center as a recovering alcoholic. He now owns two businesses: The Studer Group, which works with over 800 healthcare organizations and a minor league baseball team in Pensacola, Florida.

These experiences and leadership insights were shared at an event last fall at West Florida where he was initiated. As a Deltasig, Quint has always been impressed with the caliber of individuals in our brotherhood. After his 2007 initiation, the qualities of service to others, along with a desire to learn and lead, have been what impressed Quint the most about Delta Sigma Pi.

Quality is something that is not lost on Brother Studer. Studer Group, which helps others around the world implement leadership systems to deliver outstanding results, was a recipient of the prestigious Malcolm Baldrige National Quality Award in 2010. Quint shares his lessons through consulting and through his best-selling books. *Hardwiring Excellence* is one of the top-selling leadership books ever written for healthcare and *Results that Last* is a *Wall Street Journal* best-seller.

Brother Studer's accomplishments have been built around employee engagement which he says, "leads to retention of staff which leads to better quality and more efficiency, which creates the financial return needed to continue to serve the customer."



Quint Studer, West Florida, owns Studer Group, a healthcare consulting firm, and a minor league baseball team in Pensacola, Florida and has written best-selling books about leadership.

Focusing on human capital is a critical component to success especially in an ever changing world. Quint puts his words into action. **ModernHealthcare.com** explains, "He is called 'healthcare's fire starter' for igniting the flame in each of us to make a difference." Even with views and opinions ever-changing, Brother Studer explains that the basic characteristics of a human need not change. Those characteristics include honesty, integrity and a desire to be useful to others.

To this day, Brother Studer's biggest impact on the world is self-described as "demonstrating the ability to live a sober life for people with alcoholism and other drug addictions."

We can all learn much from Quint. As he emphasizes, "Always remain teachable." ▲



Become a CDL today and join more than 100 of your brothers!

The Certified Deltasig Leader (CDL) program is an online volunteer training program for Deltasigs. Certification recognizes alumni members for their demonstrated leadership training and experience.

How do you become a Certified Deltasig Leader (CDL)-Tier I?

Participate in at least two national Fraternity events in the past five years; complete 11 CDL presentations—all found at **deltasiglearning.org**; support the Leadership Foundation; and apply online at **dspnet.org/awards**.

Already a CDL and want to take it one step further? Advanced Certification Tier II is also available!

To be eligible, alumni members must: complete Tier I certification; serve the Fraternity for at least one year in a volunteer leadership position; complete the four advanced training presentations at **deltasiglearning.org**; and apply online at **dspnet.org/awards**.

Congratulations to the CDLs who earned Tier I or Tier II certification for 2012-13 between September 26 and January 18. (Tier II CDLs are marked with a *.)

- Brian Adams*, *Northern Colorado*
- Tim Beasley, *Cal State-Fullerton*
- Michael Clark, *Cal State-Fresno*
- Tiffany Davis, *Redlands*
- JeaClem Harley, *Frostburg State*
- Jasmin King*, *California-San Diego*
- Kenneth Kinnersley, *Cal State-Fresno*
- Tyrone Newsome, *Lewis*
- Monica Ramey, *Ohio Dominican*
- Kevin Salazar*, *Cal State-Fullerton*
- Louise Santos, *Loyola Marymount*

Reminder: Tier 1 and Tier 2 Certification are effective for up to a two-year term—expiring December 31 of odd years. Renewals of certification must be completed between November 1 and February 1 to avoid interruption of certification. See the Awards & Recognition Guide for more details. ▲

I Am a (Recovering) Drug Addict...

By An Anonymous Brother



I am a drug addict. Quite possibly the hardest words I have ever spoken or written; however, with ten years away from substance use, it becomes easier as each day passes. I am a non-traditional student and brother from the North Central Province. I grew up in a middle-class household with a loving family and during my high school years I was very anti-drug.

Immediately upon graduation from high school, I began pursuing higher education, completely unprepared for its academic rigors. This first attempt ended two years later when I began abusing cocaine. After a year of sobriety, I re-enrolled in college and, as much as I yearned for an education, was still not mature enough for its demands. During this same period and after much soul-searching, I also came out to my family as homosexual. Soon after, I relocated to Chicago with my partner and we began building a successful life there. For the next several years, I remained relatively clean and only smoked pot.

After about 10 years, I returned to school part-time. This time, I was more disciplined in my studies and I understood some of the sacrifices necessary for an education. However, this attempt at college lasted about two years before I began abusing methamphetamines. Soon after, my partner left to care for his Alzheimer-stricken mother and I no longer had reliable housing. Since I had no apartment of my own, I began squatting at other substance abusers homes. As soon as I wore out my welcome at one, I would move to another. Eventually, I ran out of places to stay. During this period, I had a stint in rehab, family urging me to come home and other addicts telling me I had a substance problem. Four years passed before I finally returned to my childhood home to begin rebuilding the life I nearly destroyed.

I had all the classic symptoms of a drug addict: missing classes and work, stealing from friends, lying and losing jobs because of my substance use. By far, this has been and is the most difficult challenge of my adult life. Substance abuse is insidious; it creeps up on you. It puts you in a chokehold and blinds you from your actions and the damage you are causing. I have had to rebuild my life from scratch due to my substance use. What I have gone through I would not wish on anyone, especially a brother in the Fraternity.

