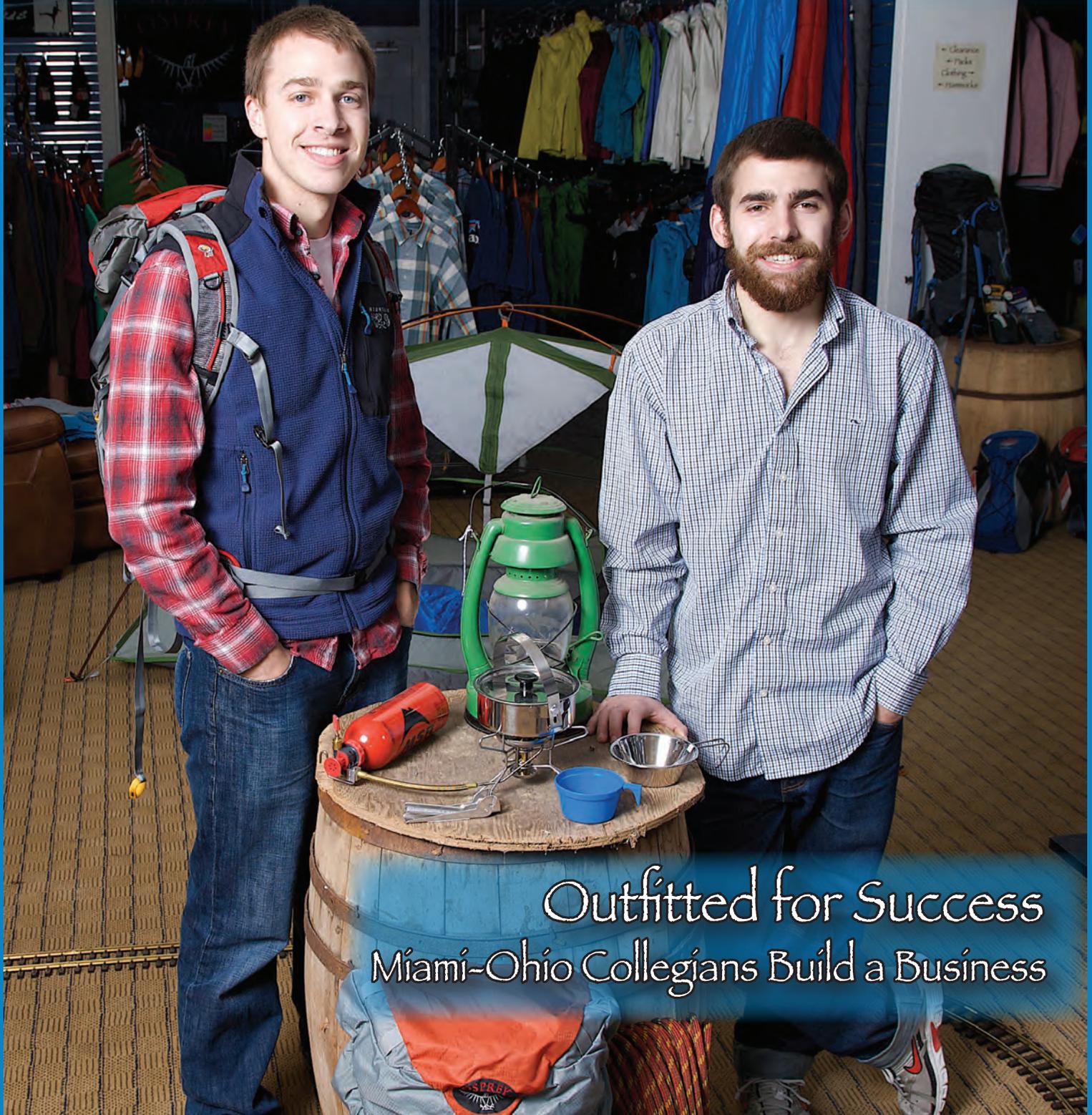


THE

# DELTA SIGMA PI

MARCH 2012

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



Outfitted for Success  
Miami-Ohio Collegians Build a Business

# Dream No Little Dreams

## Two collegiate brothers open the store of their

Inspiration for The Seaview Outfitters came from a combination of Jack and Steve Thomas', both *Miami-Ohio*, passion for the outdoors and summers spent in Alaska. Their Aunt Renna owns the Seaview Café and Bar in Hope, Alaska and Steve and Jack had begged to visit since they were young. Since their aunt runs the business completely alone, they were not allowed to visit until all siblings were over 16 and could help out. They have now "lived" there for the past five summers, in a cabin with no running water, one light bulb and one electrical outlet. "Over those summers we took on more and more responsibility at her café and realized we would love to run our own business. We thought to ourselves what could we do in Oxford...and with very little retail in town, a very active community and our passion for it—The Seaview Outfitters was born," says Steve.



*Steve and Jack Thomas opened The Seaview Outfitters while attending Miami-Ohio.*

apparel store, celebrated its grand opening in August. The biggest challenge the brothers faced throughout the process was that many people did not take them seriously because of inexperience or belief these college students would not follow through with their idea. However, Steve believes this challenge turned out to be a reward, as they have developed some incredible relationships with people they would have never met otherwise. "Jack and I define our lives by the experiences we have and the relationships we get to make. You only get one life on this planet and we may not have the typical definition of 'success', however true happiness comes only if you're doing something you love," says Steve.

"Jack and I define our lives by the experiences we have and the relationships we get to make. You only get one life on this planet and we may not have the typical definition of 'success', however true happiness comes only if you're doing something you love."

The Thomas brothers are originally from Cleveland and Jack is a sophomore accounting major, while Steve is earning his Master's in accounting at Miami-Ohio. As students, their goal was to start a business they could run in Oxford while still taking classes. During the 2010-11 school year, they realized the need for more retail in Oxford and started to develop a plan to fill the need. Students and residents previously had to travel more than 30 minutes to purchase outdoor apparel and gear.

Once the brothers had the idea and concept for The Seaview Outfitters, they knew they had to develop a top-notch, comprehensive business plan to give them legitimacy. With the help of several college professors, local business owners and City of Oxford employees, they developed a 27-page business plan. It covered everything from sales projections and an analysis on the Oxford/Cincinnati market to expected expenses, marketing strategies and more.

The Seaview Outfitters, an outdoor equipment and



*The store's grand opening was in August, with Oxford's former mayor Alan Kyger (right) officiating.*

# dreams in Oxford, Ohio.

By Kellsey Miller

Many of their favorite experiences with the store have been the opportunities to engage with so many diverse people with diverse life experiences. On any given day, they could have a father come in to the store and say "I want to plan my family's first camping trip, can you help me get the gear I need?" to an outdoor enthusiast who says "I need the best equipment possible for my upcoming hiking trip I'm taking out West, can you outfit me?" "The opportunity to share our story and passion for the outdoors with others is a tremendous feeling, but also getting to hear how we helped people to have a trip of a lifetime or helped someone create an experience they will never forget is an awesome feeling," says Steve. "The Seaview Outfitters is a place to share stories with others and to be inspired by others."

Both brothers say having strict discipline and time management is key to balancing their coursework and the store. They also have compatible personalities and say it would be impossible to co-own the business otherwise. Neither wants the business to be an excuse for getting only average grades and are both supportive of the other's outside obligations. If Jack has an exam coming up that he needs to study for, Steve is more than willing to put in a little extra time at the store so that he can do that.

Steve and Jack also credit Alpha Upsilon Chapter and Delta Sigma Pi with much of their success. "Our chapter is the single-most dedicated, inspiring group of young adults that I have ever had contact with, let alone been a part of. Our brotherhood challenges us to dream and reach for any goal we may have in life. If you want to be an investment banker, we will support you and help



Steve (left) and Jack Thomas have spent many summers with their aunt in Alaska, helping out at her restaurant, the Seaview Café and Bar.

you to achieve this goal, if you want to be a marketing rep for your favorite company, we believe in you and will support you along your journey," says Steve. When Steve and Jack shared their idea with the chapter, the response was supportive and Deltasig brothers played a role in marketing the store on and off campus. Several brothers also work at the store.

For brothers wanting to start their own business, Steve offers some advice. First, develop quality relationships everyday with people from all parts of your life, as these mentors will be the ones who support you in the toughest of times and will be the ones who are always there to answer your questions. Second, anticipate the amount of time starting a business will take. One thing the brothers underestimated throughout the process was the amount of time it took to do everything. If you think it will take a month to lock down a lease, budget three months for it; if you think developing business relationships (with suppliers and what not) is a quick process, budget 10 times as much time as your original plan.

"Dream no little dreams," says Steve. With love and support from fellow Deltasigs, Steve and Jack were truly inspired to dream and achieve whatever they wanted. ▲



Jack (left) and Steve Thomas share a passion for outdoor sports, which inspired them to open The Seaview Outfitters in Oxford, Ohio.

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**On the Cover:**  
Steve and Jack Thomas, both Miami-Ohio, bring the Alaskan spirit to Oxford, Ohio also home of Delta Sigma Pi's national headquarters.

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# Reflections on our Ritual

By Onuka Ibe, Truman State



As chapters across the country make preparations to initiate their spring pledge classes, they will be implementing important changes to our Ritual.

Delta Sigma Pi's Ritual provides a foundation for professionalism, conduct and integrity for all brothers. Our Fraternity's history and principles are represented by our Greek letters, badge, coat of arms and other symbols within our Ritual. But the Ritual also provides operational guidance. Think back to your chapter's challenges with attendance, dues, recruiting or member conduct. Could you have resolved those issues more effectively if someone had consulted the Ritual book for direction?

So, if the Ritual is so important and useful, why was it changed? Our Ritual has been in a constant state of evolution. Next time you visit the Central Office, browse through old Ritual books. Many passages have been removed or updated to reflect changing times. However, you may be just as surprised to see how much of the original language has remained unchanged for almost a century.

Some of the more notable changes adopted at the 2011 Grand Chapter Congress in Louisville were to the regulations governing our Ritual. The Grand Chapter clarified which groups of brothers can make changes to the contents of the book and how each of them does so. Because these regulations are important

for all brothers to know and understand, they are reprinted – with Board approval – in the National Policy & Procedures Manual.

Among other updates, sections of the book were consolidated and reordered, making it easier to find relevant information. The Grand Chapter also struck a balance between increasing the consistency with which

initiations are to be performed across the nation and made important provisions for flexibility. To complement the updates, efforts are ongoing to improve Ritual training and support for chapters and volunteers.

What can you do to ensure our Ritual is central to our identity as brothers of Delta Sigma Pi? In the coming weeks, I urge you to take **three simple actions** to get better acquainted with our Ritual. First, **get a copy of the new book and read it cover to cover**. Reflect on the meaning of our letters and symbols. Review the obligations of membership we all take an oath to uphold. Read the book with fresh eyes.

Second, **talk with brothers about our Ritual**. Discuss what it means for you and how you demonstrate the principles within it. Share your observations and questions. Ask others how they have experienced Ritual as a pledge, brother or alumni. Ask alumni brothers about changes to our Ritual over the years. You may even ask members of other Greek organizations to share impressions about their Ritual.

Third, **make every Ritual ceremony a national event**. Visit the Pledging and Initiation Ceremonies of nearby chapters. Invite area brothers to your chapter business meetings. Attend an installation or reactivation. Reach out to chapters about conducting joint initiations. Delta Sigma Pi's Ritual belongs to all of us; seek out opportunities to share in it with others.

Let us all commit to using this opportunity to reaffirm those core values that define us as Deltasigs. ▲

*The author of this article is a Golden Council member, a past Northeastern Provincial Vice President and Delta Sigma Pi's most recent Ritual Review Task Force Chair.*



“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.

# LEAD

## Brothers Travel Around the Country for LEAD Schools!

Last fall, nearly 1,600 Deltasigs traveled to Omaha, Reno, Atlanta, Albany and Tulsa for the 2011 LEAD Schools. From diverse breakout sessions, exciting keynote speakers, community service efforts, visits from our partners and networking opportunities, there was something for everyone. Thanks to all – most notably Leadership Foundation donors – who helped make these events a huge success.

