

THE

DELTA SIGMA PI

JULY 2012

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



Chumps or Champs?
See Page 37

Over 2,000 Deltasigs Enjoyed the

Brothers from around the country enjoyed diverse keynote speakers and educational sessions, social events, recognition of COYs and Buck\$ 4 Brotherhood participants, provincial council meetings and networking at the 2012 LEAD Provincial Conferences. Thanks to all who helped make these events a huge success! With memorable professional speakers and dozens of volunteer presenters – attendees had quite a selection of topics to choose from.

We started out with the Northeastern LEAD Provincial Conference in Philadelphia presenting chapter charters to Pi Phi at Pace-Westchester and Rho Tau at Rutgers-New Brunswick. Cody Candee, *Wisconsin-Madison*, was announced as the 2012 National COY in South Bend and attendees enjoyed the entertaining keynote from Job Bound's Brad Karsh. Keynote Chris Powers amused and educated the attendees in Jacksonville with a number of sessions throughout the day. Keynote speaker Chad Carden surprised attendees by giving away a \$1,500 scholarship onsite at the Western LEAD Provincial Conference in La Jolla, California (which turned out to be the largest single Provincial on record with 598 registrants). The LEAD Provincial season ended with Henry McDaniel, *Missouri-Kansas City*, being elected as South Central PVP in Austin, all the while attendees were introduced to Ben Saba Hasan with Wal-Mart.

Special thanks to partners who attended events including GEICO, YouTern, Mecca, Fraternal Composite, How Hard Are You Knocking?, The Mayne Speaker and National Financial Educators.

And thank you to all the chapters that participated in the provincial community service projects! Together, almost forty chapters in Southern, South Central and Northeastern Provinces donated pop tabs for Ronald McDonald House. Hundreds of dollars were also raised in Southern, Western and North Central Provinces to support breast and prostate cancer awareness, American Cancer Society, the Nancie Glanzrock Foundation and St. Jude's Children's Hospital. Additionally, Southern Province donated used cell phones to Verizon HopeLine and South Central Province wrote letters to troops for Operation Gratitude.

We hope you'll join us at the upcoming LEAD Schools this fall! ▲



The North Central leadership team organized a "flash mob" during Saturday night's banquet in South Bend, Ind. Pictured here: Great Plains RVP Kirstie Gill (far left), North Central RVP Carissa Bauer (front left), Central RVP Whitney Dixon-Reed (front center) and Great Lakes RVP and head choreographer Dennis Protasio (front right).



Western Province leadership team—South Pacific RVP Matt Temple, Sierra Nevada RVP Mar Hoyos, Desert Mountain RVP Dave Glanzrock, Pacific Coast RVP Patrick Bonfrisco and Rocky Mountain RVP Sheri Gabor—thank Western PVP Lisa Brown for her support and leadership efforts.

Southern Provincial COY Richard Brandt receives his COY plaque. From left: VPF Shane Borden, Southern PVP David Ross, South Atlantic RVP Janene Winton, Brandt, 2010 National COY Jenny Terbrock and PGP Mitch Simmons.



LEAD Provincial attendees participated in a number of educational sessions ranging from recruiting to resume writing. Here Michelle Maag, Dena Schraff, Madison Huff, all Bowling Green State, work in a small group during the North Central LEAD Provincial Conference.

Spring LEAD Provincial Conferences!



South Central Province's RVPs Kevin Weber, Henry McDaniel, Gilbert Landras, Jason Campagna, Avery Moore and Kim Pattillo prepare to present the South Central Province's Regional COYs. Seated in front, GP Mark Chiacchiari, Associate ED Shanda Gray, and National Professional Development Chair Katie Koch enjoy the entertainment.



GPC members gather at the Southern LEAD Provincial Conference in Jacksonville and helped promote the program to others throughout the event. Overall, the Leadership Foundation raised more than \$37,000 from GPC and other members during the five events.



Chapter delegates from the Pacific Coast region prepare for the LEAD Western Provincial Council Meeting in La Jolla.



Brothers from Epsilon Lambda at Rochester Tech pose for a photo with Niagara RVP Kayleigh Lot (front center) after a day of sessions at the Northeastern LEAD Provincial Conference.

Jennifer Gatica, Midwestern State, Rolesha Mayweather, Texas-Arlington, Malory Ammerman, Midwestern State, Daniel Delgado, Texas-Arlington, and Laura Strobel, Texas-Arlington, are ready to dance after the banquet program at the South Central LEAD Provincial in Austin.



Brothers gather at the conclusion of the Northeastern LEAD Provincial Conference Banquet in Philadelphia with the singing of the Rose of Deltasisg.

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On the Cover:
(Left) Robert Bendetti, Danny Gaines, both Kennesaw State, Andrew Marino and Steve Grazier, Kennesaw State, race cars to raise money. See page 37 for the story of these ChumpCar racing brothers.

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Challenge to the Chapters

By Matt Carrington, Huron RVP

Here are some basic ways to maximize your chapters' success and "the Deltasig experience"



Huron RVP Carrington is senior financial analyst-frozen foods for Kellogg Co. in Battle Creek, Michigan.

Focus on putting on a couple high-quality, well-publicized "core" events you can brag about in an interview and make them even bigger each year. Better to have the right number of high quality events that you and other chapter brothers can brag about in an interview that also helps drive excitement and motivation, than an excessive number of low quality events that bore brothers and aren't very engaging.

Focus on Value. For every event, think about how you can help maximize *value* to those participating. You *could* have a speaker talk about taxes during recruiting as a professional event (sorry, but not even my tax accountant friends like hearing about taxes), but what about *instead* having an alumni panel of recent graduates put on a Q&A/Networking recruiting event with pizza? Think of how you can take an event from just so-so to a "wow" event that's fun and gets people talking. *"If it's not fun, it's not Delta Sigma Pi,"* I like to say.

Implement a well-planned out annual alumni event. Alumni are often an entirely untapped wealth of support: helping to put on professional events, giving/setting up company tours, and providing potential job/internship opportunity leads—just to name a few. Think FUN when it comes to an alumni event: homecoming tailgate, summer golf outing, or banquet. Something you as alumni would *want* to come back to participate in. Be sure and plan out the major details and communicate early (at least three months) and effectively (chapter Facebook fan page can work very effectively and is a great way to also invite alumni/members). Personal phone calls or messages to any alumni you know really goes a long way in making them feel welcome *and* continuing to develop your personal network. Recruit your District Director or other alumni "anchors" in your area that can help support and provide continuity to these annual events.

Plan NOW for the next LEAD/Grand Chapter Congress event. Attending LEAD events/Grand Chapter Congress is the number one thing (without question in my experience) you can do to help yourself and your chapter take things to a whole new level of personal and professional excellence, so shouldn't you make that a key priority to regularly talk about in your chapter meetings and plan ahead? So many great things come from not just what you learn during the sessions and all the fun, but from also meeting/networking with others and the motivation that carries back to the chapter long afterwards.

Initiate a Faculty Each Semester. Faculty initiates can be some of your chapter's most valuable brothers. They regularly stay connected with a large number of graduates (who often come back to their professors looking for prospective hires they'd recommend) and local industry leaders. They can give you contacts to individuals at specific companies, write letters of recommendation, assist with recruiting efforts, or help get you access to the building/meeting rooms—just to name a very few ways they can assist.

Expect More. There are at least ten officer positions, and chapters should expect all ten officers (as well as all brothers) to perform their duties to the best of their abilities. That means all officers have something relevant to report every time you meet, even if it's just a brief update/reminder on what's coming in the future. Let's take three seconds to celebrate, recognize, and motivate brothers for their service to the chapter with applause when they do report and do a great job. ▲

"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.

COLLEGIANS

Congratulations to the 2012 Collegians of the Year!

Each year, a collegiate member from every chapter who demonstrates what it truly means to be a Deltasig is chosen as their chapter's Collegian of the Year (COY).

The following criteria, in order of importance, are taken into consideration in selecting chapter candidates, regional and provincial winners, and finally the National Collegian of the Year: Fraternity involvement; attendance at inter-chapter Fraternity events including but not limited to Grand Chapter Congress, LEAD Schools and LEAD Provincial Conferences, regional initiations, chapter installations, etc.; essay outlining goals if selected as National Collegian of the Year; degree of leadership exhibited in Delta Sigma Pi; university/community involvement and leadership; scholastic aptitude/GPA; additional essays required by the application and letters of recommendation. Other criteria considered include, in no particular order: ability to represent the Fraternity on the National Board of Directors, leadership ability, dependability, responsibility, honesty, integrity and sincerity, moral character, personality and professional attitude.

Regional winners are chosen by a committee appointed by the Regional Vice President. One provincial winner is selected by each Provincial Scholastic Development and Awards Committee. The National Scholastic Development and Awards Committee selects the national winner from among them.

Regional Collegian of the Year winners receive: a pearl and ruby badge and a cash award from the Delta Sigma Pi Leadership Foundation made possible by the Clyde Kitchens/Thoben Elrod and Mr. and Mrs. Sidney A. Sparks Scholarship Funds. Provincial winners, in addition to their regional awards and recognition, receive an additional \$500 scholarship (if they enroll in graduate studies within five years after being selected). The national winner also serves as a voting member of Delta Sigma Pi's Board of Directors for a two-year term and is eligible for a \$5000 scholarship (in lieu of the \$500 provincial scholarship) from the Leadership Foundation's Sparks Scholarship Fund. ▲

NATIONAL

Taylor "Cody" M. Candee, *Wisconsin-Madison*, North Central Province

PROVINCIAL



NORTHEASTERN
Howard I. Furman
Rider



SOUTH CENTRAL
Zachary A. Gietl
Washington-St. Louis



SOUTHERN
Richard M. Brandt
Tampa



WESTERN
Devin T. Strang
Arizona State

REGIONAL COYS

Atlantic Coast – Sarah Kunkler, *Florida*

Bay Area – Kelly Kolstad, *San Francisco*

Capital – Paul Wang, *George Mason*

Central – Samantha Stevens, *Evansville*

Central Gulf – Katherine Steck, *West Florida*

Desert Mountain – Devin Strang, *Arizona State*

East Central – Athena Stefanou, *Cincinnati*

Eastern – Howard Furman, *Rider*

Empire – John-Ryan Rodriguez, *Adelphi*

Gateway – Zachary Gietl, *Washington-St. Louis*

Great Lakes – Taylor "Cody" Candee, *Wisconsin-Madison*

Great Plains – Amanda Otten, *Drake*

Gulf South – April Smith, *Louisiana at Lafayette*

Gulf Western – Diamond Ngo, *Houston*

Huron – Brittany Trout, *Saginaw Valley State*

Mid-Atlantic – Emily Bassing, *Virginia Tech*

Mid-South – Bryan Patterson, *Tennessee*

Midwestern – Jody Pope, *Missouri-Kansas City*

New England – Erik Budlong, *Bryant*

Niagara – Ryan Lazarus, *Buffalo*

North Central – Daniel Spors, *Minnesota*

Northwestern – William Stetson, *Washington State*

Pacific Coast – Belyn Lai, *California-Irvine*

Rocky Mountain – Nicolas Rizzi, *Denver*

Sierra Nevada – Matt Martinez, *Cal State-Chico*

South Atlantic – Richard Brandt, *Tampa*

South Pacific – Louise Santos, *Loyola-Marymount*

Southeastern – Michael O'Donnell, *Clemson*

Southwestern – Laura Strobel, *Texas-Arlington*

Steel Valley – Amanda Takach, *Penn State-Erie*

Tornado Alley – Wade Brockway, *Oklahoma*

CHAPTER COYS

Adelphi – John-Ryan Rodriguez

Albany – Todd Clark

Albion – Allison Navarra

Arizona – Stephanie Csongor

Arizona State – Devin Strang

Auburn – Demitriah Burton

Baylor – Lauryn Yarn

Bellarmine – Christopher Schurfranz

Bentley – Stefan Winata

Binghamton – Taniel Chan

Bowling Green State – Janie Rauscher

Bryant – Erik Budlong

Buffalo – Ryan Lazarus

California-Davis – Samantha Wong

California-Irvine – Belyn Lai

California-Los Angeles – Amanda Lie

California-Riverside – Devin Sanguansukdikosol

California-San Diego – Nancy Pham

California-Santa Cruz – Erica Armlin

Cal Poly-Pomona – Rex Harrison

Cal Poly-San Luis Obispo – Lindsey Sutton

Cal State-Chico – Matt Martinez

OF THE YEAR

Cal State-East Bay – Johnson Le
Cal State-Fullerton – Timothy Beasley
Cal State-Long Beach – Zynab Khetani
Cal State-Northridge – Aduke Okojie
Cal State-Sacramento – Julie Saeteurn
Central Florida – Harmony Lazore
Central Missouri – Nicholas Tapp
Cincinnati – Athena Stefanou
Clemson – Michael O'Donnell
Colorado State – T. Reed Miller
Colorado-Colorado Springs – Samuel Harris
Delaware – Michelle Najecki
Denver – Nicolas Rizzi
DePaul – Julie Sekinger
Drake – Amanda Otten
Duquesne – Brooke Mulkins
Eastern Illinois – Jesse Green
Evansville – Samantha Stevens
Ferris State – Barton Stafford
Florida – Sarah Kunkler
Florida Atlantic – Jackeline Davey
Florida International – Daniel Suarez
Florida Southern – Giovanna Barrios
Florida State – Samara Shepherd
George Mason – Paul Wang
Georgia – Kelly Wilson
Georgia State – Angela Lackey
Houston – Diamond Ngo
Illinois – M. Claire Fisher
Indiana-Purdue at Fort Wayne – Lauren Slagle
Iowa – Kathleen Hayne
James Madison – Deanna Bigford
Kennesaw State – Margaret Goodhart
Kent State – Gina Florentine

Lewis – Mark Ramsey, IV
Longwood – Kirsten Hiles
Louisiana at Lafayette – April Smith
Loyola-Chicago – Sarah Zambrano
Loyola-Marymount – Louise Santos
Massachusetts-Amherst – Alexander Lamphier
Massachusetts-Boston – Brett Mahoney
McNeese State – Colin Kingery
Mercer – Brittany Vorreiter
Miami-Florida – Nicholas Raffaele
Miami-Ohio – Kathryn Amrhein
Michigan – John Marcsisin
Midwestern State – Malory Ammerman
Minnesota – Daniel Spors
Missouri State – Cassie Artman
Missouri-Columbia – Laureano Kuri
Missouri-Kansas City – Jody Pope
Nebraska-Omaha – Raja Mukherjee
Nevada-Reno – W. Justin Morrill
New Jersey – Jordan Mojka
North Carolina-Chapel Hill – Heather Engel
North Carolina-Greensboro – Latesha Jackson
North Florida – Christopher Lukert
North Texas – Kevin Camacho
Northern Arizona – Matthew Schrank
Northwestern-Evanston – Corey Berg
Ohio Dominican – Allizon Munoz
Ohio State – Luke Scott
Oklahoma – Wade Brockway
Oklahoma State – Sara Shidell
Pacific – Jenna Rea

(continued on page 8)

Brotherhood

I am incredibly honored to be writing you as your 2012 National Collegian of the Year. Delta Sigma Pi has been the highlight of my college career and has opened so many doors for me. It all began three and a half years ago when I got together with a small group of students with one goal in mind: to start a Delta Sigma Pi chapter. At that time, I had no idea what I was getting myself into and no clue what Delta Sigma Pi really was.

