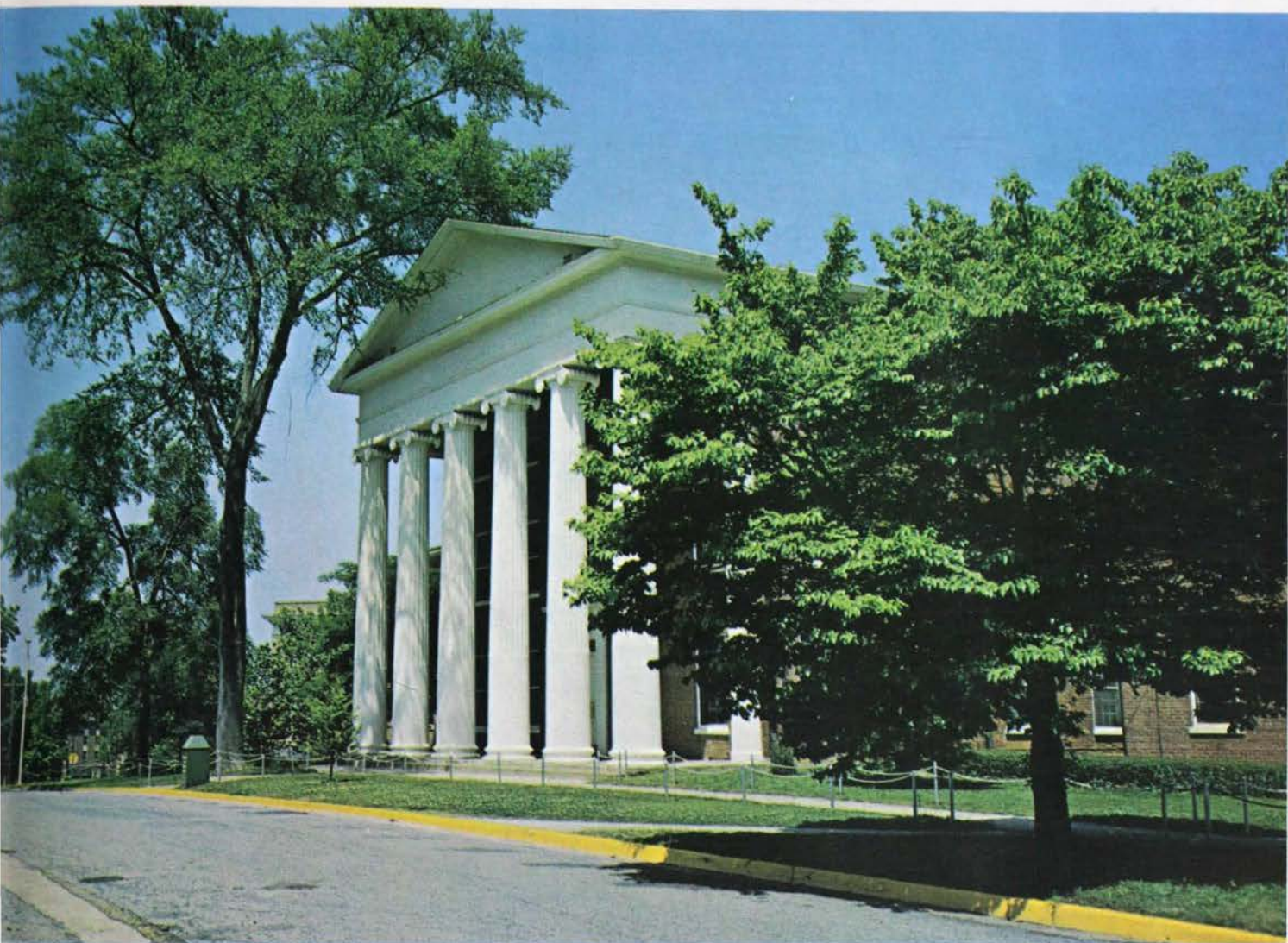


*The* **DELTA SIG**  
O F D E L T A S I G M A P I



*University of Mississippi, Oxford, Mississippi*

**PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY**

FOUNDED 1907

**MAY 1970**

# The International Fraternity of Delta Sigma Pi

*Professional Commerce and Business  
Administration Fraternity*

Delta Sigma Pi was founded at New York University, School of Commerce, Accounts and Finance, on November 7, 1907, by Alexander F. Makay, Alfred Moysello, Harold V. Jacobs and H. Albert Tienken. Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture, and the civic and commercial welfare of the community.