Check the 2012-13 schedule and plan to join us at a LEAD event near you! ▲



Leadership Foundation Trustees Jerry Hotwagner, Lisa Schram and Corey Polton volunteer at the Foundation table in Tulsa.



Florida brothers gather with VPF Shane Borden (far right) in Atlanta.



Brothers in Omaha wrote and decorated holiday cards for overseas U.S. soldiers.



Brothers in Reno enjoyed a variety of breakout sessions including "The Money Game" and "Building Better Brotherhood."



Leaders and attendees at the Omaha LEAD School played "Minute to Win It" type games throughout the event.



Throwing in the towel...Albany LEAD attendees simply "gave up" rather than listen to Northeastern PVP Paul Carpinella sing for donations to the Leadership Foundation. PGP Randy Hultz enjoys the entertainment.



Florida Atlantic brothers sold merchandise in Atlanta to fundraise for their chapter. Several partners, including YouTern and The Collegiate Standard, also attended fall LEAD Schools.



Golden Council Member Onuka Ibe (seated) and Capital RVP Diane Beauge (left) discuss Ritual with brothers in Albany.



Brothers in Atlanta discussed community service ideas, one of the many topics available during round table discussions.



Cal State-East Bay was the winner of the money war at the Reno LEAD School with Western PVP Lisa Brown (far left) and Western Provincial Community Service Chair Paul Dawson (far right). Proceeds were donated to St. Jude.

# Welcome to Pepperdine and



Rho Tau Chapter was installed at Rutgers-New Brunswick October 1.

Rho Tau Chapter was installed at Rutgers University-New Brunswick, in ceremonies held October 1. Thirty-six students and two faculty were initiated.

The initiation was led by Grand President Mark Chiacchiarri, who presented the charter to Rho Tau President Anuj Sharma. Brothers from Rider, St. Peter's and New Jersey assisted with the initiation. An installation reception followed the initiation, with Eastern RVP

Thomas Calloway as the emcee.

Other guests attending and participating included Northeastern PVP Paul Carpinella; District Director and Pledge Educator Kathleen Lazo-Thompson; RVPs Rodney Carswell and Kayleigh Lot; Golden Council Members Onuka Ibe and Sparky Graves; and Assistant Director of Member Services Jeremy Levine.

During the colony process, students hosted a number of speakers on topics including interview tips, advice for networking, marketing your brand and the recruiting process. The colony also sponsored a question and answer session with a recruiter and "Bringing Your Career to Your Passion: Productivity, Positioning and the Business Environment," which covered networking tips, developing your career vision and more.

Additionally, colony members participated in a March for Dimes and A Very Merry Christmas, which raises money for terminally-ill children

at a local hospital. They also co-hosted a dodgeball tournament, with proceeds benefitting the Embrace Kids Foundation, and a wiffle ball tournament with proceeds going to earthquake victims.

Rutgers University-New Brunswick was chartered in 1766 as Queen's College as a private institution. In 1825, it became a state land grant institution and was named Rutgers College. It is the largest campus in the Rutgers system, which includes locations at Newark and Camden. Enrollment is more than 29,000 undergraduate students.

The Rutgers Business School was founded in 1929 and offers degrees in accounting, finance, management science and information systems, marketing, supply chain management and marketing science. More than 2,000 students are enrolled in the business school.

Welcome, Rho Tau Chapter—our 274<sup>th</sup> chapter! ▲



Grand President Mark Chiacchiarri (left) presented Rho Tau President Anuj Sharma with the chapter charter.

# Rutgers – New Brunswick!



*Rho Upsilon Chapter was installed at Pepperdine University November 19—becoming our 275<sup>th</sup> chapter.*

Rho Upsilon Chapter was installed at Pepperdine University in Malibu, Calif. on November 19, with 45 students and one faculty initiate.

Grand President Mark Chiacchiarini led initiation ceremonies with collegiate participants from Loyola-Marymount, Cal State-Northridge and California-Los Angeles. Following the initiation, an installation luncheon was held at Shanghai Red's restaurant with South Pacific RVP Matt Temple serving as emcee. Other national guests attending included Western PVP Lisa Brown; District Director and Pledge Educator Rick Boner; VPOD Joe Ward; Pacific Coast RVP Patrick Bonfrisco; Golden Council Members Adrian Avalos and Chuck Brown; and Director of Chapter and Expansion Services Dale Clark.

During the colony process, students hosted a recruiter from Northwestern Mutual to discuss behavior at career fairs, interview tips and the internship process. They also co-hosted the Junior Career Planning Bootcamp with the Business Advisory Council.

The two-day event was filled with professional workshops, presentations by successful business executives and self-reflection periods. Additionally, the chapter sponsored a resume workshop, an information session on Pepperdine's 5-Year MBA Program and a TEAcher appreciation day.

They also participated in various community service events such as planting trees at a local preserve, hosting a charity fashion show and participating in Relay for Life and a coastal cleanup day. Colony members also took part in Step Forward Day, a Pepperdine tradition in which students, faculty and alumni complete various volunteer projects in the greater Los Angeles area.

Pepperdine University was founded in 1937 by George Pepperdine, a Christian businessman and entrepreneur, who was the founder of Western Auto Parts Company. The main campus, originally in Los Angeles, moved to Malibu in 1972.



*Chancellor Ryan Ebel accepts the gavel from Western PVP Lisa Brown.*

Today, the university has more than 3,400 undergraduates. The Division of Business Administration is housed in the Seaver College of Letters, Arts and Sciences. Degrees are offered in accounting, business administration, economics, international marketing and integrated marketing. Approximately 600 students study business at Pepperdine.

Welcome, Rho Upsilon! ▲

# Rochester Tech Chapter Reactivated



*Epsilon Lambda Chapter at Rochester Institute of Technology was reactivated January 28.*

**E**psilon Lambda Chapter was reactivated at Rochester Institute of Technology in New York, becoming our 205<sup>th</sup> active collegiate chapter. Forty-two students were initiated and became reactivation founders on January 28. Three faculty were also initiated.

Grand President Mark Chiacchiari led initiation ceremonies with collegiate participants from Buffalo, Cornell and Syracuse. Following the initiation, a reception and banquet was held with Niagara RVP Kayleigh Lot serving as emcee. Other national guests attending included Northeastern PVP Paul Carpinella; District Director and Pledge Educator Noel Niles; Colony Task Force Chair Sparky Graves; Scholastic Development and Awards Chair Corie Schilberg; RVPs Patrick Johnson and Tricia Smith; Golden Council Members Beth Bivona, Terri Kane, Leon Niles and Nick Steinkrauss; and Director of Chapter and Expansion Services Dale Clark.

Brothers planned varied professional and community service activities during the colony process. They hosted Frank Sklarsky, *Rochester Tech*, the former CFO of Eastman Kodak Company; a business professor gave advice for resumes, interviews and

workplace behavior during "Professionalism in the Workplace"; and they co-sponsored "Life after College: Interviews, Job Hunting and More" with the university's Women in Business club. In addition, brothers collected donations for the Salvation Army during the holiday season and hosted a blood drive, one of Deltasig's national initiatives; and winter and spring clothing drives. Colony members also celebrated Founders' Day with Syracuse and attended the 2011 Northeastern LEAD Provincial Conference in Cleveland.

Rochester Institute of Technology was founded in 1829 as an association for cultivating and promoting literature, science and the arts. In 1903, five academic departments with an enrollment of 3,000 were established and the first bachelor's degrees were granted in 1955. Enrollment today is more than 17,000 undergraduates.

The E. Philips Saunders College of Business was first established in 1910 as a food administration and home economics program, shortly followed by retailing in 1923. After



*Chancellor Joshua Wolhandler accepts the gavel from Northeastern Provincial Vice President Paul Carpinella (right).*

several acquisitions and name changes, the College of Business received its AACSB accreditation in 1988. Business enrollment is 817 undergraduates. Majors include accounting, finance, consumer finance, international business, management, MIS, marketing, new media and marketing. A separate department offers economics.

Epsilon Lambda Chapter was founded on March 25, 1961, and initiated more than 330 members before closing in 1984.

Welcome back, Epsilon Lambda! ▲

# I Want MY! CHAPTER BACK!

## Where do I start?

**W**hen you return for home-coming or class reunion, wouldn't it be great to visit with the next generation of Deltasigs? You enjoyed your collegiate experience; don't you want more brothers to share in this bond? With a group of active and informed alumni, a chapter is much more likely to be reactivated and succeed well into the future.

**STEP 1:** Let us know if you live near the campus, have contacts at the school or have other resources to offer. Contact Director of Chapter and Expansion Services Dale Clark at [dale@dspnet.org](mailto:dale@dspnet.org) or 513-523-1907 (x232).

**STEP 2:** Make sure the college or university meets the requirements of: a separate college, school, division or department of business or economics; accreditation by an accrediting association to award Bachelor or Master's degree; and at least 400 enrolled students in the College of Business or Economics.

**STEP 3:** The office of the business/economics dean or office of student affairs must provide a written statement of permission for Delta Sigma Pi to recruit and hold meetings for the purpose of establishing a colony.

**STEP 4:** Students and/or faculty may hold a meeting of interested students to discuss the possibility of reactivating a chapter. Central Office staff will send printed materials to interested students or faculty and staff and/or area alumni may also arrange to conduct an informational/organizational meeting.

**STEP 5:** To form a colony, students choose a Greek letter colony

name (3 Greek letters) and send a formal letter of intent with the signatures of interested students to the Central Office.

**STEP 6:** Once a colony is established, it must plan and implement a variety of activities, such as: holding weekly meetings, continuously recruiting new members, electing colony officers and completing professional and service activities. Alumni can help colonies throughout this process by volunteering to speak at events, assisting with fundraising, and offering advice on local business and community service opportunities.

**STEP 7:** Once the colony has met all requirements and been in operation for at least one academic year, the colony can apply for a chapter charter. If the petition is approved, the colony works with national leaders and staff to determine a reactivation date to again become a recognized Deltasig chapter. ▲

### Target Schools for Reactivation:

Arkansas/Theta Nu  
Babson/Gamma Upsilon  
Eastern Michigan/Eta Phi  
Kentucky/Eta  
Maryland-College Park/  
Gamma Sigma  
Memphis/Gamma Zeta  
Mississippi State/Gamma Delta  
North Carolina State/Beta Delta  
North Dakota/Alpha Mu  
Rutgers-Newark/Beta Omicron  
Sam Houston State/Epsilon Mu  
Tulane/Gamma Mu  
Virginia/Alpha Xi  
Washburn/Delta Chi

### Current Reactivation Colonies:

East Tennessee State/Delta Xi  
LaSalle/Epsilon Sigma  
Savannah State/Kappa Chi  
West Liberty/Delta Omega



# Do you have a business idea or want to start a company?

## How can DSP Start-up help?

Authors: Tim Augustine, Kent State;  
Adam Carroll, Phoenix-Thunderbird Alumni;  
Mike Losneck, Kent State; and Joe Mayne, St. Cloud State



It is expected that 25 percent of all 2012 graduates will start a company or work for a start-up in the next five years.

We want you to understand the steps of starting a business and leveraging help from your Deltasig brothers. You need to understand what it takes to start your own business. Not everybody has the entrepreneurial spirit it takes to start a business and many people need the structure and security of working for a company. Some are satisfied to trade the responsibility of having their own business with doing their jobs and going home. If this describes you, you may not be the right person to start a business.

If, on the other hand, you are self-motivated and are able and willing to focus your time, effort and energy into your own business, then starting a company might be a

great vehicle to success.

When starting a business, you need to evaluate yourself to determine whether you are suited, emotionally and financially, to start a business and whether you have or can acquire the specific knowledge to become successful. Some start their business from the security of a full-time job and once they see momentum, take the leap. Whatever your strategy, here are some steps to consider:

### 1. Understand your market

Have solid business knowledge and specific expertise about your product or service, the competition and the market you are entering.

