

“Why am I attending Congress? I want to see old friends I haven’t seen for a while. I’m looking forward to the “DSP atmosphere” so vibrant at Congress. It’s been a while since I have been to a DSP event and I miss participating in this great organization.”

—SCOTT DINIUS, INDIANA-PURDUE AT FT. WAYNE

Did you Know?

- The 2nd Annual Grand Chapter Congress Golf Outing, benefiting the Leadership Foundation, is being held August 7 in Orlando. Visit www.dspnet.org (“Congress/Register”) for more details.
- Our Congress hotel is within walking distance from Downtown Disney, home of the Disney Marketplace, Pleasure Island and Disney’s West Side.
- Enjoy the excitement and fun of Disney’s Pleasure Island on Friday evening with 1000+ of your brothers! Ticket included with full registration!
- Championship golf courses, world-class spas, superb restaurants, museum exhibitions and performing arts, and more than 1,200 retail shops await you in Orlando!
- Orlando’s Preferred Visitor Magicard® will save you money during your stay! Visit <http://dsp.orlandomeetinginfo.com/magicard/> for details.
- The 2009 Grand Chapter will be at the Marriott Crystal Gateway in Washington D.C. (Crystal City, VA) August 12–16, 2009!



Very familiar to today’s consumer, David Oreck, founder of Oreck Corporation, is an innovator in the sale of vacuum cleaners, and other floor care and water care products. The upright vacuum cleaners touted in TV and magazine ads are often hailed as “America’s best.” There are over 500 company-owned and licensed exclusive Oreck retail stores across the country.

Born in Duluth, Minn., Oreck joined the Army Air Force at the age of 17. A radar officer and navigator, he flew bombing missions aboard B29’s in the 20th Air Force in the Pacific during World War II. Following the war in 1946, he joined the RCA wholesale distributor in New York City and discovered his true calling—sales. Selling everything from Whirlpool appliances to RCA televisions and microwaves, he rose through the ranks to become general sales manager. Then, in 1963, he left to form Oreck Corporation and in 1965 became the exclusive RCA wholesale distributor in Louisiana and Mississippi.

Under his leadership the company has become an innovator in the sale of vacuum cleaners, and other floor care, and water care products he markets by direct mail, telemarketing, and the network of exclusive stores.

However, vacuum cleaners aren’t Oreck’s only area of expertise. Oreck also played an important role in the introduction of automatic washers and microwave ovens. He pioneered the introduction of both black and white and color television in New York. In addition, he created one of the first master antenna companies in New York City, which was the start of the cable TV industry. The entrepreneur also founded a charter airline service in New York.

Today, Oreck’s vacuum empire continues to grow by leaps and bounds. But in his corporate offices, one gets the sense his hobbies are never far from his mind. From a three-foot modern replica of a 1930s Waco YMF5 open-cockpit stunt plane, to the Harley Davidson motorcycles parked in his conference room, it’s easy to see Oreck’s passions

David Oreck is Deltasig's 2007 National Honorary Initiate!

extend beyond the confines of his stores. A Harley Davidson enthusiast and commercial pilot, he currently owns and flies seven different planes, including a vintage Waco Open Cockpit airplane and a Navy Warbird T-34.

Mr. Oreck is the recipient of countless national advertising and marketing awards. He was awarded American Marketing Association's "Marketer of the Year" 2003 and was named both U.S. National Finalist and Louisiana Entrepreneur of the Year. He also recently received an honorary doctorate degree from Pace in New York City in 2006.

The Man behind the Machine

With all the success Mr. Oreck has achieved and all the roles he's taken on, that of a mentor is likely one he assumes every day. When asked to name the person who's had the greatest impact on him, professionally, he credits General David Sarnoff—founder of RCA. A fellow innovator, Sarnoff first posed the concept of broadcast radio in 1915, introduced RCA's electronic monochrome television system in 1939 and the world's first electronic color television system in 1946. Like Oreck, Sarnoff believed in social improvement through technological progress. The greatest lesson Oreck gained from Sarnoff? Never give up. Says Oreck, "Some people call it stubborn, some call it tenacious but I say never give up. If you have the right idea, stick with it."

When asked to name some of the highlights of his industrious and flourishing career, his famous vacuum tops the list. "After years of struggling with the design of the upright, when it finally worked out—that was the most exciting." And from a cultural standpoint, he says he knew he'd arrived when his friends called to say his name was a clue in the *New York Times* crossword puzzle!

It's hard to imagine Mr. Oreck having pursued any other career. However, he says if he hadn't followed his current career path, he'd be in aviation. Even with his busy career, he still finds time to fly every week with his own charter airline service. He especially enjoys open cockpit airplanes. Oreck says he also would've enjoyed pursuing a career in television.

Mr. Oreck realizes how truly lucky he's been to achieve his numerous successes. "I've accomplished more than I had any reason to envision," he says. "I couldn't have done this in any other country than America. I count my blessings."

If he could offer Deltasigs any advice, it would be to never give up because "it's never too late to pursue your dreams"—after all, he was 40 before he pursued his business career. He also emphasizes the importance of marketing.

"Good marketing is crucial in our success in this country," Oreck says. He stresses that even a superior product with great quality and pricing won't sell well if the marketing isn't top-notch.

The initiation of this exceptional innovator will take place the morning of Thursday, August 9—followed by remarks from our new brother. Take advantage of the opportunity to meet and hear from this successful business leader! ▲