Fast-forward a couple months to my first LEAD event in Des Moines, Iowa. Being a colony member (and not yet a brother), this was my first true Delta Sigma Pi experience and I was blown away. Brothers I met would instantly offer to help me in any way they could to help get my chapter going and were so eager to put me in touch with the right person or point me in the right direction. It was this moment that I understood brotherhood and realized what Delta Sigma Pi was all about.

Brotherhood is a truly amazing aspect of Delta Sigma Pi. It is astonishing what one can accomplish when supported by such a powerful network of brothers. I took advantage of this opportunity and as a result my chapter reflects pieces of many different chapters whether it be for events that we host, how we run elections, recruiting...everything! This led me to one of my goals as COY: to unify chapters' most effective procedures for easier implementation into other chapters. I want to help create a process where chapters can collaborate and learn about all the great things that other chapters are doing (elections example: implementing text message voting, online real-time nominations, etc.). I have some ideas I'll be rolling out soon, so keep an eye out for that.

Another goal under my COY term is colony expansion. Since the colony program was an integral part of my Fraternity experience, I will be serving on the National Colony Task Force to help refine our process. I cannot speak enough of all the ways Delta Sigma Pi has benefitted me, even changed my life, and I am really looking forward to paying it forward.

I cannot wait to begin my term serving on the national level and representing the collegiate brothers of the Fraternity. I look forward to meeting and reconnecting with as many brothers as I can during the next two years and furthering the goals and objectives of the Fraternity. Brothers, please reach out to me if there is anything I can do for you and I look forward to seeing you at this year's LEAD events!

Fraternally,



Cody Candee, *Wisconsin-Madison*
2012 National Collegian of the Year
codycandee@gmail.com



(continued from page 7)

Penn State-Erie – Amanda Takach
Pittsburgh – David Linz
Redlands – Kristian Lasala
Rider – Howard Furman
Rockhurst – Ernesto Marquez
Roger Williams – Audra Armstrong
Rutgers-New Brunswick – Anuj Sharma
Saginaw Valley State – Brittany Trout
San Diego – Bryce Carr
San Diego State – Janice Lee
San Francisco – Kelly Kolstad
San Francisco State – Elaine Ho
South Carolina – Mary Gotschall
South Dakota – Holly Lanning
South Florida-Polytechnic – Sage Stevens
South Florida-Tampa – Paige Hunter
Southern Illinois-Edwardsville – Jeremy Cartledge
St. Cloud State – Danielle Jepson
St. Mary's – Delissa Villa
St. Thomas – Matthew St. Martin

Will You Be One of Next Year's COYs?

Each chapter may nominate one collegiate member for the Collegian of the Year award annually. A chapter member other than the nominee must complete the nomination form no later than October 15. The nominee must complete an online application (for higher levels of recognition) no later than November 15. For complete guidelines, review the Awards and Recognition Guide at www.dspnet.org.

Syracuse – Margo Konugres
Tampa – Richard Brandt
Tennessee – Bryan Patterson
Texas A&M-College Station – Blake Holler, II
Texas A&M-Corpus Christi – Renee Canales
Texas A&M-Kingsville – Modesto Morales, Jr.
Texas Christian – Lauren Mathers
Texas Tech – Damilola Oyedeji
Texas-Arlington – Laura Strobel
Texas-Austin – Cujean Lee
Texas-San Antonio – Leslie Dailey
Trinity-San Antonio – Aaron Retersdorf
Truman State – Tara Anderson
Valparaiso – Christopher Burzynski
Virginia Tech – Emily Bassing
Washington State – William Stetson
Washington-St. Louis – Zachary Gietl
Wayne State-Nebraska – Shaun Kardell
West Alabama – Brittany Lewis
West Florida – Katherine Steck
Western Illinois – Joshua Coyle
Western Kentucky – Zachary Wedding
Winona State – Kayla Anderson
Wisconsin-La Crosse – Tiffnee Robus
Wisconsin-Madison – Taylor "Cody" Candee ▲

United Brotherhood



It is hard to believe that it has already been two years! It feels like I was just learning how to navigate airports solo and now my time on the Board is coming to an end.

As the 2010 COY, I have been able to travel all over the country and meet brothers from every province. I have become friends with brothers I would never have met otherwise. That is the part of this experience that I am most grateful for and will miss the most.

Every one of you that I have met, talked to, emailed, and interacted with has made an impact on me. You let me into your lives these past two years. I have learned about your chapters, families, and ambitions. You are the reason that I have fun at events and keep coming back for more. You are the ones that show me time after time that we are all part of something special. You are the ones that show me that any obstacle we face is worth it and that we never face it alone.

That is what makes our brotherhood so special! Every chapter, colony, individual—we all have faced and continue to face obstacles just as our founders faced obstacles. I bet at some point, every one of you has found support, advice, or maybe even just a smile from a brother that has been helpful or that the very least, made us feel a little better.

This is what makes Delta Sigma Pi great. Having a support system made up of all these people is something quite impressive. Collegiates, alumni, leadership...everyone is there for you and willing to lend a hand. Every person in this Fraternity, every chapter, every province has something unique to offer. Take advantage of all these resources and branch out! It is this diverse group of people, united in our brotherhood, that make Delta Sigma Pi the foremost professional fraternity. There are a lot of things that we can do well on our own, but we can make many more things truly great when we join together.

It has been an honor to serve as your 2010 National COY and an even bigger honor to be able to call each of you brother and friend.

Fraternally,

Jenny Ann Terbrock, Christian Brothers
2010 National Collegian of the Year
jterbroc@gmail.com



From left: GP (and 1999 National COY) Mark Chiacchiari, 2011 National COY Cody Silva, 2012 National COY Cody Candee, North Central PVP Jodi Schoh and VPOD Joe Ward.

New Fraternity Leaders



Jerry Hotwagner (left) served as Interim South Central PVP until Henry McDaniel was elected at the South Central Provincial Conference in Austin.

SOUTH CENTRAL PROVINCIAL VICE PRESIDENT

Henry McDaniel, *Missouri-Kansas City*

Email: southcentralpvp@dspnet.org

Residence: Parkville, MO

Profession: Specialized Claims Reviewer, Farmers Insurance

Favorite Deltasig memory: When I was elected and installed as RVP in Washington, DC. When I accepted the oath to fulfill my obligation as an officer, I knew that the brothers of this Fraternity had asked me to represent and lead them—a task I have always taken seriously.

Henry got involved because he wanted to help others succeed in both their fraternal and professional careers. Working with both collegiate and alumni brothers gives him the opportunity to help brothers understand their full potential.

In his spare time, Henry is usually with his wife, Kris, *Central Missouri*, either working with their local church's youth group organizing mission trips and community service events or out Geocaching. Geocachers hide a container with a log, post the coordinates online and then "players" go out with GPS units, find the containers and sign the log. (Find out more at www.geocaching.com.)



CENTRAL REGIONAL VICE PRESIDENT

Whitney Dixon-Reed, *Evansville*

Email: brotherdixonreed@gmail.com

Residence: Evansville, IN

Profession: Operations Manager, SOMS Technologies, LLC

Whitney got involved because Delta Sigma Pi gave her the leadership experience she needed to get a fantastic job, the tools and understanding she needed to develop her professional abilities, and some of the best friends anyone could ask for. She wanted to become an RVP to help ensure that other brothers get the same incredible benefits and experience from the Fraternity.

In her spare time, Whitney likes to get lost in a good book, go on a walk with her dog or spend time with family. She is also "slightly obsessed" with *Mad Men* and tries to find time to catch up on the latest episodes of the show.

Most valued possession: I have a journal that I try to write in on a daily basis. I like the idea of having a chronicle of my memories and experiences. It is very rare to have something that is truly a reflection of who you are and I am fortunate to have at least one item like that.



MIDWESTERN REGIONAL VICE PRESIDENT

Jackie Shaw, *Rockhurst*

Email: jshaw1500@gmail.com

Residence: Parkville, MO

Profession: Senior Contract Analyst, Cerner Corporation

Jackie got involved because as president of the Kansas City Alumni Chapter, she loved visiting and being a part of the local collegiate chapter events. When she became District Director, she realized how much she liked being able to help and wanted to extend this to other area chapters.

Most important Deltasig lesson: You get out of things what you put into them. Being involved and spending my time and effort with the Fraternity has led me to meet a lot of really great people and have a lot of great experiences that I never would've had if I hadn't given the Fraternity 100%. This has also helped me to stay motivated to put a lot into other aspects of my life, and I feel this has led me to see returns there as well.

In her spare time, Jackie feels like all she does is make home repairs to the foreclosed home she bought three years ago. She also enjoys gardening, traveling, hiking and fishing. She hopes to travel to Seattle a few days before GCC and hike Mount Rainier; and kayak with the orcas.



Marriott's Ed Fuller:

BUILDING Relationships BUILDS Business

By Elizabeth Runyon

Ed Fuller, *Wake Forest*, achieved something George Clooney's character obsessed over in the 2009 movie "Up in the Air." During a 40-year career with Marriott International, Fuller accumulated 10 million frequent flyer miles. As a result, he got the ultimate road warrior accolade: the words "Ed Fuller, Customer" were printed beneath the pilot's window on a United 747.

Instead of eliminating relationships as Clooney's character did, though, Fuller is an expert at building, cultivating, and maintaining relationships.

He offers stories and tips from his career in his top 20 best-selling business book, "You Can't Lead with Your Feet on the Desk," published by John Wiley & Co. in 2011.

In the book, Fuller explains, "...if you are spending your days meeting with other managers or sitting at your desk doing paperwork, it's time to broaden your horizons and get closer to your business."

In a forward to the book, Marriott International Chairman and CEO J.W. Marriott writes that Fuller's spirit of relationships was instrumental in growing the business from 16 hotels to 555, in 72 countries, with sales of \$8 billion. "Ed shares scores

of personal anecdotes...along with those of other leaders, that illustrate how deep personal relationships built on mutual respect and trust, and nurtured over time, can save a volatile business deal, inspire team members to greatness, ensure service excellence, bridge cultural divides, and create a long-term, profitable business," writes Marriott.

"As Ed emphasizes, relationships are the currency of every culture and they are rarely formed while sitting behind the desk."

Fuller explains that relationships are built when business leaders cross cultural borders to discover the other person's interests and needs. Chapters illustrated with his own experiences and those of other leaders cover topics including ways to:

- Build relationships through mutual respect,
- Earn trust quickly by delivering during a crisis,
- Understand how verbal and nonverbal cues can make or break a deal,
- Lead from the front and be willing to take the tough job, and
- Learn local customs and history to create positive relationships.

Robert Dow, president and CEO of U.S. Travel, describes it like this: "Let me tell you what Ed's book isn't: it's not a primer on how to shake hands or fold your napkin in another country. It's an incredibly rich insight into leadership through well-earned personal relationships and experiences that American business executives need to embrace to succeed in the global economy."

Fuller started college at Wake Forest where he joined Gamma Nu Chapter, and graduated from Boston University, where he was in ROTC. He served in the United States Army in Germany, and was awarded the Bronze Star for a Vietnam tour.

In the Army, "I got opportunities to deal with problems and logistics that were beyond my belief at the time,"



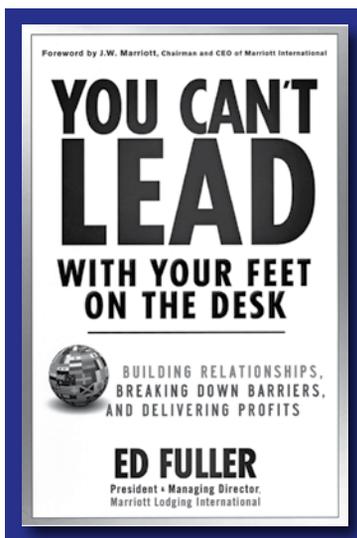
Ed Fuller, Wake Forest, who recently retired as Marriott's President and Managing Director for International Lodging, has traveled the world and collected 10 million frequent flyer miles.

said Fuller in an interview with a veterans' publication. "If I could work my way around the U.S. Army, I could certainly have a run at smaller organizations."

The job market for returning veterans was tight and Fuller took a job with Marriott. He never looked back. Starting as sales director for the Twin Bridges Marriott Hotel in Washington, D.C. in 1972, he was promoted to a position in New York City in 1973, and by 1978 he was named to the global executive position of vice president/chief sales and marketing officer. In the post, he spearheaded sales and marketing initiatives across the United States, Asia and the Middle East, beginning to rack up those frequent flyer miles.

His retirement in late March as president and managing director for international lodging prompted praise from Marriott employees around the world. Comments posted in response to the formal release announcing his retirement included: "It was an honor to serve under your leadership for so many years" and "I am thrilled that our paths crossed... your positive influence on many hourly and management associates will be missed."