### 2. Determine your goals

It is important to set clear and achievable goals and objectives

for your business. Do you want to start a business to ultimately run a company or do you want to launch a business to eventually sell it and reap the rewards?

### 3. Leverage your resources

Once your goals are in place, do your best to leverage your resources. These resources can be your professors, friends and family, Deltasig brothers, mentors or outside advisors. In addition, leverage technical resources available as well, such as [Elance.com](http://Elance.com), [Odesk.com](http://Odesk.com) or [dspstart-up.com](http://dspstart-up.com).

### 4. Develop the idea

Now that your idea is taking shape, you must have a buying customer. Understand their motive to buy, how much they would pay and their requirements for the product or service. Study the competition and understand what makes your idea unique. Understand the cost of developing and implementing your idea, your pricing model, and the company financials for the first two years. How much will you

## Business Plan Outline

**Executive Summary:** Write this last. It is the overview of the idea and business mission.

**Company Description:** Legal structure, history, start-up action plans, etc.

**Product or Service:** Describe what you're inventing, producing or selling. Make sure you are focused on the benefits to the end customer.

**Market Analysis:** You need to understand the market, competitors, customers and their needs, the sales environment and ways to market to them.

**Strategy and Implementation:** Be specific. Include the roles and responsibilities of the team including milestones and financials.

**Leadership Team:** Include backgrounds of key members of the team, personnel strategy, and details.

**Financial Plan:** Include profit and loss, cash flow, balance sheet, break-even analysis, assumptions, business ratios, etc.

have to invest and how much money will you make?

### 5. Evaluate funding sources

There are multiple funding options when starting a company. The person who can start his or her own business with very little money and perhaps no outside financing will usually invest “sweat equity” into the business instead of financial equity. There are also institutional investors such as banks and venture capital firms as well as friends and family. When you are looking for outside investment, a detailed business plan is required that outlines the business, market, financials and the investors’ ROI.

### 6. Choose the right business organization

Understand the different organizational options such as sole proprietorship, partnership, limited partnership, corporation, “S” corporation and limited liability company (LLC).

### 7. Develop a detailed business plan

A business plan is a key component to launching a new company. It allows the entrepreneur to effectively communicate the idea, set milestones and tactical strategies and possibly attract outside investment. See sidebar for business plan outline.

### 8. Develop a marketing plan and launch the business

Build an effective marketing message: identify the best channel to reach clients,

develop an advertising and PR strategy to get the word out and choose a process by which your clients can buy your products or services.

The next 100 steps are actually running your business, accounting for your success and the implementation of your long-term strategy or exit strategy depending on your initial goals. ▲



## Who is DSP Start-up?

In August 2009, a firm was developed specifically to help Deltasig brothers launch their business ideas, plans and innovations by bringing business experience, capital and people together. DSP Start-up is an early-stage consulting firm focused on helping entrepreneurial brothers launch start-ups, seed financing sources and develop business strategies.

Our mission is simple: **to assist all brothers in the research, development and implementation of new business ideas.**

Founded and managed by brothers, DSP Start-up provides entrepreneurs with a safe platform to discuss their ideas, business plans and launches through a supportive process.

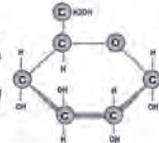
Our experience and understanding of business start-ups help bring students of commerce and the commercial world closer together by leveraging the brotherhood of Delta Sigma Pi.

*To date, we have received over 90 business ideas and helped launch 14 companies.*

Once you submit an executive summary and the non-disclosure agreement is signed, the DSP Start-up board will evaluate the idea. If there is potential to help, we assign the most appropriate board member to the idea to serve as the one-on-one liaison.

# DSP Start-up Helps Launch

# GLUCOSE GUMMIES



By Chris Roeseler, Missouri-Columbia



When I tell people I have launched my own business, I typically get one of two responses. My favorite is when someone starts telling me about their great idea or someone they know who successfully launched a new product. The other response is unfriendly as they wish they could have the million dollar idea.

The original idea for my product was to develop an edible film strip similar to Listerine strips so they could be easily carried. I soon discovered this technology would only allow for 50 mg of active ingredient, whereas my product needs at least 3,000 mg to compete with other glucose products. Glucose gummies now deliver glucose in a moist, easy to chew gummy-like confection and compete directly with the hard, chalky tablets, which currently dominate the market holding 90% of the over-the-counter product sales.

Going from concept to production of Glucose Gummies, a glucose supplement for type 1 (insulin dependent) diabetics such as myself, was the result of multiple conversations with the brothers of DSP Start-up. They provided the

necessary push to move beyond the planning stages and find a manufacturer when financing for research and development and purchase orders had not yet been secured. In my experience, "Business Born from Brotherhood" worked!

Check out Glucose Gummies at [GlucoseGummies.com](http://GlucoseGummies.com). ▲

## Advice from the brothers of DSP Start-up

**Tim Augustine:** The key to a successful start-up is passion followed by action. There are many people who talk about a start-up, but few who take the risk and launch a business. A start-up takes a great idea, hard work, organization and follow-through. Those entrepreneurs who leverage the resources around them have the best possible chance of success.

**Joe Mayne:** Putting your dream into action is what usually keeps achievers in the stands. DSP Start-up gets you out onto the field. It is certainly not easy and many are surprised at the intensity we bring to the process. The various strengths and perspectives of our board gives entrepreneurial brothers real-time coaching that adds proven value.

**Mike Losneck:** We put a lot of energy and focus into planning, thinking and setting strategy. This helps focus the passion of the entrepreneur into laying the ground work for success. We also provide real world experience with merchant services, back office business operation and technical business formation.

**Adam Carroll:** Ideas are great and plentiful, but the execution of those ideas is what creates excellent companies, apps and products. One often overlooked area of starting a business is finding paying customers. We approach business building a bit differently – if you don't know if someone is interested in your product or service, find that out first! Too many companies have built products under the assumption that someone would buy them.

Visit [www.dspstart-up.com](http://www.dspstart-up.com) to learn more.

# Nurturing the Next Generation of Business Leaders

By: Kellsey Miller

Brother Scott Issen, Washington-St. Louis, is spreading the business spirit to Chicago youth. Issen is president and CEO of the Future Founders Foundation, a nonprofit organization that provides entrepreneurship and career exposure programs for underserved youth in Chicago. Currently, the Foundation offers two programs to inspire teenagers to explore new careers and connects them with successful mentors. "Future Founders" exposes motivated high school students to careers in entrepreneurship and helps them create business plans; and "Connect to the Future" unites middle and high school students with business professionals from a variety of fields.

Students in underserved areas face tremendous challenges – be it family, neighborhood safety or financial issues. They frequently do not know what is outside of their neighborhoods nor have role models to encourage them to succeed. In many cases, these students are used to people making promises, but not following through on them. Having multiple successful experiences with volunteers who care, such as Future Founders Foundation mentors, adds some structure and continuity in these students lives.

Issen's favorite part of working with young entrepreneurs is seeing the spark ignite within them when they connect with a mentor, grasp a difficult concept or present a business plan. He says it is rewarding to watch them grow throughout the school year and become role models for their peers.

Participating in the Future Founders Foundation, or a similar organization, is a great way to give back to the community and pay forward the support that others provided to you. Moreover, your commitment can inspire the next generation of entrepreneurs and business leaders, encouraging them to consider a career they might never have otherwise pursued. Volunteering will also provide networking opportunities with like-minded individuals and energize you. "I guarantee the experience will be as, if not more rewarding, for you as for the students with whom you work," says Issen. "Our volunteers, who include leaders from startups to Fortune 500 companies, leave our sessions energized and refreshed, leading to more productivity later in the day."

Brother Issen's Deltasig experience taught him many things that have

contributed to his successful business career—being a better leader, speaker and friend. Most importantly, though, he learned to network and form meaningful relationships. "Maintaining strong relationships in everything you do will help you advance your career. You never know what opportunity may present itself and have to be ready to take advantage of what comes your way," says Issen.

Contact Scott Issen at [scott@futurefounders.com](mailto:scott@futurefounders.com) at (312) 999-3137 or visit [www.futurefounders.com](http://www.futurefounders.com) with questions or to learn more about the Future Founders Foundation. ▲

## Advice for Entrepreneurs of All Ages

- Build a business that solves a problem in the market. It is easier to satisfy customers' existing demands than to convince them to want your product or service.
- Have passion. Your energy and enthusiasm are necessary to get others excited about what you are offering. If all else is equal, the entrepreneur with the most passion and charisma will be more successful.
- Fail fast. The best entrepreneurs take calculated risks. Some will pay off, while others won't. The key is to fail quickly and learn from your mistakes.
- Hire people who are smarter than you. Know what your competencies are and find people whose skill sets complement yours. Great entrepreneurs know what they don't know and are able to find the resources they need to grow.
- Investors want to see that you have skin in the game. If you aren't willing to invest your own money in your business, why should someone else invest?



President and CEO of the Future Founders Foundation Scott Issen (far right), Washington-St. Louis, and his colleague Patrick Smith recognize student finalists from the 2011 Future Founders Citywide Business Plan Competition.

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

## Arizona State/Gamma Omega

We hosted a hot dog eating competition with all proceeds benefitting the American Cancer Society. All of the hot dogs were donated by Dave's Doghouse, a brother served as DJ, and many raffle prizes were donated by local businesses. We raised over \$3,000 and will have this money matched by another local business, totaling over \$6,000 for the American Cancer Society.

—Aubrey Morgan

## Bentley/Lambda Tau

The chapter co-sponsored a presentation with Microsoft to teach brothers and students how to make a phone app in less than two hours and get it monetized, published and downloadable in the global Windows Marketplace for free as a student. By the end of the hands-on workshop, participants created an application for the Windows Phone.

—Claire Schectman

## Cal State-Fullerton/Lambda Sigma

We celebrated our 25th anniversary in December with a banquet, which more than 100 brothers attended. The night was filled with dancing, laughter, awards, cake and brotherhood. Five brothers were asked to speak about different stages of our chapter's history, including Golden Council Member Adrian Avalos who spoke about the installation process and Chapter President Zahraa Gul who spoke about the future of the chapter. Rick Boner was also awarded his Silver Helmet for 25 years of service to the Fraternity at the banquet. —Tim Beasley

## California-Irvine/Pi Sigma

Brothers hosted "Alumni Auction Day," where collegiate brothers volunteered to perform tasks requested by alumni. Examples included making PowerPoint presentations, teaching Microsoft Outlook, car washes and general house cleaning. Alumni Auction Day also included music and a potluck. More than 30 collegiate and alumni brothers participated in the event and we raised more than \$325. —Derek Wong

## California-Long Beach/Lambda Phi

We co-sponsored a presentation by our 2011 National Honorary Initiate Stan Curtis. Brother Curtis is the founder of USA Harvest and Blessings in a Backpack and his presentation, "Success



MIAMI-OHIO attended the East Central Region's Purplepalooza at Ohio State.

to Significance," focused on giving back and making the most of our lives. Not only was it motivational, it was very educational as not many of us knew much about poverty among children.

—Kelly Phan

## California-Riverside/Lambda Chi

We hosted an event with IMKING clothing company. The intention of this event was to bring an established, successful entrepreneurial business for students to have the opportunity to interact with the employees and ask questions. The presentation consisted of four speakers: Andy Nguyen, who spoke about the development of the brand; Alex Kuang, the marketing director of the brand, who spoke about his role in promoting the brand; and Lee Ramirez and David Ellin, the West and East Coast sales representatives, who touched upon how they got involved with the brand and the obstacles they face when pitching products to potential buyers. After the presentations, they held a Q&A session. More than 78 brothers and guests attended the event. —Cat Law

## California-San Diego/Omicron Sigma

We partnered with the Rady School of Management to host the first ever business minor information session.