What did I do to make this recovery last? The first step was to remove myself from the presence of other users. This can be the hardest step because you are finally admitting you have a problem. I also sought out the support of my family. Even though I did some horrendous things that caused great pain to them, they still were there for me when I wanted help. Some families have a difficult time forgiving the transgressions of an addict—I was lucky. I also learned to recognize my triggers that led to my substance use so I could avoid them. This is something that

each addict must determine, as my triggers are not the same as another addict.

Where am I now? In 2010, I graduated from a community college with a perfect 4.0 GPA and began at my current university the following fall semester. I was initiated into Delta Sigma Pi in April 2011. During the 2011-2012 academic year, I was accepted into the most prestigious and competitive leadership development program our university offers. This past fall, our chapter organized and co-sponsored an open forum on substance abuse in which I shared my story of abuse. I have been invited as a guest lecturer this upcoming semester for the Department of Social Work's chemical dependency class. I was nominated as our chapter's Collegian of the Year. I will also be graduating summa cum laude this May and hope to earn departmental honors.

Of all these accomplishments, the one I am most proud of is my desire to live a life free of substance abuse! ▲

Signs of Abuse

- Change in sleeping patterns or fatigue
- Bloodshot eyes
- Slurred or agitated speech
- Sudden or dramatic weight loss or gain
- Skin abrasions/bruises
- Poor hygiene
- Sick more frequently
- Loss of interest in previously enjoyed activities
- Emotional instability
- Hyperactive or hyper-aggressive
- Missing school or work
- Secretive behavior
- Avoiding eye contact
- Change in friends or peer group
- Change in appearance
- Disappearances for long periods of time
- Withdrawal or isolation
- Aggressive, rebellious behavior
- Deteriorating relationships with family

How Can You Help?

- Be supportive but not enabling.
- Seek out help from local Narcotics Anonymous, Alcoholics Anonymous, or drug treatment facilities. Find a program that works for the person abusing.
- Consult a doctor, nurse, social worker, psychiatrist or someone that can help with potential depression.
- Addiction affects the addict and their friends and family. Do not forget about the non-substance user and their mental health needs.
- Most important, the addict must want help. Forced rehabs rarely work or work for very long.

Share news of your collegiate chapter's activities and events with brothers across the country!
Email news and photos to magazine@dspnet.org

Binghamton/Kappa Lambda

The chapter hosted "The Tricks and Treats of Networking." The event began with a brief presentation with exclusive tips from representatives from Deloitte, Ernst & Young, KPMG, McGladrey, and PwC including recruiters, past interns and practice professionals (even some Kappa Lambda alumni) on the "tricks" and "treats" of appropriate networking etiquette. Following the presentation, students could "trick-or-treat" at each firm's respective station. Halloween trick-or-treat bags with candy and Delta Sigma Pi themed giveaways were provided to the first 100 students to use throughout the evening. Additionally, giveaways such as candy and pens were awarded to game winners from the firms to put in their Halloween bags. —*Alexis Stuts*

Cal Poly-San Luis Obispo/ Kappa Mu

Brothers worked with pledges to decorate and fill drawstring bags for the children at the Prado Day Center. Teams picked a theme for their drawstring backpacks and then made no-bake granola bars in shapes that corresponded with their theme. After the backpack was fully decorated, teams filled the backpacks with goodies and judges selected a winner based on creativity and originality. The next day, brothers delivered the backpacks to the Prado Day Center in San Luis Obispo to be handed out to children who visit the shelter. —*Rebecca Rogers*

Kent State/Beta Pi

Brothers helped double the number of donors for the Kent State College of Business Blood Drive by passing out fliers and writing in chalk near the entrances of buildings. LifeShare and Business Experiences were so impressed they want to partner with the chapter in the future and led to LifeShare granting two scholarships to Kent State students. —*Maria Avila*



CAL STATE-FRESNO toured Cisco Systems Inc. in San Jose. The visit included guest speakers of former interns (now employees), a tour of their Executive Briefing Center as well as their Advanced Scenario Testing (AST) Lab.



CALIFORNIA-SAN DIEGO sold homemade Korean BBQ at their university's Vendor Fair.



NORTH CAROLINA-GREENSBORO participated in the 7th Annual Branches of Love hosted by UNC-Greensboro's Alumni Association. Numerous campus organizations competed to decorate the best tree. The fully decorated trees, along with canned goods, were delivered to needy families around the area.

Miami-Ohio/Alpha Upsilon

The chapter hosted its semi-annual Battle of the Bands competition at Stadium Sports Bar & Grille. The competition featured six bands based as close as Oxford and as far as Columbus, Ohio. The Chapter continues to organize the competition for the publicity the event offers the organization and because of its popularity with Miami students. The contest is the chapter's biggest fundraiser of the year and all proceeds go to fund the various speakers the chapter brings to Miami and the trips chapter members take throughout the year. Bands were recruited through word-of-mouth in various campus organizations and through Delta Sigma Pi members' connections throughout Ohio. *—The Miami Student*



ROCKHURST co-hosted "Dinner with the Industry", an annual networking event hosted with the Helzberg School of Management, career services and the Student Advisory Board. The event's honorary chairman is Barnett Helzberg of Helzberg Diamonds. Over 150 students attended the event with 22 industry leaders from the Kansas City area in fields from business to law to finance.

Nevada-Reno/Delta Pi

In honor of Todd Daines (July 29, 1991 – July 20, 2012) who was described as an energetic and charismatic brother, his family began a scholarship in his name. Brothers from the Chapter raised over \$1,000 by selling bracelets engraved with "Brotherhood Is Forever" and "R.I.P. Todd Daines." Please contact Chapter President Justin Burke at Burke.Justin13@gmail.com if you would like to support the scholarship for Daines. *—Jeanette Flory*



RIDER celebrated Founders' Day by joining together and playing different games. The group was split into two teams: the cranberry team (Beta Xi even numbers) and the white team (Beta Xi odd numbers). After the day of games the group continued the celebration with cake.