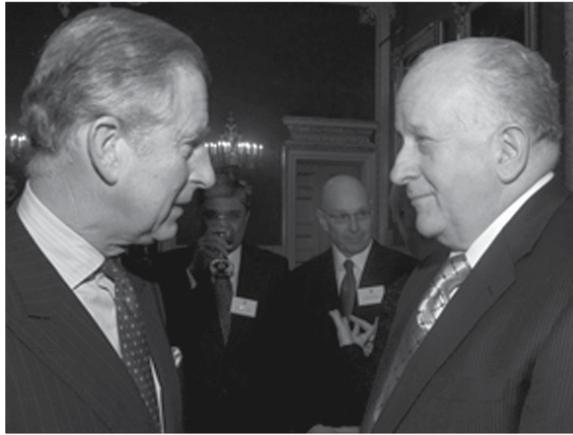
Fuller is actively involved as a Boston alumnus, serving as vice



chairman of its board of overseers. He is a former president of the university's alumni association and former trustee. In 1998, he received Boston University's top alumni award.

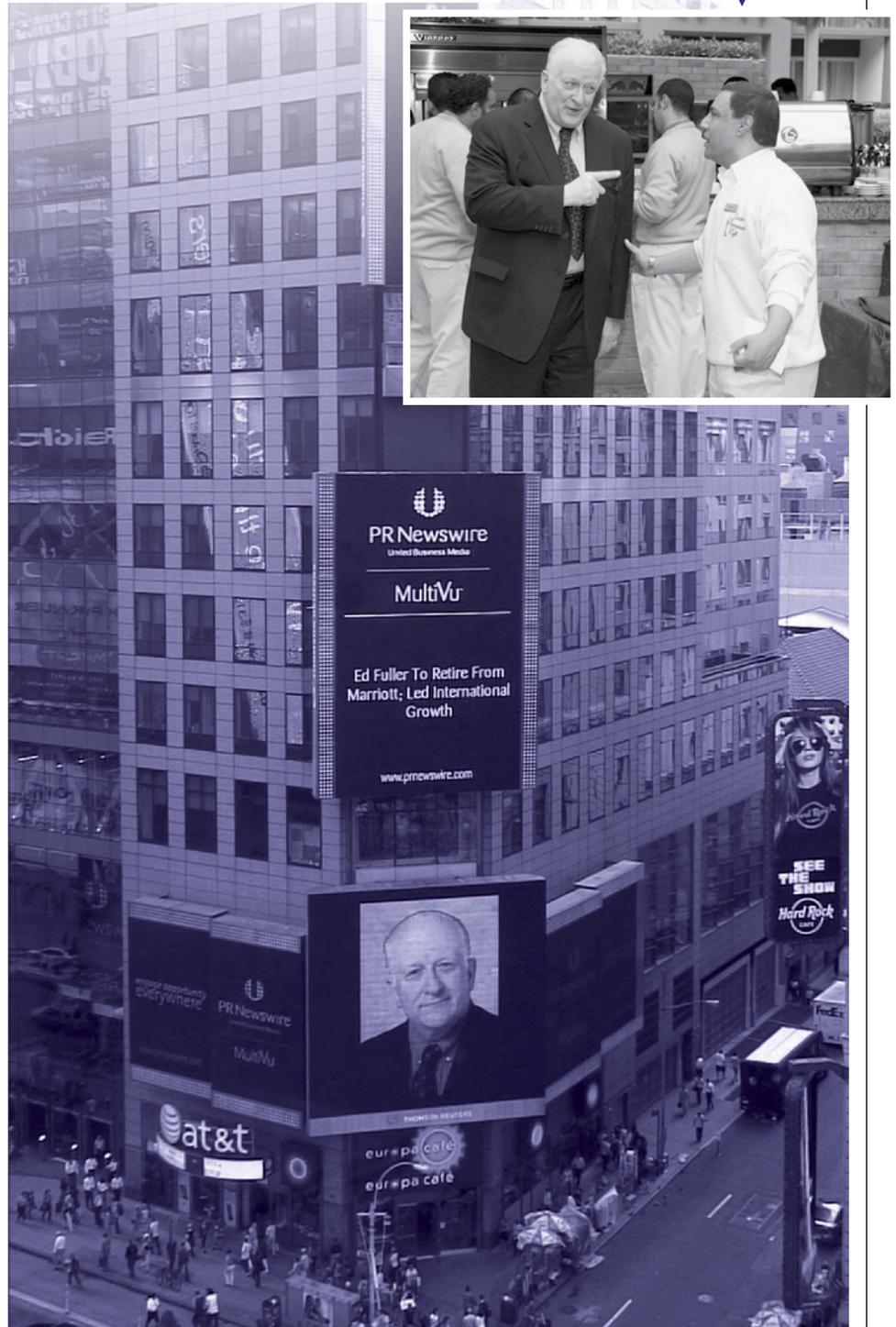
Fuller also is involved in many professional and service organizations. He is a trustee for the Sigma Alpha Epsilon Foundation and a former director of the United Way International Board, among other activities. He was appointed a director of the Federal Bureau of Investigation National Academy Associates Foundation this year. In addition to his degree from Boston, he completed the Harvard School of Business' advanced management program in 1987.

Not one to sit still, Brother Fuller now works as president of Laguna Strategic Advisors based in Irvine, California; serves as an adjunct professor at the Paul Merage Graduate School of Business at the University of California Irvine; and visiting professor at his alma mater, in addition to continuing involvement with business and charity boards. ▲



◀ Brother Fuller (right) chats with the Prince of Wales—celebrating fifteen years of the Prince's International Tourism Partnership that Ed chaired for nine years.

Ed Fuller (left) tours the garden kitchen at the Cairo Marriott reminding staff about the importance of service. Ed and his team arrived at the Cairo Marriott February 4, 2011 during the nearby riots. ▼



It's All About Service

(An excerpt from *You Can't Lead With Your Feet On The Desk*)

The hotel business is all about service, which means it's all about motivating the frontline people. I can see to it that you get a comfortable bed, but if the person at the desk hasn't made you feel welcome, or if the bellman who brings your luggage to your room pressures you for a tip, the bed won't feel quite so cozy.

A salary alone won't motivate people to deliver remarkable service. They need to feel that they belong to a service-oriented community and culture. Most important of all, they need to believe that by demonstrating their dedication, they can rise within the organization.

That was the promise we made to our associates abroad, and we kept it. Today, less than 1 percent of our general managers and regional executives are U.S. expats. The majority have come up through the local ranks.

Entrepreneur-in-Residence Loves Developing Talent and Helping Students

By Meggan Ratterman

Larry Chiang is an energetic businessman who is currently the CEO of Duck9, an author and educator. He has presented to Deltasigs at the 2003 Ultimate Academy in Oxford, at Texas Christian and at LEAD Events.



As one who loves secret societies, he started one of his own in 2004, solely for college students, which helps them learn how to improve their FICO score and get it over 700. This was the birth of his company, Duck9 (Deep Underground Credit Knowledge 9). The company teaches how to get a higher score much in the same way one would use Kaplan, Princeton Review or Sylvan to prep for SAT and GMAT exams.

"Everyone asks what the '9' is. Nine is credit industry lingo for charge-offs also known as bad-debts written off. Duck the 9's," Chiang explained.

Getting his company to where it is now wasn't easy. He is level headed and makes great decisions during duress, which helped as the company almost failed twice.

He commented, "Each time it rose back to be ten times of what it was. Every billionaire sees bad news as hidden opportunity."

As an educator, Larry is an Entrepreneur-in-Residence for the Stanford engineering school teaching an engineering class, Technology Entrepreneurship. This course is not required and the students must come in prepared to be self-motivated. He utilizes course graduates to return to the class and speak, as well as current students who are actively involved in the class to "guest lecture." He referred to it as "controlled mayhem" and likened that to entrepreneurship. He will be teaching this class over the summer in Palo Alto, CA.

He noted that he calls this class "Palo Alto's Community College," explaining it removes the sense of being a Stanford engineering student and creates an environment where the students "can combine street smart community college hustle with education to deal with obstacles." On "minute 2" in the first class, he stresses this idea, combined with the cliché "Ivy hero, life zero" — the

best education won't mean anything if you don't learn how to use it.

When asked, "What can Deltasigs do to become legendary?" Larry simply said, "Write."

And write he has. Larry has contributed on GigaOm, Tech Crunch, Yahoo and BusinessWeek; tweets frequently (@Larry Chiang) and authored *What They Don't Teach You at Stanford Business School*, a sequel to a book written by his mentor Mark McCormack, titled *What They Don't Teach You at Harvard Business School*. Larry's book came out in 2009 to pay homage to Mark's book, which came out in 1983 and was #1 on the New York Times bestseller list for 21 consecutive weeks. It has been updated but still focuses on sales, entrepreneurship and reading people.

Larry used his undergraduate experience in engineering to strengthen his skills and highly recommends blogging. A formula he has is called "Minimum Viable Blog Post." It is twelve sentences, two pictures and one focus. "Think of it as an info-graphic resume with pictures."

If you're a college student with questions on improving your credit score, call Larry at 650-283-8008 or follow him on twitter at twitter.com/6502838008. He accepts calls at 11:11 a.m. and p.m. Pacific Time, just send a text two minutes ahead of time. ▲

9 Things Larry Chiang Mentors You and Your Credit Score On

1. Pay attention to FICO. Much more important than your GPA, your credit card FICO score determines your life's biggest expense: INTEREST. Employers care about your credit and can pull your credit report.
2. 'Graduate' to a FICO over 750 without ever falling into credit card debt. Twenty-four on-time payments of \$20-25 in a row. Charge \$20. Pay \$20.
3. Your social security number must be the one that is on the hook AND LIABLE. If your parents co-sign on something, you're not building a credit file married to your credit report. Ask your parents to put the family power or cell phone bill in your social security number void and separate of your parents.
4. Login and pay once per week. College students pay late because they forget—not because of lack of money.
5. Pulling your own credit report (a consumer inquiry) does not hurt your credit. A hard "inquiry" is where a lender pulls your credit.
6. Shop for a loan without hurting your score. Print your credit report on paper and fax it.
7. Dispute your credit via paper. Complaints and disputes are legally defensible via US postal because credit law has not changed since the 1970s. True story. Via phone or email you preserve zero rights.
8. Duck 9s (charge-offs). It's a bad debt. It's a loan the creditor has given up on. They kill your credit score in a bad, bad way.
9. Expect the worst. Have countermeasures. Half of charge-offs reported are inaccurate, so write paper letters with a stamp and copy Experian, Equifax, and TransUnion.



JOIN US IN WASHINGTON FOR THE 2013 GCC!

*Beautiful skyline of
Bellevue, Washington.*

The magnificent natural beauty and outdoor spaces of Seattle (just across Lake Washington from the Congress hotel in Bellevue) will keep Deltasigs busy while staying in this vibrant city. Filled with upscale stores and unique boutiques, dozens of delicious restaurants and clean, safe, easy-to-walk locations, the greater Seattle area makes the 2013 Grand Chapter Congress the ideal scene to conduct our business.

Congress Programming Highlights

Many events will take place throughout the week, including business and education sessions. Fraternity legislation and election of our new leadership (including a new Grand President) are certainly highlights of interest to all brothers. Here are just a couple other tentative highlights you will not want to miss:

Wednesday, August 7

Opening Session; Keynote Speaker;
Personal, Professional and Leadership
Development Workshops
Grand President's Dance and Exclusive-
GCC only Golden Knights Ceremony

Thursday, August 8

National Honorary Initiation
Alumni Recognition Lunch
Business Session and Legislative Review

Friday, August 9

National Awards Lunch
Friday Night Group Outing to Seattle
Attraction

Saturday, August 10

Board and Regional Vice President
Elections—Who will be our next
Grand President?
Grand Chapter Congress Banquet
and Dance

Host Hotel

Hyatt Regency Bellevue
900 Bellevue Way Northeast
Bellevue, WA 98004
(425) 462-1234
www.bellevue.hyatt.com
Hotel reservations are now
available—reserve early to
guarantee a room!



Nearby Attractions

There are many attractions to explore just outside your hotel door including the nearby Woodinville wine country which has over 70 wineries to explore as well as the famous RedHook Brewery.

Have an hour to spare between sessions? The Bellevue Collections located right next to the hotel is full of tasty eats and world-class shopping. If you have a craving for Northwest seafood, prime steak, Italian treats and Greek eats, just take a couple steps out of the hotel. If you want a souvenir, visit nearby shops like Ann Taylor, Coach, Escape Outdoors and Burberry. For a listing of available shops and dining visit www.bellevuesquare.com.

Plan now for the chance to visit this scenic area and catch up with old friends and meet some new ones! Visit www.dspnet.org and click on the "GCC" Quick Link for more details—Congress registration will be available this fall.

Brothers Revitalize One of America's Oldest Brands

By Sean Bandawat, *Southern California*



Sean Bandawat and Eric Stanton, both *Southern California*, acquired *Jacob Bromwell, Inc.*, the country's 34th oldest continuously owned and operated company, and revitalized it into a successful brand.

Sean Bandawat and Eric Stanton, both *Southern California*, first met as students at the Marshall School of Business in spring 2007. Although their backgrounds are quite different, their professional goals for the future were exactly the same. Both are committed to entrepreneurship and avoiding 40 years at a 9-to-5 job.

Since 2007, they have partnered on many Internet ventures, but they wanted to move on to something more established and substantial. Rather than start a business from scratch, their goal was to acquire an existing company with net losses, identify inefficiencies,

company to stand out in the crowded, oversaturated marketplace collectively known as "housewares."

"For the last decade, the company suffered major losses in customers and sales," said Brother Bandawat. "It took six months of due diligence to truly understand why. After months of analyzing the business from every angle, we actually discovered that the company's decline had nothing to do with a decline in demand for these products. There actually couldn't be a better time than now to grow our distribution." During Sean's senior year, he wrote a business plan for turning the company around that earned the "Top Undergraduate Business Plan Award" from the USC Marshall School of Business.

Immediately after graduation, Sean and Eric remained laser-focused on executing their business plan. They realized the company had been mismanaged for years—there were no dedicated salespeople in place, no quality control at the plant, no structured pricing program, and no leadership at the top to tie it all together. They turned the company around by making numerous improvements to the firm's organizational structure, which included instituting new accounting and inventory software, outsourcing operations to third-party manufacturers, hiring a direct sales force, cutting inessential products,

and repositioning the brand with Forty Agency, a nationally-recognized marketing agency.