The session informed students how to earn a business minor and the five possible specialization tracks in it (entrepreneurship, finance, marketing, organizational behavior and operations). Professors from each specialization gave an overview of what each specialization track entails. More than 100 students attended this informative event.

—Frank Change

## Concordia/Alpha Gamma Omega

Marine Corps Captain Lowman and his team spoke to colony members about leadership. Captain Lowman presented the 11 leadership principles of the Marine Corps, gave examples of how each is applied to daily life and shared how the principles have carried him through his journey. He also offered advice for living the principles such as: set the example, know yourself and seek self-improvement, take care of the people around you and be informed. Connecting military tactics and applying them to the business world was a fascinating concept and students were excited to begin implementing them into their daily lives.

—Rebekah Kramer

## Connecticut/Theta Iota

More than 60 brothers and pledges attended a lecture by Dan Stauffer and

Ronald Liu, a district sales manager and retail sales representative from The Hershey Company. Mr. Stauffer discussed the history of the company and offered insight to the company's work environment and goals. As a first year sales representative, Mr. Liu offered advice and explained his responsibilities as a recent college graduate in an entry-level position. He also talked about internship opportunities and the application process. They also hosted a question and answer session and gave additional advice about entry-level marketing positions and advancement within the company as well as answered more specific questions in regards to Hershey. —*Lauren Barry*

**Dayton/Epsilon Tau**

Brothers gathered at Panera Bread to talk with four business professionals, including a human resources representative who is working in hospitality; a VP of Sales for a manufacturing company; a salesperson for Siemens; and a salesperson for Crown Imports. We were able to network and discuss their industries and careers. —*Janel Brown*

**James Madison/Iota Kappa**

We hosted a campus-wide "Barefoot Run" to raise awareness for children in Nicaragua who are in need of food, clothing, and shelter. —*Jeanine Hansberry*

**Miami-Ohio/Alpha Upsilon**

Our chapter teamed up with the Central Office staff to collect toys and house necessities for a local family. Donations ranged from clothing and beds to toys for the children. —*Kathryn Amrhein*



ST. CLOUD STATE participated in "Trick-or-Treatin' for Non-perishables" and collected nearly 100 items. Top (from left): Ashley Faydo, Chad Robinson, Jeremy DeMorett, Camille Macaayum, Yuri Arauz, Josh Stueve, and Robert Stafford. Bottom (from left): Danielle Jepson, Kahra Douglas Harms, Jacque Wendell, Lisa Napier, and Pang Vang.

**Minnesota/Alpha Epsilon**

This year, we hosted our third annual Recruiters' Inside Track Dinner where we had 42 recruiters representing 29 different companies network and mingle with our brothers. Companies included Target, Procter & Gamble, Land O'Lakes, Ameriprise Financial, KPMG, Cargill and Protiviti. This was a great opportunity for our brothers to learn about job and internship opportunities as well as learn about the companies represented the night before the career fair. A three course meal was served and brothers rotated every half hour to a different table. —*Iren Paskaleva*

**New Jersey/Mu Omega**

We co-sponsored a grassroots soccer tournament with Rider. The tournament involved a series of quick, six-person team soccer games in a tournament style and raised both funding and awareness for the Grassroots Soccer Foundation, a sect of the "RED" corporation. The soccer camps provide a place for impoverished children in Africa to go, but also provide educational classes on the prevention of HIV/AIDS. —*Katherine Lipman*

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WESTERN ILLINOIS hosted "Your Dream Job is Waiting" by Adam Carroll, Phoenix-Thunderbird Alumni. Adam talked about how powerful networking is and encouraged the audience to get out of their comfort zones and try new things. He also shared "networking dos," such as connecting with the right people, every connection is important, get to know the other person and see 100 people behind each person.

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## Pepperdine/Rho Upsilon

We hosted a presentation by Madison Hildebrand, a real estate agent who stars on the Bravo television show, "Million Dollar Listings" and the author of "Activate Your Passion, Create YOUR Career." He advised brothers to discover our passions, have a mentor, develop our personal brand and read and be knowledgeable on the industry you want to work in. He instilled in us that we should constantly renegotiate in order to get the best deals for ourselves. —Victoria Yuan

## San Diego State/Iota Pi

Brothers toured Taylor Guitars and were given a brief introduction of how the company was started and all of the facilities that were on their property including production, shipping, offices, and show room. We went through the production line and viewed their million dollar buffing machine called "Buffy." We also learned what make's Taylor Guitars different from other guitar manufactures, which was that they bolt on the neck of the guitar to the body instead of gluing it. This process makes it easier to repair the guitar after normal wear and tear damage. —Cindy Huynh

## San Jose State/Theta Chi

We hosted a leadership conference open to local chapters with seminars presented by many alumni and faculty. Topics included: career paths in accounting and finance; career paths for management and marketing majors; how to obtain an internship and why it's important; pros and cons for graduate

school; and how to save money before graduation.

—Arleen Cantor

## South Dakota/Alpha Eta

Dane Doty, a staffing manager at Wells Blue Bunny, presented to our chapter about the well-known ice cream company. He spoke about his job as well as the company as a whole and shared a video tour of the plant. —Terese Skinner

## Tennessee/Alpha Zeta

JD Kyle, a district manager for Starbucks, spoke to more than 40 brothers and guests about management, leadership, and conflict management. He also held an open forum to answer questions and give advice to graduates entering the professional world.

—Cooper Bright

## Washington State/Omicron Psi

Brothers traveled to Seattle to meet with multiple businesses and speakers. First, we toured Microsoft and met with a manager for msn.com. She explained her position and Microsoft's rotational program, which is an entry-level program for business majors. We then visited Amazon and met with a manager for the household items section of Amazon.com. Next, we talked with former Mayor Paul Schell, who discussed his time as mayor and the differences of public business. He also discussed working with the media and PR as well as public financing and building constituencies. Finally, we toured two local coffee shops, who discussed financing businesses and exporting coffee products. —William Stetson ▲



▲ CALIFORNIA-RIVERSIDE hosted a presentation by IMKING Clothing, a well-established entrepreneurial company.

▼ NEVADA-RENO welcomes their newest pledge class. The entire chapter is pictured.



▲ SAN DIEGO STATE participated in the Making Strides Against Breast Cancer walk held in Balboa Park. They raised more than \$500 to help combat breast cancer and both brothers and pledges attended this event wearing pink to lend their support.





▶ *ST. PETER'S* gathers after a chapter meeting. Earlier in the month, they held a discussion about how risk management can play a tremendous role in preventing tragic events such as an oil spill.

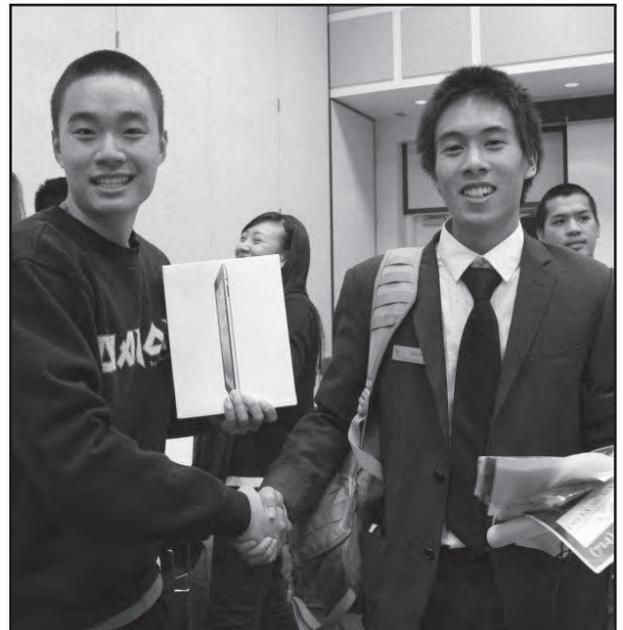
▶ *CAL STATE-CHICO* bonds during a brotherhood retreat in the wilderness. Last fall the chapter had 20 members participate in Up 'til Dawn, a letter writing party to benefit St. Jude Children's Research Hospital.



▶ *CAL STATE-FULLERTON* celebrated their twenty-fifth anniversary in December. At the event Rick Boner, Cal State-Fullerton, was recognized as the chapter's most outstanding alumni member and presented with his Silver Helmet award for 25 years of service to the Fraternity.



▶ *RIDER* promoted Delta Sigma Pi at Rider University Awareness Day. From left: Jason Pellegrino, Jess Chiofalo, Caity Bordas, Sean O'Connor and Emily Weston.



▶ *CAL POLY-POMONA* hosted a poker tournament with more than 60 participants. Tournament Champion Robert Kao (left) accepts the grand prize from Brother Lyle Le.

# Do You Feel Balanced?

## The Art of Balancing School, Work and Life

By: Tim Augustine,  
Kent State

First, let me set the record straight: it is unrealistic to expect that life can be completely balanced. Life is fluid and ever changing and what is important to us today might not be as important tomorrow. Being present in life is to understand what is important and developing strategies to achieve it.

With today's crazy schedules, instant information, technology noise and constant competition at home, school or work, we often find ourselves craving a balance in our life. Balance can be defined as school/life balance, work/life balance or personal/professional balance.

The topic of balance often arises from the context of stress. What stresses you out the most? Is it the lack of time to get things done, lack of achievement at the end of the day, ridicule from a significant other or spouse because you are not present physically or mentally, not enough personal time to yourself, immediate desire to earn more money, buy a bigger house, get a promotion, or graduate while really enjoying college life. Many of us might say all of the above.

Striving for a balanced life should include the feeling of control, happiness, accomplishment, ability to dream and sense of enjoyment. It has been my experience that without a balance of achievement and joy, life can be a grind. Without achievement and joy, even successful people are unhappy, feel unsatisfied or are always longing for something more and miss the simple concept of the happiness that life can bring.

To help balance my life, I use some of the following techniques:

- Make a short list of what is important to you regarding family, friends, work, school and life.

- Have a plan of action: Do not be one of those people always saying "As soon as I....." Plan and execute, no matter what.
- Schedule "Me" time. Take 20 minutes each day to do something just for yourself.
- Develop a system to prioritize everything and make choices accordingly.
- Identify your guiding principles: My top three include (in order of importance)
  - 1) Personal satisfaction: enjoyment, fun, sense of belonging, happiness, love, celebration
  - 2) Professional growth: accomplishment, learning, growing, experiencing new things, stretching, goal setting
  - 3) Financial Reward: If you are happy and growing, money will follow
- Do one thing per day that makes you happy. Stop and reflect

how happy you are right then.

- Plan and schedule: Dinner with friends on a monthly basis, date-night once a month, road trip once a quarter and vacation—long weekend, short vacation, hotel, spa—twice a year.
- Do something charitable—volunteer at a food bank, help a neighbor with yard work, mentor someone or visit a hospital.
- Develop a "bucket list" of all the things you want and hope to experience in your life. List goals such as: climb a mountain, read a novel, take kids to their first baseball game, go on a dinosaur dig, visit the Great Wall of China.

### Success Leaves Clues

Throughout the years, I have had the pleasure of meeting and working with some fantastic, well accomplished professionals—as well as college students! I have



Tim Augustine, Kent State, is a frequent presenter at LEAD Events and Grand Chapter Congress.

always been amazed at the students' energy, enthusiasm and ability to get things done, while still enjoying the college social life.

One of the most important attributes common among successful college students is the ability to stay organized. It has never been easier than today, *for anyone*, to remain organized by leveraging technology.

Document your weekly activities in a planner/online calendar including each assignment, task, meeting or social activity. Develop a list of daily activities and keep them with you to revel in the satisfaction of crossing items off when you've completed them.

Once organized, you should leverage each gap in your weekly schedule to keep larger gaps of free-time for social activities such as all day Saturday. In addition, encourage friends and family to follow a similar plan, so you can coordinate your social time with them. It is important to approach each month with a goal to balance school or work, volunteer commitments, family and social life. Determine your priorities and say "no" to everything that doesn't fit within them.