**IN THE PROFESSIONAL  
SPOTLIGHT**



**FOCUSED IN THE** Professional Spotlight for this issue of **The DELTASIG** are members of Alpha Upsilon Chapter at Miami University, Oxford, Ohio, during a recent visit to the data processing facilities of the Ohio Casualty insurance companies headquarters in Hamilton, Ohio.

# The DELTASIG

O F D E L T A S I G M A P I

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**Our Cover**

The Lyceum Building on the campus of the University of Mississippi, Oxford, Mississippi, is the featured building on the cover of this issue of The DELTASIG. The Lyceum Building was constructed in 1848 and has long been recognized as a landmark on the Ole Miss campus.

DELTA SIGMA PI is a charter senior member of the Professional Interfraternity Conference, organized in 1928. The members of the Conference comprise: ARCHITECTURE, Alpha Rho Chi; CHEMISTRY, Alpha Chi Sigma; COMMERCE, Alpha Kappa Psi, Delta Sigma Pi; DENTISTRY, Alpha Omega, Delta Sigma Delta, Psi Omega, Xi Psi Phi; EDUCATION, Kappa Phi Kappa, Phi Epsilon Kappa; ENGINEERING, Theta Tau, Sigma Phi Delta; LAW, Gamma Eta Gamma, Delta Theta Phi, Sigma Delta Kappa, Phi Alpha Delta, Phi Beta Gamma, Phi Delta Phi; MEDICINE, Alpha Kappa Kappa, Theta Kappa Psi, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Lambda Kappa, Phi Rho Sigma; MUSIC, Phi Mu Alpha Sinfonia; PHARMACY, Kappa Psi, Rho Pi Phi, Phi Delta Chi; VETERINARY MEDICINE, Omega Tau Sigma.

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# From The Desk of The Grand President

WARREN E. ARMSTRONG  
Gamma Iota—New Mexico



SOON MANY OF YOU will be leaving college to begin your careers in business. You will undoubtedly find life on the "outside" challenging, frustrating, uncertain, and rewarding. Each of you will strive to be successful in your endeavor. Success should be defined as the progressive realization of a worthy ideal. You will be your own judge of true success.

Whether you are graduating, working at the present, or still attending college, I would like to pass on to you the contents

of an article which I keep in front of me on my desk. I have found it to be stimulating over the years. Think about this for a moment: "You have a plain bar of iron worth about \$5.00 to start with. Made into horseshoes, it is worth \$10.50. Made into screw drivers or kitchen cutlery, it may be worth \$250.00. Made into needles, it is worth \$3,500.00. Made into balance springs for watches, it is worth \$250,000.00. The same thing is true of another kind of material—You! Your value is determined by what you make of yourself. TIPS"

## A Word From The Central Office



THE CURRENT ACADEMIC year will soon be history. For many members and for many chapters in the fraternity it will have been a truly successful and rewarding year. For others it will have been less successful and perhaps not so rewarding. Not much can be done now to change the results for the year.

Much can and should be done now to prepare for the coming year. New officers will be elected to lead the chapter during next year. Will you elect the men best qualified to provide good leadership for your chapter, or will you elect the most popular members? Much of the success of any chapter depends a great deal on the leadership capabilities of the officers elected.

Will you draft plans now for next year or will you wait until the year begins, only to realize that you have no established

plans or goals for your chapter? Now is the time to make these plans. The summer months are the time to refine them. Dr. Norman V. Peale is quoted, "There is a fact of life that none of us can escape and it is this: We become, to a very large degree, what we think. Think little, believe little, act little and the results will be little. If, on the contrary, you think big, believe big, act big, the results will be big."

This concept truly applies to members and chapters of Delta Sigma Pi alike. If we think and act positively, the results will be positive. If on the contrary we think and act negatively, the results are likely to be negative. No one ever succeeded without hard work and determination. Which will your chapter be, one that acts positively and gets positive results, or one that reacts and gets little result?



# The DELTASIG

O F D E L T A S I G M A P I

## Eta Psi Chapter Becomes Fifteenth In The State of Texas

ON FEBRUARY 1, 1970, the fifteenth chapter of Delta Sigma Pi was installed in the State of Texas, at the University of Houston, in Houston. This chapter becomes the 164th of Delta Sigma Pi and joins in the state, Beta Iota Chapter, Baylor University; Beta Kappa Chapter, University of Texas-Austin; Beta Upsilon Chapter, Texas Tech University; Beta Phi Chapter, Southern Methodist University; Gamma Phi Chapter, University of Texas-El Paso; Delta Epsilon Chapter, North Texas State University; Delta Eta Chapter, Lamar State College of Technology; Delta Upsilon Chapter, Texas Christian University; Delta Phi Chapter, East Texas State University; Epsilon Zeta Chapter, Midwestern University; Epsilon Mu Chapter, Sam Houston State University; Zeta Mu Chapter, University of Texas-Arlington; Zeta Nu Chapter, Texas A and I University; and Eta Theta Chapter, Angelo State University.