"Jacob Bromwell is all about preserving American tradition, and these products are just what retailers and consumers are looking for during economic hard times. We've already secured sales agreements with QVC and reputable catalogue companies such as The Vermont Country Store, and we're now targeting specialty retailers nationwide," said Sean. Brother Stanton, Vice President, elaborates, "Both small and large retailers have shown great interest in stocking our products. With the economy being so uncertain, consumers now more than ever want to buy American-made products that remind them of the past and bring them back to simpler times."

Sean and Eric are proud to represent a company that makes its products in the United States and gives jobs to American workers. They are also both proud to be Deltasigs. "My semester as president of Phi Chapter was my most educational at USC. I continue to use many of the skills that I learned that semester, including leading a group of people through challenging times to a successful conclusion, managing sources and uses of cash, and instilling a sense of vision, purpose, and unity in the team," said Brother Bandawat.

He summarizes "Jacob Bromwell is much more than just a line of products. We're all about letting our customers re-experience the simple and genuine American past as an antidote to our over-perfected modern lifestyle. What we're really selling is an emotional journey: away from the madness of modern life and into nostalgia, tradition, and the longing for a simpler era. That's the real story behind the brand – keeping Jacob Bromwell's story alive as an anchor for future generations." ▲



Every Jacob Bromwell product, including this *Classic Tin Cup*, is handcrafted in America just like it was almost 200 years ago.



take over management, and streamline it to maximize its profitability as quickly as possible. After years of searching for the right deal, they decided on Jacob Bromwell, Inc., which was established in 1819 and is the country's 34th oldest continuously owned and operated company. The two brothers were immediately captivated by the rich heritage of the brand and the nostalgic appeal of the product line.

Jacob Bromwell products were used by the first settlers who pioneered the Great Plains and by the rugged

Pursuing Dreams to HYDRATE THE WORLD

By Heather Troyer, Washington-St. Louis

Recent graduate Marty Alegnani, *Dayton*, spent his senior year searching for a job and thinking about what he truly wanted to do with his future. He came to the realization that right out of college was the best time to pursue his dreams and do what he loved to do—help others while traveling the world—because he wasn't tied down to a job, house or family. In January 2011, Brother Alegnani launched Hydrate the World to raise awareness and money for worthy and meaningful causes.

Fifty percent of all profits made through Hydrate the World clothing sales are donated to charities. A large portion support Water 1st International, a Seattle-based organization that helps provide water supplies and promote hygiene in impoverished countries. Marty says he supports Water 1st because they offer him the ability to travel overseas and actually help and get involved where the donations are used. "I wanted to make sure I could get a hands-on experience and ensure all my customers that I am heavily involved in this company and making sure their donations are being put to work," says Marty.

The remaining profits are donated to a rotating charity chosen by customers each year. Brother Alegnani feels that by allowing the customers to voice their opinions they "can feel more a part of the company." This year Marty chose the Epilepsy Foundation of Greater Chicago because he has a family member that currently suffers from epilepsy and hoped to raise awareness for the disease.

The other half of all year-end profits goes towards investments for expanding the business and paying employees, which currently is just Alegnani, although he hopes to expand to a few more employees by the beginning of next year. "This business strategy is best for expanding the business as quickly as possible, while also raising as much awareness and funds for charities," Marty claims. "It also ensures company salaries can never exceed the donations given in any year and forces anyone working at my company to make sure no frivolous or erroneous expenses are made, as this will only cut into the amount workers are paid."

In addition to clothing sales, Brother Alegnani works with other organizations and his chosen charities to help raise funds. Hydrate the World raised over \$225 at a silent auction earlier in the year held by Water 1st International and is currently raising money for the Epilepsy Foundation's 5k Walk. Alegnani is also working with small student-run companies on local university campuses and local Deltasig chapters in the area to hold fundraisers. So far this year, the company has raised almost \$1,000 to benefit Water 1st International and the Epilepsy Foundation of Greater Chicago.

Alegnani currently works with Hydrate the World on a part-time basis while also working part-time at his local YMCA. The YMCA job allows him the flexibility to

work with Hydrate the World at home during the day while still receiving a paycheck. "The job is still necessary to pay off my student loans from college and to help fund my company as I am the sole owner and started this company from scratch," Marty says.

Marty states the biggest skills he learned from Deltasig were to take initiative and to be organized. "Much like in Deltasig, if you just sit back and wait for things to happen, nothing will and it would have been a waste. Being young and having an incredibly small business, it takes a lot of initiative to get people to help you and believe in your cause. If I just sat back and waited for sales to come, my company would not last very long."

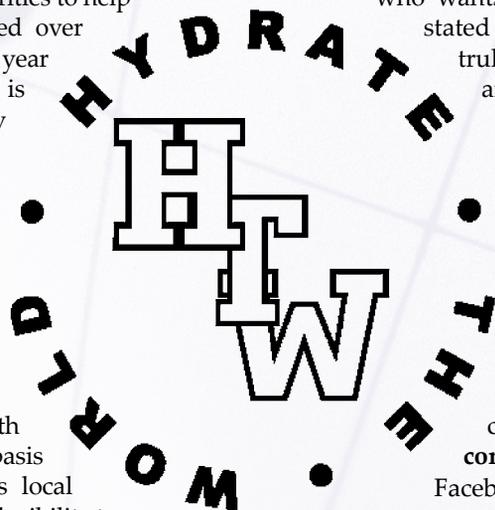
He says it is also very important to stay organized. Meeting legal filing deadlines, tracking inventory, marketing, and fundraising keeps him very busy and forces him to stay organized. "I can attribute this skill to being Vice President-Pledge Education—if it were not for that semester in Deltasig I can say I would not be as organized as I am today," Marty declares.

When asked what advice he would give to someone who wants to start their own non-profit, Marty stated "Don't be afraid to take a risk. If you truly believe in yourself and what you are trying to start, go for it!" However, he cautions saying that you need to "make sure the risk you are taking is a calculated one by weighing the advantages and disadvantages. If you feel the advantages outweigh the disadvantages, then why not start your company?"

For more information about Hydrate the World and to support Marty's causes, visit www.hydratetheworld.com or like "Hydrate the World" on Facebook. ▲



Recent graduate Marty Alegnani, *Dayton*, launched Hydrate the World to raise awareness and money for worthy and meaningful causes. Fifty percent of all profits made through Hydrate the World clothing sales are donated to charities.



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

Mary Philips, *California-Riverside*, to David Schroeder on January 14. They live in Highlands Ranch, Colo.

Allison Spring, *Drake*, to Jeffrey Solotoroff on October 23. They live in Evanston, Ill.

Paula Kaple, *Bowling Green State*, to David Feret, *George Mason*, on July 9, 2011. They live in Chesapeake, Va.

Kim Nierva to Esteban Zuno, both *Loyola-Marymount*, on August 13. They live in Playa del Ray, Calif.

Andrea Schrum, *New Mexico State*, to E. Malenya on February 5, 2011. They live in Rio Rancho, N.M.

Anna Greene, *Oklahoma State*, to David Hicks on August 11. They live in Stillwater, Okla.

Loree Stueber, *St. Cloud State*, to Gordon Winstanley, on August 17. They live in Shakopee, Minn.

Kristin Seifert and Eric Olson, both *St. Thomas*, in September. They live in Plymouth, Minn.

Rebecca Norman, *San Diego State*, to Andrew McGuire on October 1. They live in San Mateo, Calif.

Jamie McKenzie, *Southern Mississippi*, to Stephen Broome on December 13. They live in Purvis, Miss.

Melissa Cobb, *South Florida-Polytechnic*, to Russell Harp on January 21. They live in Bartow, Fla.

Gains

Joleen, *Colorado-Boulder*, and Tim Cooper on July 31, 2011—Jacob. They live in Lakewood, Colo.

Mohsen Alnemer, *Evansville*, on April 28, 2011—Anwaar. He lives in St. Louis, Mo.

Julia, *George Washington*, and Chris McDowell on January 11, 2011—Brooks. They live in Fairfax Station, Va.

Jilleon Johnson, *Missouri-St. Louis*, on February 22—Isabella Nichole. She lives in St. Louis, Mo.

Candace and **Dorian Hall**, *Missouri-St. Louis*, on December

23—Edwyn Michael. They live in Fairview Heights, Ill.

Michelle Hall and **Nicholas Jungers**, *Nebraska-Omaha*, on April 6—McKenna Rebecca. They live in Bellevue, Neb.

Losses

Alabama

Charles Jones (April 6)

Albany

Jim Jacobs (May 19)

Colorado-Boulder

Rowland Hetrick (December 29)

Detroit

John Miller (February 21)

Indiana

Kristine Moir (April 12)

Iowa

Timothy Schlatter (December 20)

Albert Winter (December 21)

Kent State

Edward Spisak (July 19, 2011)

Longwood

G. Dean Palmer (May 20)

Loyola-New Orleans

Matthew Jones (February 26)

Marquette

John Jayson (March 6)

McNeese State

Nevil Meghani (January 31)

Michigan

Morris Wyman (January 6)

Missouri-Columbia

Robert Harman (February 19)

Nebraska-Lincoln

Raoul Versaw (September 28)

Northwestern-Chicago

Joseph Fox (October 1)

Shepherd

Randall Cross (May 19)

South Florida-Polytechnic

Robert Humbert (April 22)

Texas Tech

Reihard Orr (April 6)

Western Kentucky

Glenn Pobanz (January 31)

Wisconsin-Madison

Edward Esser (March 1)

Michael Yunker (March 26)

Wisconsin-Whitewater

Glen Engelstad (December 22)

Matthew Norman, *Alabama*, is a financial advisor for Morgan Keegan in Indianapolis.

Edward Hopkinson III, *Angelo State*, is a budget analyst for the California Department of Forestry in Sacramento.

Aaron Zarbo, *Angelo State*, is associate vice president-loan review for Plains Capital Bank in Irving, Texas.

Jessica Scibelli, *Arizona*, is a student at Phoenix School of Law in Arizona.

Jennifer Johnson, *Baker*, is executive director of Young Survival Coalition in Kansas City.

Deborah Lang, *Bentley*, is finance project manager for ikaSystems in Southborough, Mass.

Jacqueline Le, *Bentley*, is a project coordinator for PDI Ninth House. She lives in San Francisco.

Roget Lerner, *Bentley*, is principal of The Music Building in New York City.

Robert Bowers, *Cal Poly-Pomona*, is president and owner of Bowers & Associates, Inc., a professional tax and business service company in Los Angeles.

Amber Lowry, *Cal State-Chico*, is a consultant for Workday. She lives in Pleasanton, Calif.

Kevin Salazar, *Cal State-Fullerton*, is a corporate staff accountant for Western National Group in Irvine, Calif.

Jason Sumi, *Cal State-Sacramento*, is program advisor-student organizations and leadership at California State-Sacramento.

Michael Orndorff, *Central Missouri*, is co-manager of All Cap Growth at American Century. He lives in Kansas City.

Hayley Isaac, *Christian Brothers*, is associate director of the MBA Program at Christian Brothers in Memphis.

Joleen Cooper, *Colorado-Boulder*, is a project schedule analyst for RNL Design in Denver.

Jessica Fowler, *Connecticut*, is a military engagement manager for AmeriCorps VISTA HandsOn Jacksonville in Florida.

David Schaffer, *Duquesne*, is controller for Nevada Corporate Headquarters, Inc. He lives in Las Vegas.

Alexandra Warrick, *Evansville*, is customer service representative for Maingate Inc. in Indianapolis.

Ted Moore, *Florida State*, is a corporate management trainee-rooms at Grand Hyatt Tampa Bay.

Brehanna Edwards, *Frostburg State*, is an HROD coordinator for University of Maryland-University College in Adelphi, Md.

Saman Limouee, *George Mason*, is owner and senior gas pumper of Great Falls Exxon. He lives in Reston, Va.

Colin Seal, *Georgia State*, is program manager of Immune Deficiency Foundation in Towson, Md.

Lisa Funderburg, *Illinois-Urbana*, was elected as member of the Springfield School Board in Ill.

Jeffrey Blanchard, *Kennesaw State*, is SQL server database support engineer for Target Corporation in Minneapolis.

Zachary Harrell, *Kennesaw State*, is a property and casualty representative for Rich Ziegler State Farm in Marietta, Ga.

Gary Payne, *Kent State*, recently retired as director of Lotus Bakeries North America in San Francisco, after working for more than 40 years in the food industry.

John Dardis, *Loyola-New Orleans*, received the 2011 Adjutor Hominum Award, the highest honor bestowed by the Loyola University New Orleans Alumni Association. He lives in New Orleans.

Frank Carroll, *Miami-Florida*, is owner of Frank Carroll Photography in Henderson, Nev.

Stuart Russell, *Midwestern State*, farms cotton on land north of Lubbock, Texas. He lives in Wichita Falls, Texas.

Brie Roohana, *Minnesota*, is an FS assurance associate at PricewaterhouseCoopers in Milwaukee.

Donald Kreye, *Minnesota State*, received the 2012 Distinguished Alumni Fitterer Award from Minnesota State University Mankato for his distinguished service to preserve and promote university programs.

James Sproul, *Missouri-Columbia*, is a national sales manager for Bentley's Popcorn, Inc. He resides in Fayetteville, Ga.

Susan Atkins-Back, *Missouri State*, is owner of The Back Stitch in Kirkwood, Mo.

Michael Grace, *Missouri State*, is CEO of MPG Ventures, LLC in Frisco, Texas.

Megan Hermansky, *Nebraska-Lincoln*, is program representative at Friends University in Wichita, Kan.

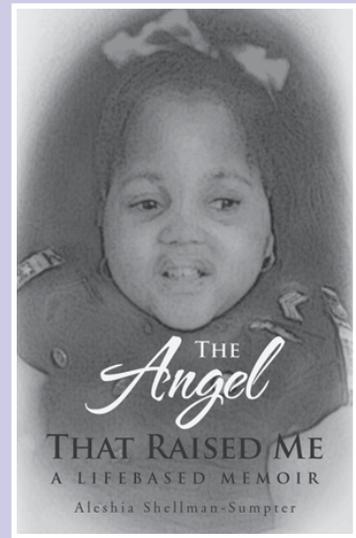
Nancy Nilson, *Nebraska-Lincoln*, is exhibits manager at TAHPERD. She lives in Austin.

Hunter Bolding, *Nebraska-Omaha*, is sales associate of space plan and design for BOLD Office Solutions in Omaha, Neb.