For students, develop study habits that maximize your efficiency. When you find what works for you, make it a ritual. This will give you more free time in the long run.

Successful people protect their personal time, communicate this fact to friends and expect others to respect it. Time is a limited resource. There are only 1,440 minutes in a day. Think of your minutes as money and assign a monetary value to your time. Apply a real dollar value based on your current job or simply make up a dollar figure for each



Tim Augustine backpacking in Glacier National Park in Montana with his college friend, Mike Nordic.

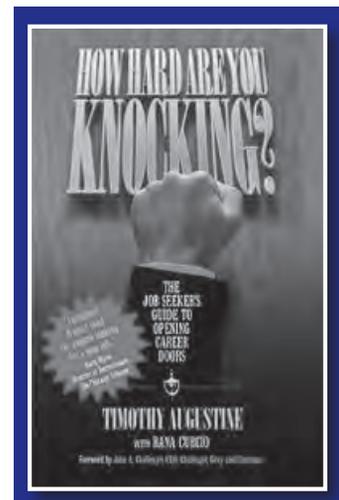
minute or hour. You will soon realize how much less of it you're willing to waste on unimportant things. Calculate how much every activity costs you. Watching TV will become very expensive, for instance!

Change the way you manage your time and you will dramatically impact how you balance school, work, and life.

*"Doing less meaningless work, so that you can focus on things of greater personal importance, is NOT laziness. This is hard for most people to accept, because our culture [American] tends to reward personal sacrifice instead of personal productivity."* Timothy Ferriss, *The 4-Hour Work Week* ▲

*About the Author: Brother Timothy Augustine, Kent State, is a business owner, entrepreneur, author and professional speaker. His book titled *How Hard Are You Knocking?* has been*

*recognized in the "Top 100 Best Career Books of All Time" by Career Magazine and has been featured on ABC, CBS, FOX and NBC and reviewed in USA Today, Wall Street Journal, LA Times and the Chicago Tribune. He has made numerous radio and television appearances and has presented to over 450 organizations and 100,000 people throughout the U.S. He is also a contributing writer to Inc. Magazine, Fast Company and Monster.com on topics pertaining to career development and people strategies of successful organizations. To learn more about Tim, his books and seminars, please visit [www.howhardareyouknocking.com](http://www.howhardareyouknocking.com), Facebook or contact him directly at 248-447-2000.*



## Resources for Time Management

- *Life Matters: Creating a Dynamic Balance of Work, Family, Time, & Money* by A. Roger Merrill and Rebecca Merrill
- *The 4-Hour Work Week* by Timothy Ferriss
- *The One Minute Manager Balances Work and Life* by Ken Blanchard
- *Harvard Business Review on Work and Life Balance* by Harvard Business Review
- *The Management of Time* by James McCay

Share news about your alumni chapter activities! Email your news and photos to [magazine@dspnet.org](mailto:magazine@dspnet.org)

## Boston

We had lots of activity at the end of 2011, including the annual holiday party, charity gift wrap and collegiate initiations. The holiday party was a small but festive affair, with a catered dinner and gift swap. Our final event of the year, a perennial favorite, was the JDRF Gift Wrap at the Burlington Mall. We chose a date the week before Christmas and were rewarded with lots of customers, raising more than \$800 of the event's \$22,000 total to support this worthy cause. Spring activities include monthly dinner meetings, participation in the Northeastern LEAD Provincial Conference and New England Region leadership conference, community service events and an Alumni Day activity.

We always welcome new brothers to the chapter. Please join our Yahoo Group (BAC of Delta Sigma Pi) or visit our website ([www.BostonAlumniDSP.com](http://www.BostonAlumniDSP.com)) or our Facebook group (Boston Alumni Chapter Deltasigs) for more information on our activities.

—Deborah Lang



SANTA CLARA SILICON VALLEY and EAST BAY met for lunch and toured the Pyramid Brewery for an inside look at the brewing process. Brothers also hosted a Thanksgiving Food Drive and collected more than three dozen canned and dry food packages to donate to their local Second Harvest Food Bank.

Kathy Nguyen, Cal State-Fullerton, received the Anthony Z. Fernandez Distinguished Alumni Service Award from ORANGE COUNTY President Arthur Wang, Cal Poly-Pomona. As president, Kathy demonstrated an outstanding level of service by leading the chapter to be recognized as the National Most Outstanding Alumni Chapter.



ORANGE COUNTY (joined by collegiate members from CALIFORNIA-RIVERSIDE, CALIFORNIA-SANTA BARBARA and CONCORDIA) celebrated Founders' Day at Disneyland, an event destined to become an annual tradition.



Several members of BOSTON ALUMNI gathered for their annual holiday party. Back row (from left): Tracey Schebera, Florida State; Peter LaCava, Bentley; Dennis Friedman, Buffalo; and Golden Council Member Richard "Nick" Steinkrauss. Front row (from left): Maggie (Brittan) Friedman, Buffalo, and Deborah Lang, Bentley.



CINCINNATI gathers in Hyde Park for happy hour.

**“Be a part of something special that will last for many years to come.”**  
- Past Grand President Mitch Simmons

A brick is a lasting way to honor or celebrate a brother, a friend, a mentor, or anyone who has made this world better so there will be an eternal memory of their role in Delta Sigma Pi.

Learn more by going to [www.dspnet.org/bricks.aspx](http://www.dspnet.org/bricks.aspx).

**Get Involved! Please note:** Contact information is listed here for cities where alumni chapters are currently franchised as of February 1. 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](mailto:alumni@dspnet.org), call (513) 523-1907 x223, or check online at [www.dspnet.org](http://www.dspnet.org).

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

**Janeen Phillips**, *Akron*, is a sales support administrator for Preferred Compounding and lives in Akron, Ohio.

**Northeastern PVP Paul Carpinella**, *Bentley*, is a marketing manager with Thomson Reuters. He lives in Stoughton, Mass.

**Jessica Noble**, *Bowling Green State*, is a supply management specialist for John Deere and lives in Raleigh, NC.

**Rebecca Turnow**, *Bowling Green State*, is the assistant general manager for Courtyard by Marriott in Holland, Ohio.

**Laura Habberfield**, *Buffalo*, is a merchandise planning and allocation business analyst for Toys "R" Us. She lives in Hoboken, NJ.

**Airell Loadholt**, *Cal State-Chico*, is an IT development programmer for Owens Illinois in Perrysburg, OH.

**Lisa Scaduto**, *Cal State-Chico*, is an events coordinator for City Beach and lives in San Jose, Calif.

**Shanna Emrich**, *Cal State-Long Beach*, is a senior associate pricing analyst for Life Technologies. She lives in Oceanside, Calif.

**Christopher Dunavent**, *Cal State-Sacramento*, is a business analyst for Tradecard, Inc. and lives in Hercules, Calif.

**Daron Walker**, *Central Florida*, is the manager at STORE Self Storage & Wine Storage in Palm Beach Gardens, Fla.

National Community Service Chair **Kris McDaniel**, *Central Missouri*, is a solutions analyst for Service Management Group, Inc. and lives in Parkville, Mo.

**Rachel Merlos**, *Central Missouri*, is a substitute teacher for Grandview School District in Missouri.

**Steve Hirsch**, *Dayton*, is the president of the Ohio Farm Bureau Federation in Columbus.

Great Plains RVP **Kirstie Gill**, *Drake*, is a staff accountant for Timmins, Kroll and Jacobsen in Des Moines, Iowa.

**Michelle Hughes**, *East Tennessee State*, is a human resources generalist for Wellmont Health System. She lives in Johnson City, Tenn.

**DJ Swatzell**, *East Tennessee State*, is director of advisory services for Marmo Financial Group LLC in Johnson City, Tenn.

**Diane Childs**, *Florida*, is a coach, editor and publishing consultant for Words and Ideas in Gainesville, Fla.

**Nichole Harris**, *Florida State*, is a lead business systems analyst for American Express. She lives in Vero Beach, Fla.

**Maura Bergman**, *Georgia*, works in sales for Bausch and Lomb in Rochester, NY.

**Alyssa Garrett**, *Georgia State*, is an accountant for Georgia State University in Atlanta.

**Shawn Pearce**, *Grand Valley State*, is a staff accountant for EHTC in Grand Rapids, Mich.

**Lin Dai**, *Indiana*, is participating in the merchandise college program for Walt Disney World in Orlando.

**Kendra Walker**, *Indiana-Purdue at Indianapolis*, is a freight manager for enVista. She lives in Milan, Ind.

**Steve Grazier**, *Kennesaw State*, is owner of TTP Entertainment, Inc. in Millheim, Penn.

**Daniel Blair**, *Kent State*, is an event manager for CSI Capitol Services Inc. He lives in Alexandria, Va.

**Eric Jefferson**, *Lamar*, is a financial advisor for Morgan Stanley Smith Barney LLC in Houston.

**Laura Siegman**, *Loyola-Chicago*, is an online sales consultant for CareerBuilder in Chicago.

*(continued on page 26)*

## Wouldn't Have It Any Other Way

"Chuck Brown West Ave." was retired in August when Golden Council members Pete Bjelan, Eddy Chiochetti and James "Duckie" Webb bought naming rights for the Central Office driveway at Grand Chapter Congress. The pink "Nancie's Way" sign graces the driveway through 2013, in honor of Desert Mountain RVP Dave Glanzrock's mother, Nancie, who recently passed away from cancer.



RVP Dave Glanzrock with his mother Nancie at 2005 Grand Chapter Congress.



(continued from page 25)

**Samantha Voorhees**, *Loyola-Marymount*, is a reporting analysis and business intelligence coordinator for Walt Disney Company in Glendale, Calif.

**Maurice Prevost**, *Loyola-New Orleans*, is a procurement specialist for NASA Shared Services Center. He lives in Mandeville, La.

**Brian Barnier**, *Michigan*, authored the *Operation Risk Handbook for Financial Companies: A Guide to the new world of performance-oriented operation risk*. He lives in New Fairfield, Conn.

**Kristen Ouellette**, *Midwestern State*, is a human resource generalist for Sherwin Williams in Andover, Kan.

**Matt Camden**, *Missouri-Columbia*, is an event coordinator for New West Presentations in Kansas City.

**Paul Fradelakis**, *New York*, is a tax associate for KPMG LLP in New York City.

**LaDeshia Parker**, *North Carolina*, is a guest service representative for Courtyard by Marriott. She lives in Burlington, NC.

**Kyle Kennett**, *Northern Illinois*, is an associate consultant-property tax for Ryan, LLC in Chicago.

**Jim Bettes**, *North Texas*, is a business development manager for PrimeSource Foodservice Equipment. He lives in Conifer, Colo.

**Michael Zerega**, *Ohio State*, is an inventory and business analyst for Talisman Energy in Pittsburgh.

Eastern RVP **Tom Calloway**, *Penn State-Erie*, is a reporting analyst for Executive Health Resources in Newton Square, Pa.

**Rick Dykema**, *Penn State-State College*, is president of Cirrus Medical Technologies. He lives in Delray Beach, Fla.

**John Giannantonio**, *Penn State-State College*, is manager of global finance for Rustic Pathways. He lives in Wayne, Pa.

**Steve Scheuring**, *Penn State-State College*, is vice president sales for Airgas East in Malvern, Pa.

**Bill Walter**, *Penn State-State College*, is a partner at Dixon Hughes Goodman LLP. He lives in Fairfax, Va.

**Eva Bell**, *Redlands*, is associate dean of students/faculty at Broadview University in Utah.

**Stephen Torti**, *Roger Williams*, is a producer at eDialog in Burlington, Mass.

**Rico Gongora**, *St. Louis*, is a financial services professional at Executive Financial Group in St. Louis.

**Kim Mai**, *San Francisco*, is a conference services coordinator for Omni Berkshire Place in New York.

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

**Michael Verdone**, *San Francisco State*, has been appointed as a director for the California Association of Realtors, representing San Mateo County Association for legislative issues. He lives in Redwood City.