Roger Williams/Nu Sigma

In October, the chapter held a fundraising event in downtown Bristol. On this day, families trick-or-treated at local businesses in the area. The chapter hosted a cupcake fundraiser that allowed people to decorate their own cupcakes. *—Alex Lepore*



TEXAS A&M-CORPUS CHRISTI participated in the American Cancer Society's Making Strides Against Breast Cancer Walk in October.

St. Joseph's/Zeta Pi

Ross Born, CEO of Just Born, spoke about his experience with branding, marketing and owning and operating a family business famous for producing Peanut Chews, Peeps and Mike and Ikes. *—Breanne Mealey*

Texas Christian/Delta Upsilon

Rick Fairless, an entrepreneur from Dallas, spoke about starting, maintaining and successfully running his own business. His business, Stokers Dallas, designs and builds custom motorcycles. At the conclusion of the event, brothers were invited to take photos with two custom bikes. *—Audrey Koetting*

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▶ **TEXAS A&M-COLLEGE STATION** worked concessions at football games to become a more prominent organization on-campus.

▶ **JOHNS HOPKINS** partnered with Fresh Market to raise funds for Juvenile Diabetes Research Foundation (JDRF) International in September. For every item sold, \$1 was donated to JDRF's efforts to cure, better treat, and prevent type 1 diabetes. From left: DD Guy Dorsainville, Daisy Zhong and Shenlu Chen.



▶ **BUFFALO** hosted a Meet the Chapter event for the fall 2012 pledge class.



▶ **SAN DIEGO** hosted a professional mixer in November as an opportunity for brothers to network with professionals from varying fields of business including finance, marketing, real estate development, investment banking, supply chain management, entrepreneurship and law.



▶ **GEORGE MASON, ST. PETER'S and JERSEY CITY-NEW JERSEY AREA** volunteered at a Hoboken shelter by cooking, cleaning, mopping and organizing all to help with the post-Hurricane Sandy relief effort.

▶ **PENN STATE-STATE COLLEGE's** fall 2012 initiation. With new members, the chapter has over 100 collegiate brothers!



Academic Accolades

Cameron Simon, *Angelo State*, has been selected for the university's Dean's list for seven consecutive semesters.

Branden Lau, *Arizona State*, has been selected for the W.P. Carey School of Business Dean's list.

Kyle Fabian, *Bentley*, received graduation honors for his master's degree in taxation.

Eyo Ekpo, *St. Thomas*, was nominated for the 2013 Tommie Award, an honor given annually to a senior who best represents St. Thomas through scholarship, leadership and campus involvement.



▲ CAL STATE-FULLERTON hosted the Pacific Coast Regional Initiation. Back from left: Ricardo de la Torre, DD Ryan Murphy, Freddy Arciga, Jeff Kawabe, Tucker Singeltary and Devan Koenig. Front from left: Tiffany Woo, Joy Martinez, Veronica Pantaleon and South Pacific RVP Matt Temple.



▲ TRUMAN STATE graduates (from left) Elizabeth Schrum, Eric Terschak, Harold Lloyd and Raeanna Skinner show their Delta Sigma Pi spirit with graduation cords.



▲ PACIFIC brothers including Silver Helmet recipient Greg Howell (seated center), attended the Sacramento Alumni Chapter's annual holiday party at PGP Bill Tatum's house.



▲ CONNECTICUT ended their fall semester with a chapter meeting and professional event.



▲ CENTRAL FLORIDA honored recent graduates' with graduation stoles for their commitment and dedication to the Fraternity.

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▲ CLEMSON brothers show Kappa Tau pride while at a recent LEAD event. Front from left: Sam Ostman, Buster Baldwin and Julie Zeitz. Back from left: Audrey Hungerman, Jenny Eckart, Joe Hendricks, Paul Botello and Sarah Franklin.



▲ REDLANDS participated in a kickball tournament and helped raise money for Big Buddies, an organization that helps children in both extra-curricular activities as well as educational mentoring, such as tutoring and help with homework.



◀ CONCORDIA hosted a professional event titled "Life and Business," consisting of a panel of four speakers including a CFP director of wealth planning, an IT consultant, a senior mortgage advisor and a managing director.



◀ CALIFORNIA-IRVINE hosted its 3rd annual community service event at Pretend City Children's Museum. Rachel Kim helps demonstrate to a child different career roles in an interactive exhibit.



▲ CHAPMAN colony hosted Brian Sanders, the Senior Director of Ballpark Operations for the Anaheim Angels in December. Sanders spoke about his job and sports management.



▲ SAN DIEGO STATE participated in the homecoming spirit week including dancing in the talent competition, competing in an obstacle course and donating non-perishable food items to help less fortunate families at Aztecs Rock Hunger.



▲ CALIFORNIA-RIVERSIDE collaborated with students on campus to make and hand out purple ribbons to raise awareness against domestic violence. They also made pillows to donate to domestic violence shelters.

Deltasig Chapters Make A Difference!

Over 50% of Delta Sigma Pi's chapters participated in Make A Difference Day. Go to page 37 for the full story.



TEXAS-AUSTIN hosted the Gulf Western Regional Flag Football tournament in October. Participating chapters included TRINITY-SAN ANTONIO, ST. EDWARDS, HOUSTON SPACE CITY ALUMNI AND ARLINGTON AREA LONE STAR ALUMNI. The event also consisted of a school supply and book drive benefiting Austin Partners Education for Make A Difference Day.