(continued on page 18)

Deltasig Authors

Aleshia Shellman, *Georgia Southern*, recently published *The Angel That Raised Me*, an inspirational, life-based memoir of a young lady forced to grow up fast at the hands of her parental responsibility. Advocating for her medically fragile daughter, the author has created an inspirational book that was written to support any mother whose child is facing difficult medical issues. For your own copy of this inspirational memoir, go to www.amazon.com. ▲



Founder's Son Remembered

Brother James D. Jacobs, son of Founder Harold Valentine Jacobs, passed away in New York May 19. Brother Jacobs was initiated as an honorary member into Zeta Psi chapter at Albany on November 7, 1971. Jim, along with his wife Julia, *Siena*, traveled the country presenting the history of Delta Sigma Pi through his father's perspective, including many chapter functions, LEAD events and Grand Chapter Congress.

Jim led a very full life. He served four years in the Army, after which he attended Columbia to receive his Master's Degree, becoming an Adjunct Professor and advisor to the college newspaper. A fan of theater, he met Julia while working with Sullivan County Community College where she was a founder of the performing arts program. And with a love of flying, Jim spent almost thirty years volunteering and flying in the Civil Air Patrol under the U.S. Air Force where he retired as a Major. As an expert location photographer, he was a partner in FPC Advertising & Printing and his photos are on display in New York. The Fraternity will miss this enthusiastic advocate of all things Deltasig! ▲



Jim and Julia Jacobs during a visit to the Founders' room in Oxford. He commented that his father, Founder Harold Valentine Jacobs, rarely wore a bow tie!

Outstanding Woman Marilyn Romine

Marilyn Romine, *Truman State*, an academic advisor at Truman State, was recently awarded the Outstanding Woman Leader award presented by Missouri Women of Today. The entire Romine family supports Deltasig and education. Husband Jeff Romine, *Truman State*, taught accounting at Truman State until 2009 and is now a partner in a financial planning business. Daughter Amanda Meecker, *also Truman State*, followed in her parents' footsteps and currently works for Northern Kentucky University in the Career Development Center after serving two years as an Educational and Leadership Consultant at Delta Sigma Pi's Central Office.



Every year, the Kirksville Women of Today honor a woman from their community for that person's contribution towards improving their community or someone else's life. The award was presented to Marilyn at the two-day conference for the Missouri state meeting of the Women of Today. Romine has involvement in many organizations like Rotary Club and the American Marketing Association and is the School of Business Academic Peer Mentor Program Coordinator. ▲

Meagan Hagerty Named Miami-Ohio Adviser of the Year

Meagan Hagerty, *Wisconsin-LaCrosse*, was awarded Adviser of the Year at the third annual Student Organization & Advisers Recognition ceremony for her work with the Residence Hall Association at Miami University in Oxford, Ohio. Pictured here Meagan (center) with the students who nominated her. ▲



(continued from page 17)

Errol King, *Nicholls State*, has been named legal counsel to the American Association of Preferred Provider Association (AAPPO) and the Third Party Administrators Association of America (TPAAA). He resides in Baton Rouge, La.

Jessica Dower, *North Carolina-Chapel Hill*, is an associate at Huron Consulting Group. She lives in Boston.

Kimberly May, *Northern Colorado*, is an event operations specialist at Healthways in Franklin, Tenn.

Bryan Show, *Penn State-State College*, is an experienced staff auditor for EisnerAmper LLP in New York City.

Ioana Popescu, *Pittsburgh*, is an account manager at Vibes Media. She lives in Chicago.

Douglas Beck, *Rider*, is senior sourcing analyst for Johnson and Johnson. He lives in Piscataway, N.J.

Christina Rech, *Rider*, is a clinical project administrator for Covance in Princeton, N.J.

Jayson Alsbrook, *St. Peter's*, is an account coordinator at News America Marketing in New York City.

Rebecca McGuire, *San Diego State*, is account executive at Salesforce.com in San Francisco.

Danielle Madden, *San Diego State*, is a tax associate at PricewaterhouseCoopers LLP in San Diego.

Aouie Rubio, *San Francisco*, is an ITS project manager at University of San Francisco.

Rene Konanz, *South Carolina*, is account manager at Conauto C.A. in Ecuador.

James Siegrist, *Southern California*, is chief financial officer of Foothill Family Service in Pasadena, Calif.

Ronald Stokes, *South Carolina*, is a provider research specialist for PalmettoGBA. He lives in Columbia, S.C.

Amy Miller, *South Florida-Tampa*, is a realtor at Soldz Realty, Inc. She resides in Riverview, Fla.

James Dreyer, *Suffolk*, is a director at PricewaterhouseCoopers LLP in Orlando.

Charles Merrill, *Texas A&M-Commerce*, is professor emeritus at Sonoma State University. He lives in Petaluma, Calif.

Tom Wensel, *Texas Tech*, is owner of Henington School Services. He lives in Greenville, Texas.

Angie Burton, *Valparaiso*, is owner of Servpro in St. John, Ind.

Brittany Edwards, *Valparaiso*, is accounting assistant at IFF in Chicago.

Kerry Frye, *Valparaiso*, is western region zone manager for Icelandic USA in Seattle.

Ryan Lasure, *Western Michigan*, is the Indiana territory account manager for Avaya. He lives in Indianapolis.

Paul Spletzer, *Western Michigan*, is manager-finance and logistics for Domino's Pizza in Ann Arbor, Mich.

Wendy Vander Meulen, *Western Michigan*, is a product manager for Anixter, Inc. She lives in Chicago.

Syed Arshad, *Wisconsin-Milwaukee*, is an IT recruiter for Volt Workforce Solutions in Scottsdale, Ariz.

District Directors Needed!

District Directors needed to assist local chapters. Must be willing to work with college students in advisory positions—encouraging participation in Fraternity programs and events. Regular communication with chapter officers and Regional Vice President is also necessary. Travel expected to chapters at least twice each academic term. If interested, please email deltasigmapi@dspnet.org.

Looking For New Home

Beautiful Australian Shepherd puppy. He loves playing with and being with a family. If you think your family is perfect for him please call...

Volunteers Wanted!

Openings may be available in the following positions:

- Alumni Development Committee
- Chapter Receivers
- Colony Pledge Educators
- Community Service Committee
- Expansion Specialists
- Grand Chapter Congress Host Committee
- Guest Bloggers
- Leadership Foundation Committees
- Presenters (LEAD and Webinar)
- Professional Development Committee
- Scholastic Development and Awards Committee

To find out more, please email deltasigmapi@dspnet.org.

Become a CDL today and join 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 volunteer leader core training presentations—all found at www.deltasiglearning.org; support the Leadership Foundation; and apply online at www.dspnet.org/awards.

Already a CDL and want to take it one step farther? Advanced Certification 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 www.deltasiglearning.org; and apply online at www.dspnet.org/awards.

Congratulations to the CDLs who earned Tier I or Tier II certification for 2012-13 as of January 30 and May 11. (Tier II CDLs are marked with a *.)

Beth Bivona, *Buffalo*
 Amy Briggs*, *Minnesota State*
 Erica Bumgarner, *San Jose State*
 Jenn Chan, *California-Davis*
 Dale Clark*, *Longwood*
 Karin Fitzgerald*, *Radford*

Wayne Harber*, *Oklahoma State*
 Aimee King*, *Colorado-Colorado Springs*
 Jasmin King, *California-San Diego*
 Erica Kolsrud, *Iowa*
 Brian Krippner*, *Truman State*

Patrick Lewis, *Northern Colorado*
 Gary Perez, *Bryant*
 Tom Skinner, *Loyola-Marymount*
 Mark Voyda*, *DePaul*
 Cindy Yu, *California-Irvine*

Concordia University Hosts Rho Phi



Rho Phi Chapter was installed at Concordia in Irvine, California on April 21.

Rho Phi Chapter was installed at Concordia University in Irvine, Calif. on April 21, with 37 students and two faculty initiates.

Grand President Mark Chiacchiari led initiation ceremonies with collegiate participants from Cal State-Fullerton, Cal State-Long Beach and California-Irvine. Following the initiation, an installation banquet was held at Dave & Buster's with Pacific Coast RVP Patrick Bonfrisco serving as emcee. Other national guests attending included Western PVP Lisa Brown, District Director Jennifer Lee, Pledge Educator Cindy Yu, Golden Council Member Adrian Avalos and Director of Information and Operational Services Jeremy Levine.

During the colony process, students held a number of professional presentations about interviewing, resume skills, customer service, and internships from speakers from PriceWaterhouseCoopers, Enterprise Rent-a-Car, Windes & McClaughry accounting firm and Northwestern Mutual. They also

hosted presentations about entrepreneurship, leadership, teamwork, and financial planning. Additionally, the chapter co-sponsored a business etiquette dinner with the university's career center.

The colony also participated in various community service events such as a coastal clean-up day, a toy drive, a school supply drive and a fundraiser to donate farm animals to third world countries through Heifer International. Colony members also co-sponsored a golf tournament with the university to raise money for a scholarship fund, volunteered at a Faith at Work professional conference, and assisted at a Volunteer Income Tax Assistance program to help economically disadvantaged community members.

Concordia University is one of ten colleges in the Concordia University System of the Lutheran Church-Missouri Synod whose common goal is to develop Christian leaders for the church, community and world. The college first started classes in 1976 under the name



GP Mark Chiacchiari (left) presented Rho Phi President Rebekah Kramer with the chapter charter.

Christ College Irvine, but changed its name to Concordia University in 1993.

Today, the university has more than 3,200 undergraduates. The School of Business and Professional Studies has approximately 400 students studying degrees in accounting, economics, entrepreneurship, finance, management, marketing, or sports management.

Welcome, Rho Phi! ▲

“Simple” Chapter Fundraising

By Heather Troyer,
Washington-St. Louis

Psi Chapter has taken chapter fundraising to a whole new level—as a chapter, they run Shirt and Simple, a free custom T-shirt service, at Wisconsin-Madison.

Shirt and Simple opened its online presence in Iowa City in 2006. Shirt and Simple is an online custom T-shirt store, but what makes it unique is T-shirt organizers can create custom apparel through the online design center and then anyone who wants to purchase the T-shirt can look at the design, order the correct size and pay online. It solves the issues of not knowing how many of each size shirt to purchase and of collecting money from each T-shirt purchaser.

Bob Engel, *Wisconsin-Madison*, was first contacted in fall 2009 by Shirt and Simple owner and



a few people run Shirt and Simple, how about an organization of over 60 members? I felt it would be an incredible opportunity for business students with different majors to all collaborate on an actual business,” says Engel.

So now, Shirt and Simple, in which all profits go back to the chapter, is run by a chapter committee. Chapter members can apply to be on the committee and six to eight members are then chosen by the chapter Executive Committee and the Shirt and Simple Chair. Within the committee, one person is in charge of

their ideas into reality, and seeing the actual effect in our revenue. This is something you can’t get in class.”

Chapter members do not get paid for their committee work, which is at least a couple hours per week outside of the weekly meeting. Instead, they get something even better—“invaluable entrepreneurial experience,” says Patten. “Members are able to gain first-hand real-world experience to talk about when interviewing for an internship or career, as each member is actively involved and has a valued position in the organization.”

And as with any business, you learn a lot from trial and error. “For me personally, the biggest realization has been the difference between leadership strategies that look fantastic on paper and those that actually work,” claims Patten. “In fall semester, I attempted to create a committee structure based on separating each individual task based on the type of work involved. For instance, one member was responsible for digital marketing, one for getting flyers printed, one for reaching out to other organizations, one for creating a promotion, etc. This looked fantastic on paper, but unfortunately it didn’t work due to diffusion of responsibility and no project ownership. This semester I adapted the committee structure to keep away from these strict designations and allow members to own a project completely from beginning to end. It has worked out great!”

So is it worth it for the chapter? According to Engel, Pfeiffer’s overall business generates more than \$200,000 each year. And although the chapter’s business started out slow, it has grown considerably in the last year. “This semester we’ve taken in over \$12,000 in total revenue,” notes Patten, which has given a few thousand dollars in funds to the chapter and an unlimited amount of experience for committee members. ▲



The spring 2012 Shirt and Simple Committee at Memorial Union Terrace on Wisconsin-Madison campus. From left: Lisa Rosenblum, Sam Fleischman, Jack Patten, Bob Engel, Chris Higgins, Andrew Mott and Tiffany Celmer, all Wisconsin-Madison.

president George Pfeiffer. Pfeiffer was interested in expanding the Shirt and Simple business to Madison and knowing others in Delta Sigma Pi, he reached out to Engel, a member of the colony at the time. “When he originally contacted me, he had asked if I and a few other people would be interested. I turned around and suggested that, rather than having

invoices and finances and another in charge of customer service; everyone else is responsible for marketing efforts. Chapter Shirt and Simple chair Jack Patten explains it like this, “Each committee member is able to choose the marketing project or promotion that suits their strengths the best. They then take this project and see it through to the end. This gives them the satisfaction of turning

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

Baylor/Beta Iota

Chairman of McLane Group, LLC, former Chairman of the Houston Astros and VP of Wal-Mart Stores, Drayton McLane Jr., spoke to over 250 Baylor students and Deltasigs about the importance of creating a firm foundation of values, taking responsibility for mistakes, having patience, leading a company by first working entry-level positions critical to corporate operation and thinking and acting audaciously. McLane also answered questions during a private session with Deltasigs prior to the campus-wide event. —*Michael Minchew*

CUNY-Baruch/Pi Psi

The chapter co-sponsored John Xie, the founder of Minus.com, a filing sharing site. Xie talked about starting a business, having a partner and giving advice. He advised the group: "As a college student, you should take advantage of all the opportunities and good ideas flowing in your mind; go for it and just give it a shot." —*Annie Lin*

Bentley/Lambda Tau

A weekend full of events to celebrate our 25th anniversary was in April. An initiation banquet was held with over 150 guests, including 120 out of 543 initiated brothers coming from all around the world. The program included five speakers who had an impact on the chapter, imparting their words of wisdom. PVP Paul Carpinella assisted by RVP Patrick Johnson also presented three Silver Helmets to charter class members David Hennel, Maggie Friedman and Howard Horowitz. The night was filled with laughter, dancing and reminiscing with brothers on the achievement of this milestone. —*Jon Lee*