**Erica Bumgarner**, *San Jose State*, is project manager of distribution for Infineon Technologies. She lives in Campbell, Calif.

**Deborah Rice**, *Tennessee*, is an ELL teacher for Loudoun County Public Schools in Virginia.

**Bryan Carter**, *Western Michigan*, is an account manager at C.H. Robinson Worldwide. He lives in Kalamazoo, Mich.

**Monica Myers**, *West Liberty*, is a clinical data analyst for Gateway Health Plan in Pittsburgh.

**Kevin Delray**, *Wisconsin-La Crosse*, is a senior account manager for Direct Supply, Inc. in Milwaukee.

**Nick Bloom**, *Xavier*, is an account manager at Proctor & Gamble. He lives in Cleveland, Ohio. ▲

## 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](mailto:magazine@dspnet.org).**

### Mergers

North Central RVP **Carissa Panning**, *Drake*, to Jeffrey Bauer on December 31. They live in Burnsville, Minn.

**Kathryn Seifert**, *Loyola-Marymount*, to Kyle Kobza on October 22. They live in Sunnyvale, Calif.

Stacy Jarvis to **Jeremy Bloch**, *Rider*, on May 29. They live in Belle Mead, NJ.

### Gains

Delaine and **Ed Zeller**, *Baker*, on October 3—Dylan Thomas. They live in Lawrence, Kan.

**Laura**, *Nevada-Las Vegas*, and **Greg Howell**, *Pacific*, on November 27—Kennedy Wayde. They live in Parker, Colo.

**Holly**, *North Texas*, and Michael Meorado on June 14—Briony Quinn. They live in Mesquite, Texas.

Audrey and **Jeffrey Starr, Jr.**, *Penn State-Erie*, on November 10—Owen Henry. They live in Erie, Penn.

### Losses

**Bellarmine**  
Adam Tucker (October 13)

**Central Florida**  
Monique Michaud Kisiel  
(September 20)

**Denver**  
Glenn Davis (December 6)

**Lamar**  
Sam Bruno (August 23)

**Marquette**  
William Hertel (November 26)

**Michigan**  
Edward Voorhees (April 18)

**Nebraska-Lincoln**  
Richard Kucera (November 1)

**Northwestern-Chicago**  
Charles Miller (September 24)

**Ohio**  
Richard Miller (March 7, 2011)

**Oklahoma State**  
David Peugh (September 25)

**Penn State-Erie**  
Marta Gonzalez (January 9)

**Roger Williams**  
Brett Bergman (October 14)

**West Florida**  
Edgar "Gene" Powell III  
(September 16)

**Wisconsin-Madison**  
Richard Allen (January 4)



## 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 an alumni member 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 10 volunteer leader core training presentations—all found at [www.deltasiglearning.org](http://www.deltasiglearning.org); support the Leadership Foundation; and apply online at [www.dspnet.org/awards](http://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](http://www.deltasiglearning.org); and apply online at [www.dspnet.org/awards](http://www.dspnet.org/awards).

### Congratulations to the CDLs who earned Tier I or Tier II certification for 2010-11 between September 15 and December 31. (Tier II CDLs are marked with a \*.)

Erica Bumgarner, *San Jose State*  
Mar Hoyos\*, *Pacific*

Lee James, *West Alabama*  
Kathleen Lazo-Thompson, *New York*

Sasha Ng, *Santa Clara*  
Jaclyn Romero, *Texas-El Paso*

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

Fairuz Abdallah, *Cal Poly-Pomona*  
Lindsay Allen\*, *Missouri-Columbia*  
Chase Alvarado, *Texas A&M-Corpus Christi*  
Norman Bebon\*, *Texas-El Paso*  
Carissa Bauer\*, *Drake*  
Richard Boner\*, *Cal State-Fullerton*  
Patrick Bonfrisco\*, *Cal State-Fullerton*  
Burton Bridges\*, *Christian Brothers*  
Paul Brodie\*, *Texas-Arlington*  
Chuck Brown\*, *San Diego*  
Lisa Brown\*, *Cal Poly-San Luis Obispo*  
Jessica Butchko, *New Mexico State*  
Joy Cable\*, *Loyola-Marymount*  
Peter Chamberlain\*, *Oklahoma*  
Tony Coe\*, *Cal Poly-Pomona*  
Daniel Collins\*, *Massachusetts-Boston*  
J. Dean Craig\*, *Texas-Arlington*  
Paul Dawson\*, *Wayne State-Michigan*  
Whitney Dixon-Reed, *Evansville*  
Gayatachew Dorsainville\*, *Howard*  
Wesley Dunlap\*, *Temple*  
Kirstie Gill, *Drake*  
Bryon Goguen\*, *Bentley*  
Sparky Graves\*, *Penn State-Erie*  
Shanda Gray\*, *Missouri State*  
Meagan Hagerty\*, *Wisconsin-La Crosse*

Suzette Halterman\*, *Cal State-Sacramento*  
Jesse Hernandez, *Colorado-Colorado Springs*  
Stacy Heyderhoff, *Cincinnati Alumni*  
Kevin Hitchcock\*, *Bellarmine*  
Patrick Johnson\*, *Bryant*  
Stacy Jordan\*, *Georgia Southern*  
Kyle Junk\*, *Penn State-Erie*  
Crystal Justice\*, *Pacific*  
Adam Katch, *Iowa State*  
Jeni Kemnitz\*, *Wayne State-Nebraska*  
Deborah Lang\*, *Bentley*  
Neeley Lantz\*, *West Virginia*  
Jen Lee, *Cal State-Fullerton*  
Kara Lenox\*, *Ball State*  
Jeremy Levine, *Albion*  
Garrett Lew, *Cal State-East Bay*  
Heather Lewis\*, *Indiana State*  
Beth Losik\*, *Baker*  
Carl Lymangood, *St. Thomas*  
Valerie Martinez\*, *Cal State-Fullerton*  
Kris McDaniel\*, *Central Missouri*  
Kane Mejia, *California-Riverside*  
Ryan Murphy\*, *Cal State-Long Beach*  
Aaron Nakayama\*, *California-Riverside*  
Noel Niles\*, *Albion*  
Jessica Noble, *Bowling Green State*

Lance Pauly, *Nevada-Reno*  
Ann Pierce\*, *San Francisco*  
Corey Polton\*, *Cal State-Fullerton*  
Kyle Rinderle, *Xavier*  
Sean Rosney\*, *Siena*  
Kevin Salazar, *Cal State-Fullerton*  
Bill Schilling, *Nebraska-Lincoln*  
Corie Schilberg\*, *Penn State-Erie*  
Jodi Schoh\*, *Winona State*  
Teresa Schrudowitz\*, *St. Ambrose*  
Allan Schuster\*, *Texas-Arlington*  
Bradley Shammas, *Cal State-Fullerton*  
Tricia Smith\*, *Akron*  
Sothinet Sry, *Cal State-Long Beach*  
Cory Stopka, *St. Cloud State*  
Adam Su\*, *California-Irvine*  
Christopher Sweet\*, *Central Florida*  
Traci Taplin, *Cal State-Northridge*  
Brandi Taylor\*, *Texas-Austin*  
Matt Temple\*, *Cal State-Fullerton*  
Jeanna Tipton\*, *Cincinnati Alumni*  
Kevin Torgerson, *St. Thomas*  
Heather Troyer\*, *Washington-St. Louis*  
Mark Voyda, *DePaul*  
Alex Warrick, *Evansville*  
Orin Whitener, *California-Riverside*  
Scott Wong\*, *Cal State-East Bay*  
Amanda Wood\*, *North Texas*



By: Jill Stover, GEICO College Recruiter

## At its most basic level, your job search is all about marketing yourself.

In today's competitive job market, promoting your personal brand is at the forefront. You've spent years in college building and acquiring the necessary skills to become a desirable candidate. Now it's time to package those attributes in order to become attractive to potential employers. But how?

There are many tools available to job seekers that will help you get on the radar of prospective employers. LinkedIn for example, is a user-friendly social media and business tool that is actively used by recruiters and hiring managers alike. When properly utilized, LinkedIn serves a dual role by offering employers access to a pool of potential job candidates while also providing an avenue for job seekers to promote and sell themselves as top candidates for hire.

Many companies now conduct LinkedIn searches during the recruiting and interview process, so you'll want to create a profile and ensure it is professional, complete and up-to-date. Here are a few tips to make LinkedIn work more effectively during your job search.

- *Let others find you.* Include a simple headshot photo with your profile and customize your URL with your name. Optimize your ranking in search results by including relevant keywords in your headline, work experience, summary and specialties. Consider adding your LinkedIn URL to your resume or including it in your email signature when corresponding with recruiters.
- *It's not what you know, it's who you know (and who knows you!), so focus on building your network.* That's not to say that your education and skills aren't important, but many people find out about job openings through their personal network. Connect with friends, Deltasig brothers, faculty and university staff, previous employers and recruiters you meet on campus. Build your network to expand your second and third level connections and try to connect with professionals in industries or at companies in which you have an interest.
- *Become a groupie.* LinkedIn groups are a great way to build your network, engage in discussion and follow industry news ... and there are more than one million of them! Groups range from student organizations and alumni networks to geo-specific to industry interest. Find and join the groups that fit best with your job search and interests.

- *Get to know your connections and engage in the discussion.* As you build your network and join groups, start conversations with your connections and get involved in group discussions to gain visibility, ask and answer questions and connect with other group members.
- *Give to get.* LinkedIn recommendations are a great way to add punch to your profile. And, if you offer solid recommendations for others, more than likely, they'll reciprocate. Consider asking professors, advisors and other professional contacts if they are on LinkedIn and if they'd provide a recommendation.
- *Search for jobs.* After all, we are talking about this as a tool for your job search, so make sure you're checking job boards and job announcement groups to stay up-to-date on what's available. LinkedIn also targets job ads on your home page based on what you enter into your profile, so pay attention to these and be mindful of how you build your profile.
- *LinkedIn isn't a "set it and forget it" late night infomercial.* In order to be successful, you have to stay connected and keep your information up to date. Consider downloading the LinkedIn app on your smartphone or tablet to make updates simple on the go. ▲

*GEICO is a proud partner of Delta Sigma Pi and we're excited to support brothers by offering opportunities for professional development, full-time careers and internships, Achievement Awards and great rates on insurance. We'd love for you to connect with **GEICO Careers on Facebook** and **Twitter** where we're sharing information, posting jobs, sharing photos and engaging with job seekers every day. You can also contact me directly at [www.linkedin.com/in/jillstover](http://www.linkedin.com/in/jillstover).*

**Join the "Official" Delta Sigma Pi Group on LinkedIn.**

# Social Media

# STATS

as of September 2011

## twitter



Twitter Followers: 3,061



Facebook Fans:  
18,091

54,029

Web visitors since  
September

Total views of the  
Delta Sigma Pi Blog  
since September:

4,964

## Linked in

Deltasigs who are members  
of the "Official" Delta Sigma  
Pi LinkedIn Group: 4,311

### Delta Sigma Pi E-Learning

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More than 40 recorded webinars  
at Deltasig E-Learning with over

2,000 views

216 GIN systems—one for  
every chapter and colony

25 videos on the Deltasig  
YouTube channel



51 Deltasig 101 and  
Real Life 101  
presentations with  
7,464 views



537,376  
Deltasig page  
views since September

# 100 Years of the Delta Sigma

For 100 years, the Delta Sigma Pi Scholarship Key has been awarded each spring to the graduating student with the highest cumulative academic average toward a degree in business administration or economics, regardless of fraternal affiliation.

The Scholarship Key was created just five years after the Fraternity was founded in 1907, when Alpha was still the only chapter in the Fraternity. Delta Sigma Pi has always placed great stress upon high scholastic achievement among its own members, and when several brothers suggested that an award be given annually by the Fraternity to the senior who had the highest scholastic record at graduation, the plan was readily adopted.