▲ PHILADELPHIA participated in the "Light the Night" walk for The Leukemia & Lymphoma Society. From left: Jenna Slifer, Massiel Lopez and Keisha Rigby.



▲ CORNELL showed the troops overseas how thankful they are for their patriotism and dedication by making Thanksgiving cards which were sent to Give2TheTroops, who will include the cards with overseas care packages. From left: Jake Benedict, Josh Doung, Claire Blumenthal, Kristen Askin, Melissa Lukasiewicz, David Guhl and Andrew Freiman show off their artistic talent with their cards in hand!



▲ WINONA STATE (Minn.) hosted a pancake breakfast fundraiser for the Wilson Volunteer Fire Department. The chapter supplied the necessary materials and volunteers, in addition to charitable donations collected from Kwik Trip, McDonalds, Acoustic Café, Walmart, and Hyvee. The chapter collaborated with the department to pre-sell tickets, advertising the event around campus and to the Winona community and served breakfast the day of the event which raised over \$720.

DELTA SIG FOR LIFE

by Heather Troyer, *Washington-St. Louis*

Since our founding, almost 250,000 men and women have joined the ranks of our brotherhood by being initiated into Delta Sigma Pi. On that day, each vowed “to remain actively supportive of the Fraternity during your lifetime.” How are you supposed to do that?

One of the easiest ways to stay active is by joining a local alumni chapter—there are over 50 alumni chapters across the country. If there is not an alumni chapter in your area, you can help charter a new one, or you can just meet with other alumni in the area. Many alumni do not live within a reasonable distance of their initiating chapter, but there are alumni from multiple chapters living and working close by. Although we have no collegiate chapter in London, there are more than 50 brothers living in the city and brothers meet regularly in the city to connect and have fun.

Another option is to attend or offer to present at National events. Every fall and spring, Delta Sigma Pi hosts five events across the country—one may be closer to you than you think! If you only have one day, plan to attend a LEAD School in the fall. If you have a weekend, plan to attend a LEAD Provincial Conference in the spring. And if you have a week, plan to attend Grand Chapter Congress—the next one is August 7-11 in Seattle.

STAY ACTIVE

Being a member of an alumni chapter doesn't have to take a lot of time. Many alumni chapters have events monthly or every few months and you can attend as able—there is no obligation to attend every event.

If you don't have a lot of time and there is a collegiate chapter close to where you live you can support the chapter by attending events such as chapter meetings, service events, or initiation. This might only require a couple hours and you can attend as many or as few as

you wish. You may also choose to share your professional skills by offering to speak at a chapter professional event or to mentor a student or recent graduate.

You don't have to have a lot of time to help support the Fraternity. Making monetary contributions, no matter how big, can assist a chapter or the Fraternity in a big way. Consider making a tax-deductible donation to the Leadership Foundation to help support Fraternity programs and scholarships. You might also consider helping to start a scholarship for the chapter where you initiated or another local chapter. You might also be able to donate items to a local chapter which they could use as giveaways during recruiting, as raffle items for fundraisers, in their chapter office or more.

USE YOUR PROFESSIONAL SKILLS

There are many ways to use the professional skills that you already have to help support Delta Sigma Pi. Are you an author or just love to write? Contribute articles to *The DELTASIG* magazine or Delta Sigma Pi blog. Are you a professional speaker? Volunteer to host a webinar for Deltasig E-Learning.

You could also use your professional skills by serving on one of the Fraternity or Foundation's committees. Both have finance committees that need qualified accountants to serve. Both also have marketing and communications committees that are always looking for new ideas and ways to communicate.

You could also volunteer your expertise in other ways. James “Duckie” Webb, *Houston*, volunteered his web programming skills to create the current awards and scholarship websites. He offered his time and talent to provide this service to the Fraternity and continued to support these sites for many years. We thank Brother Webb for his dedication and continued support!



NATIONAL ALUMNI DAY IS APRIL 25! HOW ARE YOU GOING TO CELEBRATE?

DO MORE

And let's not forget there are many leadership and volunteer opportunities available on numerous levels—you don't have to start out serving on the National Board of Directors! You might consider first becoming a Certified Deltasig Leader (CDL). To become a CDL you must complete 11 CDL presentations found at deltasiglearning.org; participate in at least two national Fraternity events in the past five years; support the Leadership Foundation; and apply online at dspnet.org/awards.

If you would like to support the Fraternity on a local level, you can volunteer to be a District Director. Most District Directors offer support to one local collegiate or alumni chapter. As a District Director, you must maintain contact with chapter officers encouraging them to actively participate in Fraternity programs; submit reports and recommendations concerning the chapter to the Regional Vice President; visit the chapter at least twice per term; and to work with the Chapter Advisor to develop a good working relationship between the Fraternity and the university.

If you would like to do more, you may consider being elected as Regional Vice President, Provincial Vice President, or to serve on the Fraternity or Foundation Boards of Directors. If scholastic development and awards, alumni development, professional development, or community service interest you, there are regional (awards only), provincial and national committees also.

No matter how you choose to remain active, just remember "to remain actively supportive of the Fraternity during your lifetime." Delta Sigma Pi is not just four years...but for life! ▲



Brothers are discovering the many benefits to alumni life—networking, social events, community service activities, volunteer leadership opportunities and more. Here are 20 ways to celebrate the brotherhood on National Alumni Day without having to leave the comfort of your home!