California-Davis/Nu Rho

We co-sponsored a benefit concert for Make-A-Wish with another business fraternity. Performers ranged from other student organizations to local artists and bands. Nearly 250 patrons attended the event with money being raised through sponsorships and donations. —*Eden Wu*

California-San Diego/Omicron Sigma

Partnering with California-San Diego's Rady School of Management, the chapter hosted the first ever business minor information session to inform



For National Alumni Day, ANGELO STATE (Texas) held their annual spring alumni banquet. The chapter also hosted "The Image: Dress for Success" runway show where they collected over 100 pounds of canned food for the Concho Valley Food Bank.

students how to earn a business minor. Professors from each specialization gave an overview of what each specialization track entails to over 100 students who attended. —*Margaret Song*

Cal State-Chico/Epsilon Theta

A joint career fair was hosted with the career center and another business fraternity. Nearly 60 companies attended and foot traffic exceeded 1,100 students. Recruiters said this was the "best career fair [they]’ve seen in a decade." Over 25 brothers helped coordinate the event which raised \$6,500 for the chapter. Each recruiter was given a résumé book including the résumés of many of the active brothers who chose to participate. —*Kathleen Tam/Brandon Palmer*

Clemson/Kappa Tau

Local business tycoon and motivational speaker Steve Edwards spoke to a crowd of over 500 attendees who came to hear his "5 Secrets to Unleash Your Success." There was a section based on work life, earning a degree, experience vs. grades, as well as being hired first. The event was co-sponsored by ClemsonLive. —*Elizabeth Emanuel*

Colorado State/Mu Rho

Beginning in February, chapter members began a five week community service project for Junior Achievement that consisted of groups of two teaching kindergarden to 2nd grade students

about simple business principles. Each lesson was a half hour and the groups went to the schools once a week. Junior Achievement is a non-profit organization that promotes literacy and business knowledge for younger children. —*Elizabeth Buckley*

Florida Southern/Delta Iota

We had a unique opportunity to go behind the scenes of the biggest fly-in show in the nation, Sun n’ Fun, a non-profit organization that teaches students about aeronautics. The chapter also learned how to effectively run a non-profit organization and the importance of performing corporate social responsibility in the community. —*Caitlin Raynor*

George Mason/Mu Tau

New York Times bestselling author Dr. Charles Richards spoke to a group of students on his *The Psychology of Wealth* book tour. Based on his research and expert interviews, Dr. Richards shows how each of us can develop a thriving relationship with money and create a rich and rewarding life. —*Elysia Phekoo*

George Washington/Xi Rho

During spring break, seven members of the chapter traveled to Bogota, Columbia to teach English, math and social studies. Elementary school students at El Hogar Nueve Granada

Academic Accolades

Named to the dean's list? Receive a special scholarship or campus award? Let us know! Submit your academic achievements online.

Visit www.dspnet.org and click on "Contact Us."

Individual

Kelly Borman, *Cincinnati*, won the Ohio CPA Foundation Cincinnati Scholarship.

Alexandra Land, *Cincinnati*, took 1st place at the first Keg of Nails Sales Competition at the University of Louisville in February.

Derek Prusa, *Ferris State*, was awarded the College of Business Student Excellence Award.

Ashley Torri, *Illinois State*, has been selected as a 2012 Business Week Mentee for her academic success, involvement and professionalism thus far as a new business student at Illinois State.

Danielle Trasatti, *Illinois State*, has been selected as a 2012 Business Week Mentor.

Mollie Davis, *Mercer*, was elected student body president.

Khoi Le, *Mercer*, was elected senior class president.

Congratulation to **Elena Quach**, *San Francisco*, and **Jeffrey Yoshimura**, *Illinois*, for receiving the \$1,000 Delta Sigma Pi specific Achievement Awards from GEICO! Congratulations also to **Lydia Bertero**, *Longwood*, **Caroline Faber**, *Georgia College & State*, **Paige Frahm**, *Arizona*, and **Kyuchang Jung**, *CUNY-Baruch*, who received \$1,000 regional Achievement Awards from GEICO!



GEICO

Escuela benefited from these efforts. The event was coordinated through the company Veve La. –*Robert Klecanda*

James Madison/Iota Kappa

Erica Howe, *James Madison*, spoke about her responsibilities as a private school's human resources manager, bookkeeper and registrar. She gave tips on how to be successful with efficient self-marketing and stressed the importance of setting aside some personal time. –*Ryan Renaud*

Marquette/Delta

The brothers hosted a bags tournament

for The Cathedral Center, a homeless shelter in downtown Milwaukee. For each point scored, the chapter donated \$0.50 to the shelter. –*Deborah Ladd*

Marshall/Xi Upsilon

The brothers won a T-shirt competition sponsored by the CONTACT Rape Crisis Center in honor of Stalking Awareness month. The theme for the competition was "Don't Follow Me." We were asked to join the CONTACT staff for dinner, where the chapter distributed T-shirts to be worn by university police department for a day. –*Sharafina Azman Al Rahid*

(continued on page 24)



OHIO STATE brothers toured Cardinal Health's National Logistics Center in Groveport, Ohio. The group enjoyed a presentation and tour of the Fortune #19 medical distribution company, headquartered in Dublin, OH, led by recent alumni of the chapter, Katelin Scheer (far right) and Christine Dodson (not pictured).



FLORIDA ATLANTIC invited alumni members to their annual Rose Ball event and reached out to a number of founding members. From left: Southern PVP David Ross, Gregory Rogers, William Crider, W.L. Pulsipher, Patrick Harrington and chapter VPAR Michael Alcantara.

(continued from page 23)

Miami-Ohio/Alpha Upsilon

The 7th annual Michael Hayes 5k was held and raised nearly \$4,000 through donations, a fundraising event, sponsorships and registration fees to benefit students who cannot afford medical expenses. With 60 brothers coordinating the event along with 100 registered runners and participants from the community, this was the highest attendance recorded for the event. *—Kathryn Amrhein*

Michigan/Xi

The chapter worked with Michigan's Alternate Investments Club (AIC) to co-sponsor a private equity competition and workshops. Teams were given up to \$2 billion in equity to conduct a leveraged buyout transaction of a publicly traded domestic company, and had to collaborate and submit an

executive summary giving an overview of the company and its industry, investment rationale, summary financials, and quantitative assessment. Judges determined who would make the final round—which included the Deltasig team! *—Erica Case*

Missouri-Columbia/Alpha Beta

After devastating tornadoes hit the area, Deltasigs participated in cleaning up their neighboring community of Joplin, Mo. Over one weekend, 19 brothers helped by picking up debris. *—Sarah Freyman*

Tennessee/Alpha Zeta

The chapter partnered with Career Services to hold a fashion show open to the entire university. Jeff Cathy, Associate Dean of Students, and Roberta Martin, wife of the University of Tennessee basketball coach, introduced

models dressed in appropriate business professional, business casual, casual, and wrong wear while also sharing important tips and tricks they have learned over the years. Brothers participated as models in the event and held a clothing drive for the Salvation Army. *—Alysha Moncus*

Washington-St. Louis/Alpha Chi

Build-A-Bear CEO and founder, Maxine Clark, talked about her corporate experience and how that led her to start a company. She emphasized the importance of fun and creativity in the corporate atmosphere, spoke about her management style and how intrinsic motivation is the only way to drive progress over the long-term. *—Daniel Duggal*

Wisconsin-LaCrosse/Eta Rho

Members set-up shop outside Festival Foods store in La Crosse and Onalaska to collect money and food for the Hunger Task Force. People who wanted to donate could also buy pre-made bags of food. The task force serves 61 food pantries and meal sites in La Crosse, Vernon, Trempealeau and Monroe counties. Each Sunday throughout the semester, chapter members have also served lunch at the Salvation Army. *—Lindsey Sjobeck*



RIDER (N.J.) brothers won the best campsite award for their Batman super-hero theme while participating in Relay for Life.



MISSOURI-KANSAS CITY at the Midwestern Regional Initiation in Warrensburg at Central Missouri campus. All chapters of the Midwestern Region were present.



SACRAMENTO STATE won second place at the 25th semi-annual brotherhood games in San Mateo in April. Thirteen chapters from the Bay Area and Sierra Nevada Regions were in attendance for a day of brotherly competition in football, tug-o-war and skits.



NEBRASKA-LINCOLN hosted their 35th Annual Spina Bifida Tournament, where nine teams participated in co-ed basketball and volleyball. Thanks to the nine sponsor companies and team participants, the chapter was able to break a record and raise over \$1,400 for the Spina Bifida Star City Association. (Pictured: the first place basketball team, from Kan.)



DRAKE organized its second annual Mile of Dimes event in March. Brothers raised almost \$3,000 over the course of four hours for the Iowa Chapter of the March of Dimes Foundation. From left: Erika McCracken, Tom Florian, Caitlin Griger, Tasha Pinkley and Amber Funkhouser.



FLORIDA-INTERNATIONAL won Honorable Mention for Leadership Enhancement at the Business Student Awards Banquet. From left: Daniel Suarez, Alejandra Guardia, Ethelence Aburto, Manuel Gomez, Erik Lluy, District Director Dianne Valdivia, and Guy Monticello.



NEBRASKA-OMAHA gave tours to prospective students of the business school. From left: Jacob Godwin, Roxanne Hodges, Javie Alba, Miranda Johnson, Abby Blankenship, Emily Grabow, Crista Buller, and Ellie Pelto.



COLORADO-COLORADO SPRINGS raised over \$4,200 for Relay for Life becoming first place overall for Colorado Springs. Brothers camped out overnight at the event and walked around the track to spread awareness for finding a cure for cancer. From left: Lauren Sawyer, Chen Zhao, and Nadine Reynolds.



WAYNE STATE-NEBRASKA's spring 2012 new initiates with their big brothers.

Share news about your alumni chapter activities! Email your news and photos to magazine@dspnet.org

Hawaii

Alumni joined members of the Upsilon Eta Mu colony of Hawaii-Manoa at a BBQ picnic on Magic Island in Honolulu in March. We enjoyed the sunny day eating and playing volleyball. Colony President Kira Kawakami, *Syracuse*, is working with 51 members toward becoming Hawaii's second chapter in the fall. The alumni also attended Hawaii-Hilo's initiation and banquet in April, celebrating the chapter's 23rd birthday. —Clayton Chong

Santa Clara Silicon Valley

We have continued to gain new members through many fun activities. So far this year, we have joined San Francisco Golden Gate Alumni Chapter at San Francisco California Academy of Sciences for a night life event, enjoyed the local San Jose South First Friday Art Walk, hosted our second Excursion Club activity at the SF Vintner's Market, and hosted our fourth Book Club Meeting reviewing the book, *The Alchemist*. Besides our own chapter events, our alumni make a strong effort to support local collegiate chapters by attending and participating in their local events including LEAD, educational seminars, professional events, and initiations. —Erica Bumgarner



ARLINGTON AREA LONE STAR brothers attended the Texas- Arlington Homecoming Basketball Game.

Back from left: Jessica Rocha, Musanna Al-Muntasir, Texas A&M-Corpus Christi, Cornell Swann, Rolesha Mayweather, Kendra Lewis, LaTara Foard, and Cora Davis, all Texas-Arlington. Front from left: Terrence Lee Bilodeau, Texas-Arlington, Barbara Brodie, Paul Brodie, Texas-Arlington, Kerry Lott, Stacy Lott, Texas-Arlington, and Lexi Lott.



BOSTON ALUMNI attend Bentley 25th anniversary banquet. From left: Veronica Gaudet (wife of Paul Gaudet), Nick Steinkrauss, Suffolk, Deborah Lang, Bentley, Tracey Schebera, Florida State, Dennis Friedman, Buffalo, and Thomas MacPhee, Maggie Friedman, Paul Gaudet, and Peter LaCava, all Bentley.



Brothers meet for a recent dinner in LONDON. Pictured from left are Regina Aberin, San Francisco State, Debbie Wang, Texas-Austin, Ashok Arora, Central Florida, Katie Beckley, North Texas, Cassandra Ma, Cal State-Long Beach, and Michele Oberkrom, Truman State.



NEW JERSEY brothers helped give the kids of Luis Munoz Marin Elementary School in Newark a new world map on their playground while participating in Jersey Cares Day in May.



SANTA CLARA SILICON VALLEY and SAN FRANCISCO GOLDEN GATE members enjoy a night life event at San Francisco California Academy of Sciences.

Congratulations to Blood Drive Participants!

Eighty-three chapters and one colony sponsored a blood drive and registered their event with the Central Office and/or National Community Service Chair Kris McDaniel. Special thanks to the efforts of these chapters:

Akron
 Angelo State
 Ball State
 Bentley
 Binghamton
 Boston U.
 Bowling Green State
 Buffalo
 Cal State-Long Beach
 Cal State-Northridge
 California-Davis
 California-Los Angeles
 California-Riverside
 California-Santa Cruz
 Central Florida
 Cincinnati
 Colorado-Colorado Springs
 Connecticut
 Cornell
 Dayton
 Evansville
 Florida State
 Francis Marion
 Frostburg State
 George Mason
 Georgia
 Georgia College and State
 Georgia Southern
 Georgia State
 Grand Valley State
 Houston
 Howard
 Illinois-Urbana

Indiana-Purdue at Ft. Wayne
 Indiana-Purdue at Indianapolis
 Iowa
 Iowa State
 James Madison
 Longwood
 Loyola-Chicago
 Marshall
 McNeese State
 Miami-Ohio
 Michigan
 Midwestern State
 Minnesota
 Minnesota State
 New Jersey
 New York

North Carolina-Chapel Hill
 North Florida
 Oklahoma State
 Pacific
 Penn State-State College
 Redlands
 Rider
 Rochester Tech
 Rockhurst
 Roger Williams
 Saginaw Valley State
 San Francisco
 San Jose State
 Siena
 Southern Illinois
 St. Edward's
 St. Peter's

St. Thomas
 Texas A&M-College Station
 Texas Christian
 Texas-Arlington
 Texas-Austin
 Texas-El Paso
 Texas-San Antonio
 Troy
 Washington State
 Wayne State-Nebraska
 West Liberty
 Western Illinois
 Western Kentucky
 Western Michigan
 Winona State
 Wisconsin-LaCrosse
 Wisconsin-Madison
 Wisconsin-Milwaukee



Congratulations to Helmet Honorees!