The program for the day took place on the campus of the University of Houston with activities centering in the University Center and in the Heyne Building where the College of Business Administration is housed. Registration for members and guests began at 11:00 A.M., and was followed by a tour of the campus. Lunch found the group gathered informally in the Cougar Den on campus, with the Ritualistic initiation ceremonies following in the Heyne Building.

National officers present for the installation were: Grand President Warren E. Armstrong, *New Mexico*, Executive Secretary Ben H. Wolfenberger, *Texas Tech*, Regional Director Charles P. Foote, *Texas Christian*, District Director Gerald Franklin, *Sam Houston State*, and Field Secretary Ellery J. Lacy, *Lamar Tech*.

Assisting delegations were also present from Beta Kappa Chapter, University of Texas-Austin; Delta Eta Chapter, Lamar State College of Technology; Delta Upsilon Chapter, Texas Christian University; Epsilon Mu Chapter, Sam Houston State College; and Eta Tau Chapter, McNeese State College.

Besides assisting with the installation day activities, the Houston Alumni Club had given untold hours in planning for the installation, and had provided guidance, education, and management counseling to the chapter during its operation as a local fraternity.

In the evening, the installation banquet program, held at the Surrey House in Houston, was opened by Regional Director Charles P. Foote, who served as toast-

master. Dr. Roger Singleton, Assistant Dean of the College of Business, gave the invocation; and, following the meal, Dr. Patrick J. Nicholson, Vice President of University Development, extended greetings to the new chapter and the guests on behalf of the University of Houston. Recognized during the banquet were two very special guests, Past Grand President Kenneth B. White, *Boston*, who had attended fourteen of the fifteen chapter installations in Texas; and Russell A. Stephenson, a charter member of Epsilon Chapter at the University of Iowa, and past dean of business administration at both the University of Minnesota and the University of Michigan. Also recognized were District Director Russell E. Brown from the Dallas District and Chester J.



ROBERT C. ROE, JR. receives the Eta Psi Chapter Charter from Grand President Warren E. Armstrong during installation ceremonies recently held at the University of Houston. Brother Roe is a member of Delta Eta Chapter at Lamar Tech and helped to organize the new chapter at the University of Houston.



HOME OF THE College of Business Administration at the University of Houston is the Heyne Building shown here. Delta Sigma Pi recently installed its 163rd undergraduate chapter on this campus.

Rito, an alumnus of Delta Mu Chapter at the University of the Americas in Mexico City.

Continuing with the program, Dr. Richard H. Brien, Associate Dean of the College of Business Administration, gave a very impressive history and projection of the college. The newly initiated chapter advisor, Dr. Joseph E. Champagne, followed with a history of Delta Sigma Fraternity which had that day become Eta Psi Chapter of Delta Sigma Pi.

In presenting the Charge and Charter, Grand President Warren E. Armstrong recognized Eta Psi Chapter President Robert C. Roe, Jr., for his devotion to the fraternity and his untiring efforts in helping establish Eta Psi Chapter. President Roe was largely responsible for the chapter's existence, although he had originally become a Deltasig through Delta Eta Chapter at Lamar State College of Technology.

After President Roe had accepted the Charge and Charter on behalf of the members of Eta Psi Chapter, Executive Secretary Ben H. Wolfenberger extended greetings to the new chapter from present and past national officers, undergraduate chapters, and alumni clubs throughout the nation.

Closing the installation banquet program, Regional Director Charles P. Foote presented the official chapter gavel to President Robert C. Roe, Jr.

### History of the University of Houston

The University of Houston was established in 1927 under the temporary title of Houston Junior College. The primary enrollment of 220 students first attended classes at San Jacinto High School, which served as a temporary base until funds and location could be established. Seven years later the University of Houston was established. Despite the fact that the University had been established, classes were still being held at the San Jacinto High School and at the South Main Baptist Church and Second Baptist Church.

In 1939, the University finally moved to its present location consisting of 110 acres. In 1954, the university received formal accreditation from the Southern Association of Colleges and Secondary

Schools. The next three years were spent formulating greater facilities on campus. In May, 1961, the university was admitted as the 20th member of the Texas State System of Higher Education.