1. Wear your letters, badge or other Deltasig jewelry
2. Make plans to join your fellow Deltasigs by registering for the 49th Grand Chapter Congress in Seattle August 7-11!
3. Like Delta Sigma Pi at [Facebook.com/deltasigmapi](https://www.facebook.com/deltasigmapi)
4. Share a Delta Sigma Pi post with your friends or share a photo of your brothers on Facebook
5. Follow Delta Sigma Pi at [Twitter.com/deltasigmapi](https://twitter.com/deltasigmapi)
6. Post a discussion or job on the "Official" Delta Sigma Pi LinkedIn Group
7. Take advantage of one of Deltasig's many affinity partners (Use your Delta Sigma Pi credit card or get a quote for GEICO insurance)
8. Phone or email your Big/Little Brother or another Deltasig you haven't talked to in a while
9. Organize a networking event with your local collegiate chapter or alumni chapter
10. Submit your gains (babies) or mergers (marriages) to magazine@dspnet.org for the next *DELTASIG*
11. Write an article for *The DELTASIG*, the Deltasig blog, your alumni chapter newsletter or your collegiate chapter newsletter
12. Update your contact information at dspnet.org (Quick Links—Contact Us)
13. Subscribe to the Deltasig blog (deltasigmapifraternity.wordpress.com)
14. View Certified Deltasig Leaders presentations at deltasiglearning.org
15. Watch a video at [Youtube.com/dspco](https://www.youtube.com/dspco)
16. Donate to the Leadership Foundation
17. Add Delta Sigma Pi to your will
18. Purchase a brick in the Central Office courtyard
19. Nominate someone for a Silver or Golden Helmet Award at dspnet.org/awards
20. Register for an upcoming LEAD event in your area

Have questions or want more information about alumni involvement and the opportunities of lifelong membership? For alumni chapters and alumni contacts near you, see page 33 of this issue or visit dspnet.org ("Alumni"). Feel free to contact us at alumni@dspnet.org or 513-523-1907.

PGP Bob Busse Receives Diamond Helmet

PGP Bob Busse was born in East Orange, N.J. in 1913, making him a remarkable 99 years old when receiving his Diamond Helmet from Delta Sigma Pi this fall! Brother Busse was honored with the Diamond Helmet during a special presentation at the Dallas LEAD School November 10. GP Mark Chiacchiari and PGP Mitch Simmons spoke of Bob's 75 years of service at a luncheon with nearly 450 Deltasigs in attendance.

As a former Atlanta resident, Atlanta Alumni Chapter brought a large delegation to show their support and presented an oversized check to Bob representing the recent monies raised in his honor for the Bob and Dorothy Busse Scholarship fund. Brother Busse offered remarks to the crowd, followed by thunderous applause and then led the group in singing the *Rose of Deltasig*. An autograph and photo session fol-



PGP Bob Busse was presented his Diamond Helmet November 10 at Dallas LEAD School. From left: PGP Mitch Simmons, Busse and GP Mark Chiacchiari.

lowed with dozens lined-up to meet this legendary brother! Brother Busse recalled some highlights for the guests that are summarized here.

Bob went to his first Grand Chapter Congress in Atlanta in 1936 with Doug Clark (who served as chapter president after Busse) before he was even initiated as a brother. He recalled they spent five days traveling from New Jersey and camped along the way, since they only had \$200 between them.

Delta Sigma Pi is not Bob's only love. He became involved in Special Olympics Georgia in 1973. He served as the group's contact with the Ladies Professional Golf Association from 1977-84, raising more than \$300,000 to benefit Special Olympics Georgia. He served on their board from 1986-99, and in 1995 the organization named their annual golf tournament the "Bob Busse Classic" in his honor. Bob also joined Rotary in New Jersey almost 70 years ago, served in seven different clubs including joining the Atlanta Rotary in 1974. For 35 years, he was chief consultant to the Atlanta Rotary office.

Thank you Brother Busse for your many, many years of community and Fraternity service! ▲

"One of my earliest recollections of Bob was his umpiring the softball game between collegiate and alumni members at the annual Atlanta Alumni Chapter Barbeque. Most of the time, he wore his official umpiring uniform: a Deltasig golf shirt and his famous purple slacks. As I recall, he always saw to it that the alumni won!" –PGP Mitch Simmons

The following year, Bob was a charter member of Beta Omicron Chapter at Rutgers. Brother Busse joined Burroughs Adding Machine Company in 1939 on advice from Charles Staubach, Michigan. His career at Burroughs spanned 36 years and six states, ending in Atlanta. For two years he was Burroughs' top salesman in the U.S.

During that time, Brother Busse served as a Regional Director and later served as Delta Sigma Pi's Grand President from 1953-55. He was recognized for his many contributions

Brothers gathered together to donate \$1,475 dollars towards the Bob and Dorothy Busse Scholarship Fund in honor of Brother Busse's Order of the Diamond Helmet ceremony and a lifetime of Deltasig support. Back from left: Gina Irvin, Velvet Simmons, Derry Webb, Denita Morin, Jeff Berlat, Lee James, PGP Mitch Simmons, GP Mark Chiacchiari and Shanda Gray. Front from left: Karon Drewniak, Beth Keith, Joan Nason, Busse and John Watton.



Brothers gathered together to donate \$1,475 dollars towards the Bob and Dorothy Busse Scholarship Fund in honor of Brother Busse's Order of the Diamond Helmet ceremony and a lifetime of Deltasig support. Back from left: Gina Irvin, Velvet Simmons, Derry Webb, Denita Morin, Jeff Berlat, Lee James, PGP Mitch Simmons, GP Mark Chiacchiari and Shanda Gray. Front from left: Karon Drewniak, Beth Keith, Joan Nason, Busse and John Watton.