A monetary award was suggested at first, but many felt the money would be soon spent and nothing would be left to remind the winner of his scholastic achievement. The scholarship key idea was adopted, and the first key was presented to Brother Vincent G. McGuire, *New York*, in the spring of 1912.

When Beta Chapter (Northwestern- Chicago) joined the chapter roll in 1915, it was decided that each chapter may award one medal per year. The separate chapters had the power to individually regulate the rules governing the awarding of the medals.

Later in December 1920, when the chapter roll rose to seven chapters, the National Fraternity realized that allowing individual chapters to regulate the rules of awarding the keys made the awards



inconsistent. The Fraternity created new rules, which are still followed today, in order to make the award uniform throughout all chapters.

Also in 1920, the diamond stone which appeared in the original keys was replaced by an amethyst stone to save on costs and because of the greater symbolic significance of the amethyst. (The amethyst can also be found in the Fraternity's badge).

The original Delta Sigma Pi Scholarship Key, while of exactly the same design as the present key, was much larger because the idea was to wear it on a watch fob, which was popular when the award was created. When people started wearing a watch chain from one vest pocket to another, it was necessary

to reduce the size and weight of the key in 1923.

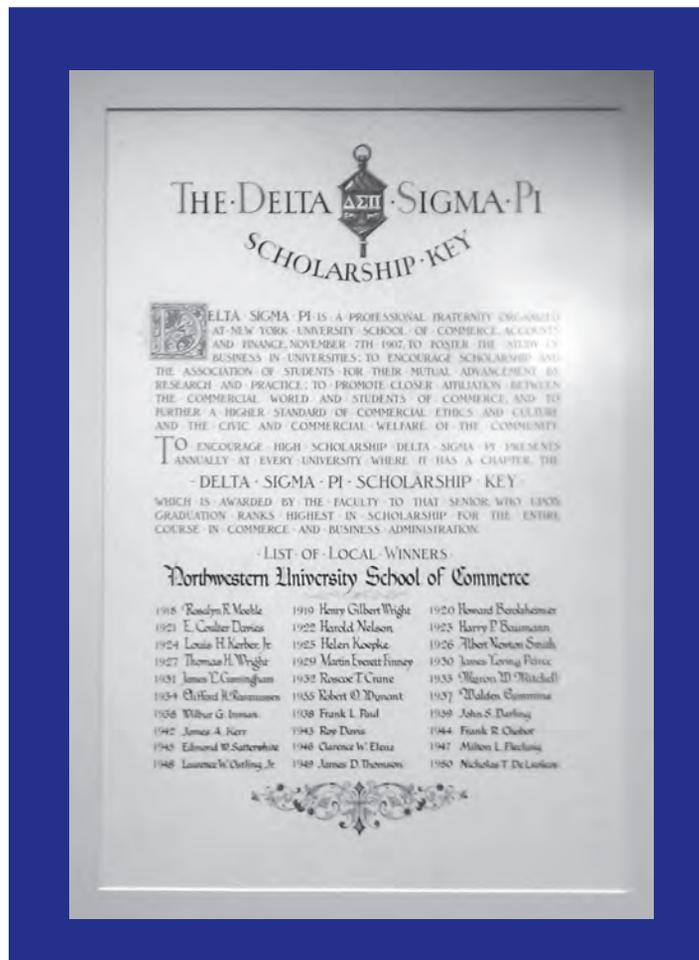
The key was awarded to both male and female students for the first 15 years, when it was restricted to male students only in 1927. When membership regulations allowed women to be initiated in 1977, the male-only restriction on the award was also dropped.

The Scholarship Key—now funded by the Delta Sigma Pi Leadership Foundation—is provided without charge to each college or university where there is an active Delta Sigma Pi chapter. In those cases where students tie for the highest academic average, two or more Scholarship Keys are presented.

The keys are presented at a convocation or honors event of each university or chapter's choice and the recipients are listed on each chapter's scholarship key scroll.

Older scholarship key scrolls measure 17 x 23 inches in size and were framed in a specially designed molding that featured space for the name of the university and panels for the names of thirty local winners. The key on the scroll was reproduced in gold, embossed and illuminated. Chapters installed today are now given plaques that can be engraved locally each year.

The Scholarship Key is a timeless tradition of Delta Sigma Pi and the Fraternity will continue to honor scholastic achievement for many years to come. ▲



*Beta Chapter had two great Deltasigs earn the Key at Northwestern—both future Executive Directors. Gig Wright in 1919 and Jim Thomson in 1949.*

## SCHOLARSHIP KEY TIMELINE

<b>1911</b>	<b>1912</b>	<b>1915</b>
Alpha Chapter appointed a committee to discuss granting an annual prize to the students of New York University, School of Commerce, Accounts and Finance.	The plan of the prize committee was adopted and decided to award a prize medal instead of money to the senior with the highest scholastic record. The first Scholarship Key was presented to Brother Vincent G. McGuire.	The Fraternity's second chapter—Beta Chapter at Northwestern-Chicago—was installed and the National Fraternity began presenting (and paying for) annual medals at schools where chapters had been established. The separate chapters, with the faculties of their schools, regulated the rules governing the awarding of the medals (one medal per year per chapter).
<b>1920</b>	<b>1923</b>	<b>1927</b>
Chapter roll rose to seven and the awards became inconsistent, so the National Fraternity regulated the rules governing the awarding of the keys. The diamond chip in the shank of the key was replaced with an amethyst stone.	The size and weight of the scholarship key was reduced (original key was to be worn on watch fob, but with the increase in popularity of wearing a watch chain from one vest pocket to another, the key had to be made smaller).	Scholarship Key winners were restricted to male students (before this time both men and women could receive the award).
<b>1977</b>	<b>2012</b>	
The male-only restriction on the award was removed since membership regulations now allowed women to be initiated.	The Scholarship Key has been awarded for 100 years.	

## Quick facts about the Scholarship Key

### Purpose

Since 1912 the Delta Sigma Pi Scholarship Key has been awarded annually at each college or university where the Fraternity maintains an active chapter. The Key is presented to the graduating senior(s) with the highest grade point average in the school of business or its equivalent.

### Eligibility

- Member or non-member of Delta Sigma Pi
- Graduating in May or June of the current academic year
- Highest grade point average in the school of business or its equivalent

### Application

No application is required for this award. The Dean of the school of business receives information from the Central Office on the selection of the nominee from each institution.

# Helping Brothers — *Today and Tomorrow*



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

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

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

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

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

# Delta Sigma Pi Leadership Foundation Scholarships... *Don't Miss the Opportunity to Fund Your Education*

**M**ore than \$35,000 in academic scholarships is awarded to undergraduate and graduate Deltasigs each year. Could you qualify for a scholarship? Here are the answers to a few frequently asked questions:

## *How much are scholarships worth?*

Many scholarships are awarded with values starting at \$250 and going up to several thousands of dollars.

## *I just joined Deltasig this year. Is it too early to apply?*

Current undergraduates may apply during any year as long as they are returning to school in the fall term. Graduating seniors who have been accepted to graduate school, along with current graduate students, may apply for graduate fellowships. Active Deltasig alumni who are returning to school may also apply.

## *My GPA isn't perfect — can I still qualify for a scholarship?*

Absolutely. While academic excellence is important, it is equally important to be a leader in Deltasig and on campus, to be involved in the community, to demonstrate the initiative to manage your finances and to gain exceptional recommendations. Requirements vary for each scholarship. Visit [www.dspnet.org](http://www.dspnet.org) for specific details.

## *Do I need a letter of recommendation?*

Undergraduate students must have a letter of recommendation from a Delta Sigma Pi brother and an employer or university faculty member. Graduate fellowships must include a letter of recommendation from a current or past professor or an employer and an individual qualified to comment on your professional, fraternal and/or civic involvement. Requirements vary for each scholarship. Visit [www.dspnet.org](http://www.dspnet.org) for specific details.

## *Don't Miss Out!*

All Delta Sigma Pi scholarship and fellowship applications may now be submitted at [www.dspnet.org](http://www.dspnet.org) under "Leadership Foundation." Applications, transcripts and letters of recommendation are due no later than **June 15**, so plan now for your submission. ▲



# Five World-Class Characteristics of the Modern Internship

By: Mark Babbitt, CEO of YouTern



We all hope we're seeing the beginning-of-the-end of "go-fer" and "mailroom" internships.

From the perspective of most, the days where an intern spends their time fetching coffee and serving as someone's minion can't be gone soon enough. Today, more students are enjoying high-impact, career-enhancing internships that enable them to more effectively bridge the gap between the classroom and the real world.

*How do you spot one of these high-quality internships?*

When choosing your next intern experience, consider these five world-class characteristics of the modern internship:

## A Quality Mentor

The existence of a mentor, where that person's interest in the mentee goes well past this internship or project, can have a significant impact on career development. In fact, some would argue that mentorship – where one learns from a more experienced colleague – is the most important component of the modern internship.

In many cases in today's economy, mentorship goes well past the traditional model, where a young protégé learns from a seasoned veteran. Many mutually beneficial internships now incorporate bi-directional and "reverse mentorships" – where the intern is tasked with bringing a workforce veteran up-to-speed on technology and social media, for example.

## A Dynamic Learning Environment

Many of today's internships offer the opportunity to contribute in small-team environments where one not only learns, but also grows – and greatly improves their career prospects in the process.

These learning opportunities are highly beneficial to the intern as they enable them to gain transferable skills in high demand by nearly every employer, regardless of college major, industry or the size of the company.

## The Opportunity to Create, Provide Solutions and Problem Solve

Today's emerging talent doesn't learn by watching others... they learn by doing (well, that and perhaps by Googling and *then* doing).

Many who highly-value their internship experience appreciate the opportunity to learn through creation of processes, being solely responsible for projects and solutions, by problem solving – and even by being allowed to make low-impact mistakes and learning from the experience.

## Passion (That's All... Just "Passion")

The best internships are fuel for one's passions. They provide a reason to get up in the morning, or work late. They inspire us to do more, learn faster, and become a champion of the mission.

If you – like so many of those complaining on Twitter about their "boring" internships – feel an internship will not serve as caffeine for your career, well...life is too short for a boring internship.

## Compensation (in One Form or Another)

To some, financial circumstances make a paid internship necessary. To others, an unpaid internship is acceptable when the tangible benefits to one's career is clear. When considering an internship, consider monetary and non-monetary forms of compensation:

- Monetary benefits come in many forms: hourly wages, stipends or payment received at the end of a project or internship.
- Non-monetary compensation may include career enhancement, mentorship, an awesome resume marker, outstanding networking possibilities... and much more.

No one knows your financial and career circumstances better than you. Weigh the benefits of every internship opportunity against your specific needs – and then make sure you receive compensation, in some form.

While not every internship will have all five of these world-class qualities, looking for these characteristics will ensure that your experience is worth your investment in time, energy and passion. ▲

*Editor's Note: Deltasig and YouTern (www.youtern.com) have partnered to showcase high-quality, mentor-based internships at entrepreneur-driven companies and non-profits – and the best career development blog in the business. YouTern is honored to support our goals in career development – and equally proud to donate a percentage of all proceeds to the Delta Sigma Pi Leadership Foundation.*

# The Emerald City

HOSTS 2013 GRAND CHAPTER CONGRESS

Start making plans  
to attend the 49<sup>th</sup>  
Grand Chapter Congress,  
August 7-11, 2013,  
in Seattle.



In 2010, Seattle was ranked in the top 10 “coolest cities” in America by *Forbes*. Additionally, Seattle ranked #9 on a list of America’s top summertime tourist destinations by the American Society of Travel Agents. As Washington’s largest city, with a population of more than 600,000, Seattle offers many unique options, including cultural attractions and museums, outdoor recreation and fine dining.