▲ Laurie Gail Senko, Arizona State, presents Carl Schneider, Texas-Austin with his Golden Helmet at Arizona State's Founders' Day banquet. Brother Schneider was the 1977 Deltasig of the Year honoree.



▶ Rick Boner, Cal State-Fullerton, received his Silver Helmet from Cal State-Fullerton in November. From left: Foundation Trustee Corey Polton, Boner, Adrian Avalos, Cal Poly-Pomona, and Jim McKamy, Cal State-Fullerton.



▲ GP Mark Chiacchiari presents John Rudolph, Pennsylvania, with his Silver Helmet at the Northeastern LEAD Provincial Conference in Philadelphia. John was Mark's chapter advisor at Pennsylvania.



▲ GP Mark Chiacchiari presents Robert Tavarez, San Jose State, with his Silver Helmet at the South Central LEAD Provincial Conference in Austin.



▲ From left: David Hennel, Maggie Friedman, and Howard Horowitz, all charter members of Bentley, were presented with Silver Helmets at the chapter's 25th anniversary banquet.



▶ Marc Bowman, Nebraska-Lincoln, received his Silver Helmet at the Omaha LEAD School last October. From left: 2011 Lifetime Achievement Honoree Nic Windeshausen, Nebraska-Lincoln, Bowman, GP Mark Chiacchiari, and PGP Norm Kromberg.



▲ PGP Mitch Simmons presents Renee Kuhlman, Bellarmine, with her Silver Helmet at the Southern LEAD Provincial Conference in Jacksonville.

Get Involved! Please note: Contact information is listed here for cities where alumni chapters are currently franchised as of May 25. 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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KNOXVILLE

Career Prep Day Shines as a

If it is Founders' Day, you can find the brothers of the St. Louis Alumni Chapter (SLAC) and local collegiate brothers at "Career Prep Day." This one day career workshop was first established in 1998 by then-Regional Director Don Fitzgerald, *Missouri-Columbia*, who continues to coordinate the yearly event for SLAC. Lou Maull, *Loyola-Chicago*, told this year's participants that "Career Prep Day is the Fraternity's premier event" hosted by an alumni chapter! While not a recognized claim, he may be right.

Career Prep Day has become SLAC's signature event. Both alumni and collegiate brothers look forward to this event held annually in November. The alumni chapter's goal from the beginning has been pretty simple: *to provide service to the Fraternity by assisting our collegiate brothers with their transition after graduation into their professional careers.* Many brothers have envisioned a workshop that helps our collegiate brothers prepare for the beginning of their careers, but only a few have realized that vision. The success of SLAC's Career Prep Day is due to:

- ▲ **Consistency:** The event is held annually around Founders' Day. The alumni chapter purposefully selected the fall semester where the feedback can still assist graduating seniors, who are always guaranteed a mock interview.
- ▲ **Vision:** While various topics could be covered, the alumni chapter focuses on preparing the collegiate brothers for their careers after graduation. Members are then encouraged to participate in other Fraternity events and opportunities to learn about Fraternity topics such as officer training and chapter operations.
- ▲ **Dedication:** The alumni chapter has the support needed to promote and successfully execute the event because it allows alumni of all ages to continue to "pay it forward" to our collegiate members. Most alumni sign up well in advance to volunteer their time to provide career advice in their fields of business. On average 40-50 alumni brothers are in force to assist the more than 100 collegiate brothers from the seven

collegiate chapters in the Gateway Region.

- ▲ **Adaptation:** While most of the format remains the same, each year the chapter evaluates and adjusts the program based on the students' requests and the alumni offerings and resources. If the alumni chapter members do not have the skills or experience requested, qualified family and friends are recruited to assist the chapter's coverage.
- ▲ **Desire:** The collegiate brothers continue to show interest in the event, maintain professional attitudes throughout the day, utilize the opportunity to network, and display sincere appreciation for the information, feedback, and skills received. Students thrive on the individualized attention provided by the alumni volunteers and are able to brush up on their skills, prepare for real interviews and receive feedback on adjustments needed to better align their skills and experiences for potential employers.
- ▲ **Parameters:** The alumni chapter has a realistic view of their capacity



Don Fitzgerald, *Missouri-Columbia*, welcomes collegiate members to Career Prep Day. Don established the first Career Prep Day in 1998 when he was Regional Director and continues to coordinate the yearly event for St. Louis Alumni Chapter.

Premier Alumni Chapter Event

By Beth Losik, *Baker*

and boundaries. While they do challenge themselves every year, they are more conscientious of successfully executing beneficial experiences for each collegiate brother and making sure the alumni chapter isn't "biting off more than it can chew." They also promote that collegiate member participation is limited (based on the size of the event and/or alumni volunteers).

Each year Brother Fitzgerald creates the program, assigns all the rooms and timeslots, schedules each collegiate brother's appointments, and secures all the alumni volunteers needed for the day. The alumni chapter works with the brothers of Alpha Chi at Washington-St. Louis, where Career Prep Day is hosted, for the event logistics and university relations to ensure the day runs smoothly.

Instead of paying event registration fees, SLAC asks the collegiate brothers to donate an item (such as canned goods or item of clothing) making Career Prep Day a community service event in addition to collegiate relations, professional, social, and Founders' Day event. The alumni chapter also underwrites all the expenses of

the day (including lunch purchased either by SLAC or donated by a local restaurant), and all alumni services are donated. The alumni participants are asked to bring a few mementos (such as pens with their company logo) so that each collegiate participant leaves with an item.

The Fraternity has long recognized this exceptional event with several national awards and by being included in the Alumni Chapter Best Practices Manual. Currently SLAC's Career Prep event is only for the brothers of the Gateway Region as space is limited. However, they would encourage other alumni chapters to host their own collegiate workshops in the future.

For more information about the Career Prep Day held in St. Louis, visit www.dspstl.org or email careerprep@dspstl.org ▲

Beth Losik, *Baker*, is a member of the National Alumni Development Committee and a member of the Kansas City Alumni Chapter. Professionally, Beth works at John Deere.



Management consultant Diana McMahon (and mother of Matt McMahon, Missouri-Columbia) presents an education session on picking the right career and company during St. Louis Alumni Chapter's Career Prep Day.



William Connor, St. Ambrose, Greg Koch, Missouri State, and Jordan Terefencko, South Carolina, conduct a mock panel interview with Lauren Reuther, Truman State.



Host Your Own Career Prep Day

- 1) Contact your leadership: alumni chapter executive committee, local collegiate chapters, District Director, Regional Vice President, Provincial Alumni Development Chair, etc.
- 2) Form an event committee. Get your alumni chapter buy-in and determine if a budget is needed.
- 3) Select the date (check the National Fraternity calendar first) and reserve the rooms/facility. Notify the local collegiate chapters about your upcoming workshop and make sure they add it to their calendar.
- 4) Create an agenda/program and secure all alumni volunteers (see if the collegiate chapters have other alumni in the area that would like to volunteer that are not currently associated with your alumni chapter). Some sample topics include:
 - Educational sessions such as identifying the right career and company, "sticking" the interview and using social media in your job search.
 - One-on-one Resume Critique.
 - Mock Interviews (either one-on-one or panel) with feedback.
 - Career Panel (alumni brothers answer collegiate brothers questions about their job search and alumni announce any permanent job or internship opportunities at their companies).
- 5) Follow up and have fun!

More information about Career Prep Day and other alumni events can be found in the Alumni Chapter Best Practices Manual at: www.dspnet.org/alumnibestpractices

Be a part of the **Grand President's Circle...**

*without being **Grand President!***



All the Grand Presidents since GPC was established in 1995 under the leadership of GP Randy Hultz. Pictured here: Mitch Simmons, Norm Kromberg, Mark Chiacchiari, Kathy Jahnke, and Hultz.

The Grand President's Circle (GPC) recognizes collegiate leaders who have committed to actively support Delta Sigma Pi throughout their lifetime. The Grand President's Circle is exclusively open to those collegiate brothers attending a provincial or national leadership event (LEAD Schools, LEAD Provincial Conferences or Grand Chapter Congress). As part of this commitment, GPC members joining after July 1, 2011 pledge to support the Delta Sigma Pi Leadership Foundation by giving a minimum of \$20 per year while in school and at least \$120 per year after graduation.

GPC members will receive a lapel pin upon joining and GPC members who remain active with an annual donation receive a semi-annual e-newsletter and recognition at events.

All GPC members are encouraged to increase their annual renewal from \$50 to the new \$120 minimum. ▲

Collegiate Members: Make the Commitment at an Upcoming Event!

October 13 - Norfolk LEAD School

October 20 - Dayton LEAD School

October 27 - Denver LEAD School

November 3 - Des Moines LEAD School

November 10 - Dallas LEAD School

February 1-3 - Northeastern LEAD Provincial Conference-Hartford, CT

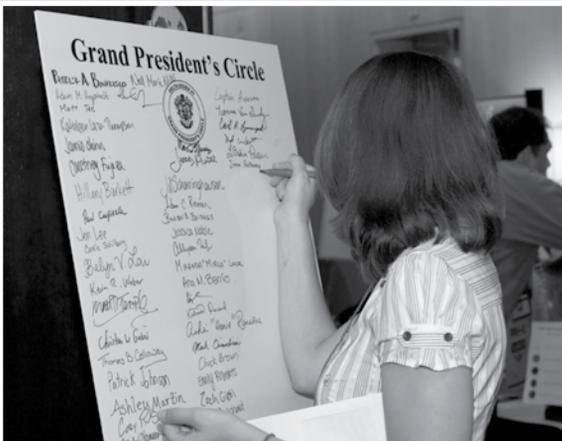
February 8-10 - North Central LEAD Provincial Conference-Milwaukee, WI

February 15-17 - Western LEAD Provincial Conference-Sacramento, CA

February 22-24 - South Central LEAD Provincial Conference-Overland Park, KS

March 1-3 - Southern LEAD Provincial Conference-Raleigh, NC

August 7-11 - Grand Chapter Congress-Seattle, WA



The Evolution of Business Education: **THREE KEY TRENDS**

By Serena Cosmo,
Contributing Editor of
Auburn University's
The Shareholder



scheme, immeasurably shook the same business world whose foundations had already been weakened from the Enron, Tyco and WorldCom scandals. Shaken confidence on the part of all financial players contracted spending and lending, weakening our economy right into a recession reminiscent of the Great Depression.

As countless people suffered at the hands of illicit business practices, the lens of public scrutiny has zeroed in on business more fiercely than ever before. Predictably, and aided substantially by the media, the very essence of business's *raison d'être* has been questioned and scrutinized. Conversations previously monopolized by words like profit, share growth and shareholder interest, now introduced new words like social responsibility, moral discipline,

governance and accountability into the dialogue.

The process of regaining fiscal and financial balance has been challenging to the business community. As the economy slowly recovers, business schools find themselves preparing students to enter into a business climate that is not only regaining its bearings, but that is also responding to some major cultural, economic and technological shifts.

The first shift is a marked demand for business accountability on the part of a general public no longer content to shrug off less than desirable business practices. This also applies in particular to global markets because as nations and economies grow stronger, they demand that corporations operate with more accountability to hosting economies. Consequently, this shift requires that companies build ethical cultures that are run by leaders very much in touch with a moral compass.

In a recent editorial, New York Times Foreign Affairs Columnist Thomas Friedman compares situational values, which have caused all of this past decade's calamities, to sustainable values. The latter propels professionals at every level of an organization to consider and factor in the wider interests of their communities in their decision-making. In other words, ethics is no longer a buzz word in the business arena. It has become an indispensable way to

(continued on page 34)

Business schools have a full plate these days, and no wonder.

In the past, when businesses operated mostly domestically, it was enough for graduating business students to be smart and motivated, to expertly analyze financial statements and to intuit where a given market was heading. Now, with globalization and with markets and consumers weary from recent financial mishandlings, the needs of businesses are increasingly more complex and multidimensional. To adapt and thrive, budding professionals need to understand principles beyond business fundamentals. They need to understand the ethical implications of what they do. They need to understand the socio-political and historical context in which their businesses operate. And, finally, they need to understand business analytics, an area that is now exploding with activity, so as to reap its competitive advantages. For business schools, it makes incorporating these new dynamics into students' educational experience an exciting time.

Quite frankly, the timing couldn't be more perfect, as it is no secret that business has taken some big hits in the past decade.

The 2008 financial crisis, first prompted by the collapse of Lehman and the subsequent hit to global credit markets along with the Bernard Madoff Ponzi

(continued from page 33)

regain commercial momentum and, just as importantly, to regain the public's trust. This places business schools in the pivotal role of addressing issues of ethical and moral dimension with their students.

In the past, taking a business ethics class was enough to placate the "check list" due-diligence mentality. Not so anymore. Though certainly irreplaceable as a mechanism that introduces the themes of social, ethical, and environmental stewardship, it cannot solely carry the burden of making sure that students internalize the material. The game of poker provides an excellent example in this context. While playing the game, people bluff repeatedly and shamelessly without losing a wink of sleep. When the business world is at its most competitive, it can often feel like a game of poker to its "players," all of whom have their own sets of interests



and agendas. Can individuals, then, easily separate their professional and personal worlds, or will the two fuse as one at times? If so, how will young business professionals process their experience? What kind of decisions will they make? Will those decisions be situational or sustainable?

Jung Chul Park, Assistant Professor of Finance at Auburn University, has incorporated teachable moments in his Investments classes by incorporating the theme of ethics and "agency problems" throughout his lectures and class discussions. (The expression "agency problems" represents the conflict of interest between managers and shareholders.) He cites stock options as part of an executive's compensation package as a perfect example. Originally created to reduce agency problems, stock options have instead created a situation where organizations develop an inherent interest in misrepresenting stock values. "Financial and accounting numbers are simple," says Park. "The difficulty arises when you need to honestly report what you see. I encourage all my students to think about this throughout the semester, as they are bound to encounter some of these situations when they go out into the working world."

William Gerken, Auburn Assistant Professor of Finance, on the other hand, has introduced an individual semester project in his Investment Fraud class. To place the recent financial crisis in perspective, he asks all students to pick a book of their choice that deals with a financial crisis in the history of the United States. He then asks the students

to identify the similarities and difference between the historical crisis they chose and the present crisis. "I found that this exercise really put the financial crisis in perspective for the students. Many of them didn't realize that we have experienced other crises besides this past one and the Great Depression," Gerken adds. "In class, we also examine whether the regulations in place at the time of the crises were effective. Ultimately, I stress that the SEC is not a substitute for due diligence, and that both individuals and organizations need to personally assess the risk factors of their own investments."