Get Involved! Please note: Contact information is listed here for cities where alumni chapters are currently franchised as of January 15. There are alumni members organizing groups in other cities listed. They are noted with a city name only. For contact information on these organizing groups, or to start a group in an area not already listed, please email alumni@dspnet.org, call (513) 523-1907 x223, or check online at www.dspnet.org.

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ALASKA

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JOAQUIN VALLEY

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Congratulations to Helmet Honorees!

▶ GP Mark Chiacchiari (left) presents Scott Dinius, Indiana-Purdue at Fort Wayne, his Silver Helmet at the Dayton LEAD School.



▶ From left: Catherine Merdian, North Texas; Joelle Berlat, Houston; Greg "Howie" Howell, Pacific; Laura Mullen, Texas A&M-College Station; and Cindy McSpadden, Texas-Arlington—were presented with Silver Helmets at the Sacramento Valley Alumni Chapter holiday party hosted by PGP Bill Tatum.



▶ PGP Bill Tatum (left) presents Frank Busch, Sam Houston State, his Golden Helmet at Tatum's Sacramento Valley Alumni Chapter holiday party. Both men are prior Deltasisg Lifetime Achievement Award honorees.



▶ NEBRASKA-OMAHA presented longtime Chapter Advisor John Anstey, Nebraska-Omaha, with his Silver Helmet before he retired in December. From left: Elise Pelto, Anstey and Crista Buller.



◀ Silver Helmets were given to two original charter members of Savannah State who were helpful during the colonization process: Rosetta Brightwell and Faculty Initiate Zelda James, who currently works as Assistant to the Dean of the College of Business Administration. From left: Atlantic Coast RVP Chris Sweet, GP Mark Chiacchiari, Brightwell and Golden Council Member Dean Ferguson.

Columbia Alumni Chapter presented M. Dale Floyd, *South Carolina*, his Silver Helmet in October.

Milwaukee Alumni Chapter presented Golden Helmet Awards to Robert Swanson, John Seramur and Peter N. Gehrke.

St. Louis Alumni Chapter presented William Connor, *St. Ambrose*, and Mary Sullivan, *Missouri State*, with their Silver Helmets in November.

Congratulations Distinguished Alumni!

Jessica Boucher, *New Mexico State*, by the DC Metro Alumni Chapter.

Richard Ashton and Shayna Johnson, *both Texas-Arlington*, by the Arlington Area Alumni Chapter.

Adam Su, *California-Irvine*, along with a Corporate Citizen Certificate to Bahadori & Thomas by the Orange County Alumni Chapter.

Erica Bumgarner, *San Jose State*, by the Santa Clara Silicon Valley Alumni Chapter.



▲ JERSEY CITY-NEW JERSEY AREA alumni and local collegiate brothers united for a day to create over 100 snowflakes for a "Winter Wonderland" for the new school of the children affected in the Sandy Hook Elementary School shooting.

SANTA CLARA SILICON VALLEY hosted a luncheon for their chapter and local area alumni. From left: MaryAnne Nguyen, Nancy Dinh, Ken Ngo, Will Wang, Christian Song, Phil Sudaria, Katie Krenn and Emma Sloniker. ▶



▲ ARLINGTON AREA LONE STAR hosted their alumni, family and chapter award recipients at Golden Council member Paul Brodie's house for the chapter's 7th annual luau.



Water Cooler



WELCOME ANNE!

In January, we welcomed our newest staff member, Anne Strychalski. Anne graduated from Miami University in December and began working in January. She earned a degree in strategic communication and interned for Miami's Office of Off-Campus Affairs and in Washington D.C. Anne enjoyed working as a teaching assistant last fall and is looking forward to all the opportunities Delta Sigma Pi has to offer. ▲

MARK YOUR CALENDAR

April 25

National Alumni Day

August 4-5

Fraternity Board Meeting-Seattle

August 6

Leadership Foundation Annual Trustee Meeting-Seattle

August 7-11

49th Grand Chapter Congress-Seattle

October 12

Columbia (SC) LEAD School

October 19

Baltimore LEAD School

October 26

Indianapolis LEAD School
Make A Difference Day

November 2

Houston LEAD School

November 7

Founders' Day

November 9

Las Vegas LEAD School

Visit www.dspnet.org for a complete listing of events. ▲

Fraternity Board "Minutes in Seconds" from January Board Meeting:

- ▲ Offered "receivership" to West Alabama and Johns Hopkins (pending selection of receiver).
- ▲ Late initiation fees will be charged 14 days after initiation vs. 21 days commencing July 1, 2013 to align CMP and policy deadlines.
- ▲ Executive Director given authority to approve special jeweled badge orders to comply with bylaws surrounding such orders.
- ▲ Established a curriculum review task group to examine educational programs for any potential grant funding. Qualification criteria to be developed for future vetting of such programs.
- ▲ Better defined the role and duties of alumni chapter executive committees to align more closely with the established practice within collegiate chapters.
- ▲ Approved hiring a second investment firm (Florida-based AHL Investment Management) to manage a portion of Fraternity assets.
- ▲ Increased the cost level to expense capital purchases from \$1,000 to \$2,500 (at suggestion of our auditors).
- ▲ Approved 2013-2014 operating and special projects budgets with no change to any current dues or fees.
- ▲ Changed date interest begins to be charged on balances due to the National Fraternity from 60 to 30 days to better align with common practice; effective July 1, 2013.
- ▲ Created an alumni chapter recognition program to incent alumni chapters to align with suggested best practices and operational goals. The new program is similar to the tiers in CMP for collegiate chapters.
- ▲ Redefined "member" for alumni chapters to include a membership application and paying applicable alumni chapter dues, effective for 2013-2014 franchising efforts.
- ▲ Defeated a proposal to narrow the residency requirements for alumni chapter officers.
- ▲ Selected the 2013 National Collegian of the Year and 2013 Lifetime Achievement Award honoree.
- ▲ Approved the addition of a test question to the Pledge Manual: "What is a Fraternity event?" ▲