Open year-round, the Farmer’s Market at Pike Place is Seattle’s most iconic attraction—and it’s filled with tasty treats. Aisles of gleaming fruits and vegetables, tables overflowing with fresh floral bouquets, and booth after booth selling all manner of locally made jewelry, clothing and gifts. It’s also a great

place to enjoy many fantastic eateries serving prepared dishes. When you’re not sure what kind of food you’re in the mood to eat, just head to Pike Place Market and sample a little of everything. There’s also the whole fish-throwing thing! The Farmer’s Market started in 1907 (the same year as Delta Sigma Pi!) and is the longest continuously operating farmer’s market in the U.S.

The Seattle Center is home to the Space Needle, four museums, 11 theaters, five gardens, six fountains, more than a dozen restaurants, a skate park and an events arena. In short, this is Seattle’s entertainment hub, with plenty of fun for arts and culture lovers of all stripes. No wonder more than 10 million people visit Seattle Center each year.

With plentiful attractions, museums, parks and restaurants, Seattle has a little something for everyone. Visit [www.dspnet.org](http://www.dspnet.org) for more information on the 2013 Congress. Also, learn more about what Seattle has to offer visitors at [visitseattle.org](http://visitseattle.org).

## Explore Seattle:

- Seattle’s houseboat population is the country’s largest at almost 500 and largest outside of Asia.
- Boeing, UPS, Microsoft, Amazon, Starbucks and Costco are just some of the major U.S. companies founded in Seattle.
- Wine country is just a stone’s throw from Seattle. Just 30 minutes outside the city, the Woodinville area is home to dozens of local wineries, cellars and tasting rooms.
- Take a ferry to one of the many islands surrounding Seattle for a view of the Seattle skyline, unique shops and restaurants, art galleries and more. Or take a sunset dinner cruise along Puget Sound with views of downtown Seattle’s twinkling lights.
- Explore one of Seattle’s many museums, including the Seattle Art Museum and the Museum of Flight, or visit Olympic Sculpture Park, the Seattle Waterfront or the Woodland Park Zoo. ▲



# Water Cooler

## MARK YOUR CALENDAR

April 25

National Alumni Day

May 2

Deadline to submit news for the July *DELTASIG*

July 22-27

LeaderShape (Atlanta)

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

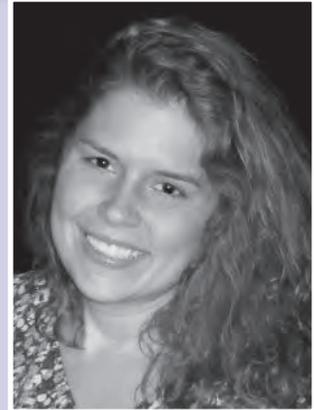
Dallas LEAD School

Visit [www.dspnet.org](http://www.dspnet.org) for a complete listing of events.



## Farewell to Kellsey Miller

Kellsey Miller left staff in February to pursue a career opportunity at Miami University. We thank Kellsey for the great work and enthusiasm she brought to the team as communications coordinator!



## Fraternity Board "Minutes in Seconds" from January 20-22 meeting:

- ▲ Selected 2012 National COY Taylor "Cody" Candee, *Wisconsin-Madison*, and Career Achievement Honoree Walter Schratz, *Pittsburgh*.
- ▲ South Central PVP Los Ellis recalled due to conflict of interest issue. Interim PVP Jerry Hotwagner appointed pending elections.
- ▲ Approved 2012 - 13 grant request for Leadership Foundation trustees' consideration.
- ▲ Approved previously announced changes to risk management policy grandfathering certain chapters (which meet specific requirements) to fundraise via alcohol sales/distribution.
- ▲ Approved 2012-13 operating and special projects budgets with no dues or fees increases.
- ▲ Now allow chapters *option* of saving additional monies toward GCC costs in the GCC Travel Fund.
- ▲ Clarified policy that defines and permits guests to help at fundraisers as long as they follow all the same rules and procedures as brothers.
- ▲ Removed social security numbers from all future applications and electronic database storage.
- ▲ Changed policy to allow for suspension of arrested criminal suspects to longer than six months.
- ▲ Clarified and enhanced the Fraternity's communication (to the press) policies.
- ▲ Approved purchase of a \$2,000 "Delta Sigma Pi recognition" in Miami University's new Armstrong Student Center to commemorate our centennial and more than 50 year relationship with the Oxford/Miami community — as well as Miami/Oxford's bicentennial.
- ▲ Changed policy to allow foreign events if coordinated by an alumni chapter or the National Fraternity.
- ▲ Selected New Orleans as "primary target" for the 2017 GCC, pending successful contract negotiation by the Executive Director.



# MAKE A DIFFERENCE DAY

## NATIONAL DAY OF DOING GOOD

Community service has always been a strong component of Delta Sigma Pi. As such, the Fraternity has supported and encouraged chapters and brothers to participate in Make A Difference Day (MADD) as one of our national service projects for more than a decade.

MADD, the nation's largest day of service

held the fourth Saturday of every October, is sponsored by *USA Weekend* in partnership with HandsOn Network and supported by Newman's Own. In 2010, Delta Sigma Pi was honored by *USA Weekend* as a national Make A Difference Day award winner for its increased and diverse participation around the country! ▲



BENTLEY, BOSTON and BOSTON ALUMNI volunteered at Cradles to Crayons, which provides clothing, toys and school supplies to underprivileged children. Last year, the organization served more than 50,000 children. Volunteers participated in a variety of different tasks, from sorting donations to matching outfits to be sent to children.



EVANSVILLE volunteered to clean up a local park.



GEORGIA SOUTHERN passed out recycling bags to tailgaters during a university football game and picked up remaining trash after the game.



NORTH FLORIDA cleaned up the section of highway the chapter had previously adopted.

OHIO STATE hosted the East Central Region's "Purplepalooza." Attendees collected more than 100 pounds of food.



## GIVING BACK

Chapters that participated in Make A Difference Day 2011 and registered their participation with National Community Service Chair Kris McDaniel or the Central Office include:

Albion	Cleveland-Akron Alumni	Indiana State	North Texas	South Florida
Angelo State	Colorado State	Indiana-Purdue at Fort Wayne	Northern Arizona	South Florida-Polytechnic
Arizona	Colorado-Boulder	Indiana-Purdue at Indianapolis	Northern Illinois	South Florida-Tampa
Arizona State	Colorado-Colorado Springs	Inland Empire Alumni	Ohio	Southern Illinois
Atlanta Alumni	Concordia	Iowa	Ohio State	Southern Methodist
Ball State	Connecticut	Johnson City Alumni	Oklahoma State	Southern Mississippi
Baylor	Corpus Christi Alumni	Kansas	Orange County Alumni	Syracuse
Bellarmine	CUNY-Baruch	Kansas City Alumni	Pacific	Tampa
Bentley	Dallas Area Alumni	Kennesaw State	Penn State-Erie	Tampa Bay
Binghamton	DC Metro Alumni	Kent State	Philadelphia	Tennessee
Boston	Delaware	Lewis	Pittsburgh	Texas A&M-College Station
Boston Alumni	DePaul	Lincoln/Greater Nebraska Alumni	Redlands	Texas A&M-Corpus Christi
Bowling Green State	Drake	Louisiana State	Rider	Texas Tech
Buffalo	Evansville	Louisiana Tech	Rockhurst	Texas-Austin
Cal Poly-Pomona	Florida	Louisville	Roger Williams	Texas-El Paso
Cal Poly-San Luis Obispo	Florida Atlantic	Loyola-Chicago	Saginaw Valley State	Texas-San Antonio
Cal State-East Bay	Florida International	Loyola-Marymount	St. Cloud State	Trinity-San Antonio
Cal State-Fresno	Florida Southern	Mercer	St. Edward's	Truman State
Cal State-Fullerton	Fort Worth Cowtown Alumni	Miami-Florida	St. Joseph's	Twin Cities Alumni
Cal State-Long Beach	Fresno-CenCal Alumni	Minnesota State	Saint Louis	Valparaiso
Cal State-Sacramento	Frostburg State	Missouri-Columbia	St. Mary's	Washington State
California-Davis	George Mason	Missouri-Kansas City	St. Thomas	Washington-St. Louis
California-Irvine	Georgia	Missouri-St. Louis	San Antonio	Wayne State-Nebraska
California-Riverside	Georgia Southern	Nebraska-Lincoln	San Diego	West Alabama
California-Santa Barbara	Georgia State	Nebraska-Omaha	San Diego State	West Florida
California-Santa Cruz	Hawaii-Manoa	Nevada-Reno	San Francisco	Western Illinois
Central Florida	Houston	New Jersey	San Jose State	Western Kentucky
Central Missouri	Howard	New York	Santa Clara Silicon Valley Alumni	Wingate
Christian Brothers	Illinois State	North Carolina-Chapel Hill	Santa Clara	Winona State
Cincinnati	Illinois-Urbana	North Carolina-Greensboro	South Dakota	Wisconsin-La Crosse
Clemson	Indiana	North Florida		



SANTA CLARA SILICON VALLEY and SAN JOSE STATE joined together at the Sunrise Village Emergency Shelter, Abode Services. Volunteers painted the shelter, organized donations, served lunch to residents, cleaned and landscaped as needed.



PITTSBURGH brothers took part in the fourth annual "Pitt Makes A Difference Day." More than 60 buses full of students traveled to surrounding communities to complete various service projects. Brothers spent the day picking up more than 10 bags of trash.

**Mark your calendars for Make A Difference Day 2012 on October 27.**



SAINT LOUIS landscaped at a local park.

**California-Santa Barbara/Rho Sigma**

Brothers wanted to tie their MADD event to the upcoming holiday and used [anysoldier.com](http://anysoldier.com) to identify U.S. soldiers who were overseas and needed supplies from home. The chapter sent \$100 worth of supplies to each along with letters and cards to the troops.

**Colorado-Boulder/Alpha Rho**

The chapter participated in the Parenting Place Clean-Up Palooza, where volunteers sorted through donations and organized the building. They also helped clean their building and playrooms, which included washing floors, cabinets, counters and toys to ensure everything was disinfected.

**Texas-San Antonio/Omicron Phi**

Brothers hosted Westside Graffiti Wipeout where volunteers painted over graffiti on various buildings and poles. The City of San Antonio donated paint and supplies; local restaurants donated food for volunteers; and other companies donated t-shirts, name tags, banners and volunteer certificates. Houston, St. Mary's, Texas A&M-Corpus Christi, Trinity-San Antonio, Corpus Christi Alumni and San Antonio Alumni also participated as well as local volunteers. The event was featured on local radio and television stations.

**Wayne State-Nebraska/Eta Pi**

Brothers donated various items to the local Haven House, which offers a new beginning for domestic violence victims.

**Wisconsin-LaCrosse/Eta Rho**

The chapter hosted "Hunt for the Cure" to raise money for Susan G. Komen. We sold pulled pork sandwiches, chips and cookies outside Gander Mountain and delivered lunch to local businesses who had preordered. ▲



More than 160 brothers from CALIFORNIA-IRVINE, CALIFORNIA-RIVERSIDE, CALIFORNIA-SAN DIEGO, CAL POLY-POMONA, CAL STATE-FULLERTON, INLAND EMPIRE, LOYOLA-MARYMOUNT, REDLANDS, ORANGE COUNTY and SAN DIEGO STATE volunteered for the eighth year at Santa Claus, Inc. Brothers donated more than \$500 to purchase fleece to make blankets and organized clothes and books, made holiday decorations, filled backpacks with school supplies and created bookmarks. Santa Claus, Inc. has been aiding underserved children since 1952 and provides clothing, toys, and books to the families of approximately 17,000 children annually.



## DELTA SIGMA PI

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[www.dspnet.org](http://www.dspnet.org)

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# Embrace the Brotherhood - National Alumni Day is April 25



"From the outside looking in they'd never understand, from the inside looking out we could never explain."—Unknown

**Celebrate with brothers in your area!**  
Send news and photos of your event to [magazine@dspnet.org](mailto:magazine@dspnet.org).