In short, schools need to help students develop in a way that aides them to stay true to "their moral compass." Once they leave the university, and even if they are surrounded by others who may subscribe to different standards, they will need tools to assess the situation and negotiate difficult decisions.

The second shift affecting our business environment pertains to our economic system. Capitalism as we have known it is evolving. While for much of the

20th century we watched as capitalism tussled with communism for its pre-eminence, we now find ourselves grappling a capitalism that is not only creating hybrids of itself abroad, but that also needs to create an effective balance between public and private interests here at home. Add globalization and technological hyper-connectedness into the mix and we have a world that requires an inter-disciplinary understanding from our business leaders.

For business schools, it means that all graduates, regardless of major, must have a broader and deeper understanding of all aspects of business beyond one's major. Businesses no longer operate in 'silos' (i.e., marketing, information systems, production, etc.); cross-functional and process-oriented are the mantras of today. In addition to broader business knowledge, business students are encouraged to fortify their strong business foundation with courses from other disciplines, such as sociology, history, international relations, psychology and political science. A well-rounded academic experience will go far in developing business leaders that are able to tackle tough questions that correlate strongly with our ability to remain competitive. The questions are endless. How will we safely generate energy from our natural resources while simultaneously exploring innovative energy alternatives? How do we maintain our infrastructure, while also negotiating the spiraling costs of education and healthcare? These questions need to be

answered productively, through a dialogue well-versed in fundamental business principles, economic models, political and historical context and the humanities.

Auburn and other universities seek to facilitate the needs for broader business exposure and a well-rounded academic experience through core curriculum and electives. Via the core curriculum, all students are assured of learning across all business disciplines. Many business majors have anywhere from 20 to 23 elective credits at their disposal. By being part of a major university, students can take advantage of the plethora of courses offered through other colleges. This multi-disciplinary exposure will contribute to the kind of rich perspective that inspires novel approaches to problem solving.

Finally, in addition to increased accountability and to an evolving economic model that requires inter-disciplinary cognitive abilities, we add big data. This third theme involves the proliferation of technology and access to more data than we have ever been able to collect, store and mine. Every industry and business function can now capture trillions of bytes of information about customers, suppliers, and operations. Its correct analysis has become as important a factor of production as capital and labor, and creates limitless value. It underpins processes that manage employees; it helps to track purchases and sales; it assesses transportation modes and tempers their costs, and it offers clues about how customers will behave.

Given its growing prominence as a strategic decision-making tool, business schools have an opportunity to prepare their students for a world that will require far more quantitatively-focused analytical skills than ever before. Besides understanding financial statements and basic forms of quantitative analysis, students will need

to leverage much more sophisticated statistical modeling techniques in order to understand the relationships that exist in the huge amounts of data they are now able to access. Up to this point, business schools have largely failed to respond to industries' demands for professionals with competency in this growing field.

According to a 2011 report by the McKinsey Global Institute, organizations will experience a shortage of talent necessary to take advantage of big data. By 2018, the report projects, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills and 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective business decisions. It is clear that business schools can contribute significantly in this realm.

Beginning in the fall of 2011, Auburn's College of Business responded to this growing need by adding and requiring two new courses, Business Analytics I and II, in its curriculum. The two courses allow students to process and understand data in order to make informed strategic decisions in the workplace. Additionally, they have created a Business Analytics minor, set to begin in the fall of 2012 and are in the final approval stages of a Business Analytics undergraduate major.

With the right mindset and curricula in place, business schools have an enviable opportunity. They can play a pivotal role in educating and shaping the same business leaders that, upon graduation, will make a mark in a world they not only understand, but for which they are prepared. ▲

This article was reprinted with permission from the Spring 2012 issue of *The Shareholder* published by the Auburn University College of Business.



Water Cooler

Katy Glaccum Named to Staff

Katy Glaccum has joined staff as communications coordinator. Katy, an Ohio native, is a 2011 graduate from Miami-Ohio who has been working at the university's student union managing the customer service desk. She has been involved in the Campus Ministry Center in Oxford over her college years and currently serves on its board. Welcome, Katy! ▲



Levine Promoted to New Staff Position

Jeremy Levine, Albion, was promoted to Director of Information and Operational Services May 1. Jeremy will continue—and enhance—his efforts with our technology, Chapter Management Program, affinity groups and continue with chapter and expansion services efforts. Congratulations, Jeremy! ▲



MARK YOUR CALENDAR

August 18-19

Leadership Foundation
Trustee Meeting (St. Louis,
MO)

August 24-26

Board of Directors Meeting
(Oxford, OH)

October 13

Norfolk LEAD School

October 20

Dayton LEAD School

October 27

Denver LEAD School
Make A Difference Day

November 3

Des Moines LEAD School

November 7

Founders' Day

November 10

Dallas LEAD School

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

Fraternity Board "Minutes in Seconds" from March 20 Board Conference Call:

- ▲ Heard input and discussion by National Committee Chairs and approved Operating Plan -- contact staff or VPOD Joe Ward for a copy.
- ▲ Referred to PVPs a recommendation regarding approval process for qualifying majors.
- ▲ Approved allowing chapters to be invoiced (vs. paying up front) for certain items TBD by staff. Pledge manuals, pins, badges and fees under consideration. Improved processes related to new software allow for these considerations. Receivables to be closely monitored.
- ▲ Approved new RVP recall process from the Nominations Committee. This would change Article VIII, Section 5 of the bylaws and requires a GCC vote to become effective.
- ▲ Approved campaign policy changes from the Nominations Committee that, among other things, allows campaigning for GCC elections after March 16 (with certain restrictions).
- ▲ Welcomed staffer Craig Cashell to the Golden Council.
- ▲ Approved Environmental Science as a qualifying major at Redlands.

Leadership Foundation "Minutes in Seconds" from February 26 Trustee meeting:

- ▲ 2012-13 Operating Budget, 2012-13 Grant Request and 2012-13 Donor Solicitation/Communication Plan all approved
- ▲ Conflict of Interest Policy updated to address conflicts disclosed by the Chair of the Leadership Foundation
- ▲ Third Party Gift Creditors such as Facebook and Network for Good will now be processed for the full amount of the gift from the donor – not just the amount actually received by the Leadership Foundation once processing and service fees are removed by the third party.

For These Brothers, Racing is Super Fun

By Elizabeth Runyon

Picnics, sporting events and reunions are great ways for brothers to stay in touch after graduation. Some Atlanta-based Kennesaw State brothers, though, decided to reconnect in a more adventurous way. Robert Bendetti, Steve Grazier and Danny Gaines, along with Robert's wife Jennifer, *Georgia State*, and Andrew Marino ("not a brother, but still a good fella," said Robert) like to drive a \$500 junker around a track at speeds topping close to 120 mph for as many times as they can coax it to go, in a sport called ChumpCar racing.

It's not for the faint of heart, and with drivers in costume and team names like Dirt Cheap Racing, Flying Crawfish, Lipstick on a Pig and Four Half Men Racing, and event names like Rust Bucket Ruckus and Spring Brake All-Nighter, it won't be mistaken for NASCAR. But like the professionals, participants get a chance to go really fast, for a really long time, on some of America's top tracks. In May, the group, dubbed Team Super Sentra (in honor of their Nissan Sentra) took on the storied oval at Daytona.

"Words cannot describe how thrilled we were to have this opportunity to drive at Daytona -- definitely a bucket list item," said Grazier.

Robert was the instigator for forming a team, after seeing some ChumpCar videos on YouTube a couple of years ago. "I begged every person I knew to join me," said Robert, "and Jennifer, Danny, Andrew and Steve

were the only people crazy enough to join in on the fun."

"I had never driven a race car before," said Grazier. "I do, however, have plenty of time behind the wheel and currently drive about 40-50,000 miles per year. What better way to supplement what little spare time I have than with more time behind the wheel?"

Getting started is relatively inexpensive. The ChumpCar World Series is North America's home for \$500 cars and endurance road racing, with events ranging from seven to 24 hours long. ChumpCar holds the longest closed-course endurance road race in the world: 25 hours, 25 minutes and 25 seconds (the 25-25-25).

ChumpCar calls itself a series "for gear-heads; for people who love driving and driving fast. It's for grassroots teams... a throw-back to the era when racing was fun and cheap... when Bondo beat carbon-fiber; when a crescent wrench was the most valuable tool in your box; when homemade engineering made everyone sit up and take notice; and when adding a little theme to your car didn't get you laughed off of pit lane." Even if your theme is a giant shark on top of your car.

ChumpCar also has "a purpose behind the party," said Robert, raising money and awareness for different charities. Team Super Sentra's cause is the Wounded Warrior Project, with a mission to honor and empower wounded veterans of America's armed services. "This is our simple and humble way of giving back," said

(continued on page 38)



Team Super Sentra mixes brotherhood with their passion for driving really fast in a junker—their Nissan Sentra.

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Andrew Marino, Steve Grazier, Kennesaw State, Danny Gaines, Kennesaw State, Jennifer Bendetti, Georgia State, Robert Bendetti, Kennesaw State, and Barrett Carter, Georgia State, gather during an Atlanta Alumni Chapter visit to a ChumpCar race.

began when I was a little boy," he said. "I learned a great deal from my late father and have been 'turning wrenches' for a long time." Marino, a senior sales executive with Actifio, at one time raced go-carts in the World Kart Association.

Grazier always loved to drive. "Anyone who's ever spent any time in Atlanta would qualify as a race car driver," he said, "as speed limits on the highways in the metro area seem to be more 'suggestions' than actual limits as to how fast you can go."

Drivers switch off about every two hours, and the thrills and excitement make the hours fly by. Even at 4 a.m., adrenaline runs high. "Racing against amateur racers, going at 100 mph, plus being inches away from the car ahead of you is scary," said Marino. "You

Robert. The team has raised \$10,000 through racing and other fundraisers. (For more information, www.woundedwarriorproject.org.)

Winning teams complete the most number of laps in the allotted time. "The point is just to try and get your beat up old car to last the longest and go the fastest," said Robert. "Finishing a 24-hour race in a piece of junk 20-year-old car is awesome by itself. Winning is just extra."

The sport has strict safety requirements and first up, team members purchased gear including a roll-cage, racing seat and racing harness for their car, along with helmets and driver's gear for themselves.

"I had no previous racing experience," said Robert. "At the first race I was the first to get in the car. I realized as I was doing warm-up laps that it was the first time I had ever been in the race car with the helmet on and the helmet was so big I couldn't see out of the rearview mirrors. For two hours I had no idea who was trying to pass me or if I was about to ram into someone as I turned."

"I was a driver at the race at Sebring International Raceways," said Jennifer. "My claim to fame is that I did not wreck the car!"

Gaines has prior experience riding motorcycles and ATVs, and describes himself as "a bit of a daredevil." Gaines also brings mechanical expertise to the team professionally as a manufacturing engineer with a tier 1 automotive supplier. "My experience working on cars

just hope the person ahead of you and the ones behind you don't do anything stupid. You have a lot of faith in people you don't even know."

"Staying awake is no problem," said Robert. "When you hit 125 mph in a straightaway and then SLAM on the brakes it will wake you up. Especially when you realize that you put on the brake pads yourself and you have no idea what you are doing and might need to stick to accounting," which he does as the chief financial officer of a global manufacturing company.

Scariest of all is a spin-out. "It's what happens when you drive the car just a little faster than it should go," said Grazier. "The tires lose their traction, you skid, and you lose control of the car. It goes into a spin. Having experience driving in the snow has helped me when I've spun our ChumpCar on the track."

Jennifer describes a spin as feeling like "you're on the Dukes of Hazzard. It can be fun and scary as long as you don't hit anything!"

Team members agree that simply being together is the best part of the experience and well worth driving many miles to get together. Grazier, for instance, lives in Pennsylvania and the Bendettis live in Georgia. "I'm the idiot who will drive 12-plus hours to get to a race," said Grazier, "then drive some more at the race, then drive 12-plus hours to get back home." Of course, he will almost do anything to live life including earning an MBA but



The Bendetti children are the team's biggest fans. Pictured here is Robert Bendetti, Kennesaw State, son Rees, Jennifer Bendetti, Georgia State, and daughter Dora.

then becoming a voice actor and owner of TTP Entertainment, Inc. where he is a host for live trivia game shows in bars and restaurants.

"The best part is that we can do it as a family," said Jennifer, a stay-on-the-go mom, since Bendetti children Rees and Dora are the team's biggest fans. "I also enjoy the camaraderie with the other teams," she added. "I feel like we race more for fun than for competition. Teams help each other when they're in a bind with getting cars repaired and back out on the track."

"For me," said Grazier, the best part is "the opportunity to hang out with my brothers." ▲

For more information, www.chumpcar.com.



ChumpCar raises money and awareness for different charities. Team Super Sentra has raised \$10,000 in support of Wounded Warrior Project, which honors and empowers wounded veterans of America's armed services.

Brother Meets Hero and Raises Awareness



Bryan McMillan, Johns Hopkins, (left) rides with Lance Armstrong during the LIVESTRONG™ Challenge Weekend.

Bryan McMillan, Johns Hopkins, got a chance of a lifetime to meet and ride with Lance Armstrong. Bryan has been involved with raising funds for local and national cancer charities. Since 2008, he has captained a team each year and in 2011 had over 108 riders on his team while raising over \$140,000 for the Ulman Cancer Fund for Young Adults and LIVESTRONG™ in just four years.

In October 2011, Bryan received a call from his friend and 24 Hours of Booty Executive Director Basil Lyberg inviting him to join him in Austin to meet and ride with his hero, Lance Armstrong. This was truly a life-changing event for Bryan and after his return from the LIVESTRONG™ Challenge Weekend, he was so moved that he started a blog committed to raise awareness and funds in the fight against cancer (www.bootySTRONG.com).

Since returning from Austin, Bryan has been selected as the 2012 LIVESTRONG™ Leader for Maryland. LIVESTRONG™ Leaders are volunteers that help raise awareness, recruit and engage others in the LIVESTRONG movement, fundraise and advocate to their elected officials at the local, national and global level. ▲



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10. "From Classroom to Boardroom"



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