MAKE A DIFFERENCE DAY

NATIONAL DAY OF DOING GOOD

Community service is something that runs deep through Delta Sigma Pi so it is fitting that we participate in Make A Difference Day (MDDay). MDDay is the nation's largest day of service and is held on the fourth Saturday of October. *USA Weekend* partners with Newman's Own and HandsOn Network to keep this day of service going and in 2012, MDDay completed its 22nd year with over 3 million volunteers across the country helping out in their communities.

Of those 3 million volunteers, Delta Sigma Pi had 162 chapters participating. This was an increase among alumni chapters and colonies—an all-time high! Many regions increased participation from last year, but two regions had 100% participation—Midwestern (for the 2nd year in a row) and Pacific Coast. ▲

Mark your calendars for Make A Difference Day 2013 on October 26.



BROTHERS MAKE A DIFFERENCE FOR SANTA CLAUS, INC.

Chapters from the Pacific Coast and South Pacific Regions pooled their resources to volunteer at Santa Claus, Inc. of Greater San Bernardino. Santa Claus, Inc. has been pursuing its mission to aid underserved children since 1952 by providing clothing, toys, and books to the families of approximately 17,000 children annually. Delta Sigma Pi represented the vast majority of the participants at its annual Make A Difference Day event.

This year marks the tenth anniversary of Deltasig's involvement in this event. Participation included a record twelve groups, represented by a record 203 brothers, pledges, and guests. Attendees came from San Diego, San Diego State, California-San Diego, Cal State-Fullerton, California-Riverside, Redlands, California-Irvine,

Concordia, Cal State-Long Beach, Orange County, Inland Empire, and the colony at Chapman.

Activities included knitting and crocheting scarves, dressing dolls, making soap sachets, organizing clothes and books, filling backpacks with school supplies, making bookmarks, assembling homeless kits, making dog beds and bibs, painting holiday images on donation bins, and preparing inventory for distribution in December. Deltasigs showed their further capacity for generosity by individually contributing to a \$500 fleece fund and then used the purchased material to assemble 100 blankets.

Inland Empire was awarded Professional Fraternity Association's Community Service Award in 2010 for their efforts hosting this extraordinary event. ▲

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▲ WEST VIRGINIA collected canned goods, personal hygiene items, cleaning supplies, and even children's Halloween costumes for Bartlett House, a local homeless shelter in Morgantown. Joshua Stroud (left) and VP-Community Service William Lilly deliver items.

Miami-Ohio/Alpha Upsilon

Along with the Community Blood Center and their hardworking staff, the chapter was able to register 62 donors and collect 38 units of blood which were donated to hospitals in our community.

Missouri State/Kappa Omicron

The chapter donated canned food to Convoy of Hope, a non-profit organization located in Springfield, Mo.



▲ CALIFORNIA-SANTA CRUZ helped out at Warrior Dash in Hollister, CA to help benefit St. Jude's Children's Hospital, the Western Provincial Initiative. From left: Stephanie Ochoa, a Warrior Dash staff member, Richard Leung, Sarah Crook and Alena McLucas.



▲ NEW YORK assisted New York City parks host Pumpkin Fest 2012 for the community. Amanda Lew (left) and Jinna Wang assist some "monkeys" during the festival.

GIVING BACK

Chapters and colonies that participated in Make A Difference Day 2012 and registered their participation with National Community Service Chair Kris McDaniel or the Central Office include:

Adelphi (NY)	Colorado State	Iowa	Northern Arizona	Shepherd (WV)
Akron (OH)	Colorado-Colorado Springs	Jersey City-New Jersey Area Alumni	Northern Colorado	Siena (NY)
Albion (MI)	Concordia (CA)	Johns Hopkins (MD)	Ohio	South Dakota
Angelo State (TX)	Connecticut	Kansas	Ohio Dominican	South Florida-St. Petersburg
Arizona	Cornell (NY)	Kansas City Alumni	Oklahoma	South Florida-Tampa
Arizona State	Dayton (OH)	Kennesaw State (GA)	Oklahoma City-Tornado Alley Alumni	Southern Illinois
Atlanta Alumni	DC Metro Alumni	Louisiana at Lafayette	Orange County Alumni	Southern Methodist (TX)
Babson Colony (MA)	Delaware	Louisiana State	Pacific (CA)	St. Cloud State (MN)
Baylor (TX)	Denver	Louisiana Tech	Penn State-Erie	St. Joseph's (PA)
Bellarmine (KY)	Denver Alumni	Louisville Alumni	Pepperdine (CA)	St. Louis Alumni
Bentley (MA)	Drake (IA)	Loyola Marymount (CA)	Philadelphia	St. Peter's (NJ)
Boston Alumni	EAST BAY Alumni	Loyola-New Orleans	Philadelphia Alumni	Tampa
Bowling Green State (OH)	Evansville (IN)	Lynchburg (VA)	Pittsburgh	Texas A&M-College Station
Buffalo	Ferris State (MI)	Marquette (WI)	Radford (VA)	Texas Christian
Cal Poly-San Luis Obispo	Florida	Mercer (GA)	Redlands (CA)	Texas Tech
Cal State-East Bay	Florida International	Miami-Ohio	Rider (NJ)	Texas-Arlington
Cal State-Fullerton	Florida Southern	Michigan	Rochester Tech (NY)	Texas-Austin
Cal State-Long Beach	Fort Worth Cowtown Alumni	Midwestern State (TX)	Rockhurst (MO)	Texas-San Antonio
Cal State-Sacramento	Francis Marion (SC)	Minnesota	Roger Williams (RI)	Truman State (MO)
California-Berkeley	Fresno-CenCal Alumni	Minnesota State	Rutgers- New Brunswick (NJ)	Tulsa Green Country Alumni
California-Davis	Frostburg State (MD)	Missouri State	Saginaw Valley State (MI)	Twin Cities Alumni (MN)
California-Irvine	George Washington (DC)	Missouri-Kansas City	Saint Louis	Valparaiso (IN)
California-Riverside	Georgia	Missouri-St. Louis	San Diego	Virginia Tech
California-San Diego	Georgia Southern	Nebraska-Omaha	San Diego Alumni	Washington Colony
California-Santa Cruz	Georgia State	Nevada-Reno	San Diego State	Washington State
Cameron Colony (OK)	Grand Valley State (MI)	New Jersey	San Francisco	Washington-St. Louis
Central Florida Alumni	Hawaii-Manoa	New Mexico	San Jose State	Wayne State-Nebraska
Central Missouri	Illinois State	New Mexico State	Santa Clara	West Florida
Central Office Staff	Indiana-Bloomington	New York	Santa Clara Silicon Valley Alumni	West Virginia
Chapman Colony (CA)	Indianapolis Alumni	Normal Alumni (IL)	Savannah State Colony (GA)	Western Kentucky
Cincinnati	Indiana-Purdue at Fort Wayne	North Carolina-Chapel Hill		Winona State (MN)
Clemson (SC)	Indiana-Purdue at Indianapolis	North Carolina-Greensboro		Wisconsin-Madison
Cleveland-Akron Alumni	Inland Empire Alumni (CA)	North Texas		



▲ BOSTON ALUMNI sorted children's clothing at Cradles to Crayons with brothers from BENTLEY and colonists from BABSON. From left: Nick Steinkrauss, Suffolk; Deborah Lang, Bentley; and Tom MacPhee, Bentley.



▲ ADELPHI helped set up activities for children and their parents in Eisenhower Park for Let All The Children Play (LATCP). From left: Tina Alves, Shani Walker, Kerri Shannon, Eunice Mc'Coy, William Greenberg and Trevor Lindo.



▲ ILLINOIS STATE participated in two MDDay events. In the morning, many brothers cleaned up the community by picking up garbage through Adopt-a-Highway. Later, brothers dressed up in Halloween costumes for children to trick-or-treat at Haunted Trails. From left: Colin Ogden, Nicki McNulty, Andy Gassman, Emma Vandercar, Patrick Murphy, Shalisa Reitz, Collin Walker and Ashley Torri.



▲ PITTSBURGH participated in the city-wide event by cleaning up the littered streets of Dormont in the South Hills of Pittsburgh. From left: Erin Bax, Morgan Hanna, Dean Weaver, Mariah Wolk and Lauren Smith.



▲ ARIZONA along with their mentees from Marana High School raked crop plots, removed weeds, and put up fencing at the Marana Farms Community Food Bank. They grow high quality fruit and vegetable crops for the Community Food Bank of Southern Arizona's Farmers' Market program and serve as a demonstration farm and garden for community members and workshop attendees.



▲ ROCHESTER TECH hosted a can food drive to support Sandy victims. From left: Jessica Rought, Alicia Imel and John Robinson.



▲ Brothers from JERSEY CITY-NEW JERSEY AREA ALUMNI and ST. PETER'S volunteered at the Hillside Community Food Bank of New Jersey.



▲ WASHINGTON colony members partnered with Earthcorps to clear out invasive blackberry bushes, replacing them with new plants and trees.



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DISTINGUISHED DELTASIGS

Congratulations to our 2011-2012 National Award Winners, honored at our Fall LEAD Schools. A complete list of winners can be found online and in the November 2012 issue of *The DELTASIG*.



Washington-St. Louis (Missouri) was awarded R. Nelson Mitchell Outstanding Collegiate Chapter and Outstanding Scholastic Development. Chapter President Katie Bush poses with Gateway RVP Kevin Weber.



PGP Michael Mallonee, DD for Arizona, was named District Director of the Year. From left: GP Mark Chiacchiari, Mallonee, and Desert Mountain RVP Dave Glanzrock.



Orange County (California) was named Outstanding Alumni Chapter (for the third year in a row) and was also presented with awards for Outstanding Service Activities, Outstanding Professional Activities and Outstanding Collegiate Relations. From left: National COYs Cody Candee and Cody Silva, VPF Shane Borden, GP Mark Chiacchiari, Western PVP Lisa Brown, Pacific Coast RVP Patrick Bonfrisco, Rebekah Kramer, Concordia, Jen Lee, Kevin Salazar, and Tim Beasley, all Cal State-Fullerton.

Will your chapter's picture be here next year? Award applications, nominations and letters of recommendation must be submitted no later than June 1. Visit dspnet.org/awards for complete details.