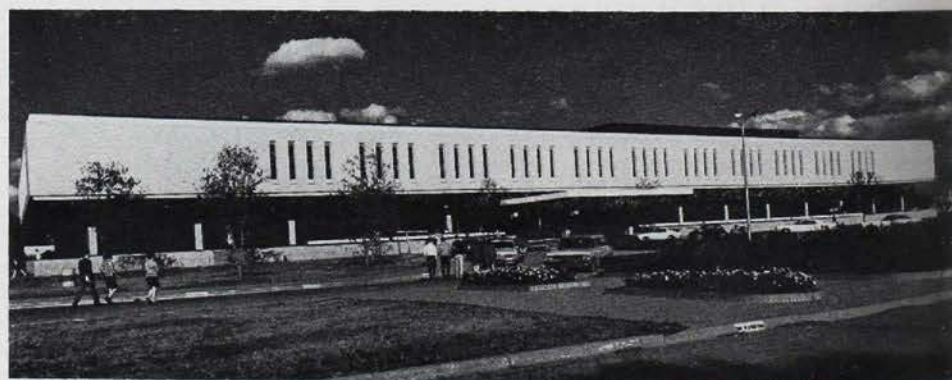
Currently the university has an enrollment of 23,000 students. There are more than 80 major areas of concentration and more than 600 full time faculty members. The university is composed of the Colleges of Architecture, Arts and Science, Business Administration, Engineering, Education, Law, Optometry, Pharmacy and Technology; and the Graduate School, the Downtown School, the Graduate School of Social Work, and the Institute for Urban Studies.

### History of the College of Business Administration

The College of Business Administration was organized in 1942. The college consists of eight academic departments and three special centers. The Departments include accounting, behavioral management science, economics, finance, general business administration, marketing, production-logistics management, and quantitative management science. The Centers include the Management Development Center, the Center for Research in Business and Economics, and the Center for Human Resources. In 1969 and 1970 the Graduate Division of the College will move into a new three story Graduate Studies Building.

During freshman-sophomore years, all students follow the general core program, designated simply as business administration students. The college has a 60 hour graduate program, except that there is a 36 hour MS in Accountancy degree. The Ph.D. is also offered in the College of Business Administration. There are approximately 5,000 students, about three-fourths of which are men.

*Continued on page 152*



THIS UNUSUAL building is the University Center at the University of Houston.

# Delta Mu Chapter Gets New Home . . .

## The University of the Americas moves to Puebla

THE ACADEMIC YEAR 1969-70 has proven to be a very busy school year for Delta Mu Chapter at the University of the Americas in Mexico City. In addition to the demands being met by the chapter in regards to an exhausting professional program, Delta Mu Chapter has been working hard in preparation for the move to a new campus. The administration of the University, the International Business School, and the chapter have been preparing for this move with a high degree of cooperation.

As on any newly erected campus there will be a need for the already existing organizations to take the forefront in both student social and academic activities. It is to these ends that Delta Mu Chapter dedicates its first year on its new campus.

The new campus is located on the outskirts of Puebla, fourth largest city in Mexico, with a population of 600,000. It is slightly more than one hour's drive from the Mexico City International Airport by a four lane divided super highway.

The city of Puebla de Zaragoza was founded in 1531 by Hernan Cortes as a place where Spaniards wandering through the newly conquered territory without profession or trade could settle and feel "a love of the land." The area is one of the richest in colonial settlements and the heart of the route of the conquistadores from the Gulf of Mexico. It was also the center of the Toltec Kingdom and scholars have reasoned that in the vicinity of the campus lay the source and inspiration of Aztec civilization.

The church town of Cholula, which has a population of 16,000 and is only a short walk from the campus, was once the center of a great indigenous culture. On this site, inhabited from pre-classic to conquest times, was built a mammoth ceremonial precinct consisting of platforms and a maze of temples. Remaining today is the Tepanapa Pyramid. This structure is the largest pyramid in the world in terms of volume. Topped by the little Santuario de los Remedios, the site

is presently under excavation by the National Institute of Anthropology. Excavations are also conducted by the Department of Anthropology at the University of the Americas. In addition to the wealth of pre-hipanic and colonial monuments, the metropolitan area offers more cultural and recreational facilities than any city of comparable size in the United States.

The main campus occupies 164 acres of land next to the Tepanapa Pyramid. On a clear day four of Mexico's five snow-capped volcanic peaks may be seen from campus. Campus architecture follows traditional Puebla colonial style in design and materials.

The University of the Americas is a co-educational institution of higher learning dedicated to international understanding through intercultural education. It is a non-denominational establish-

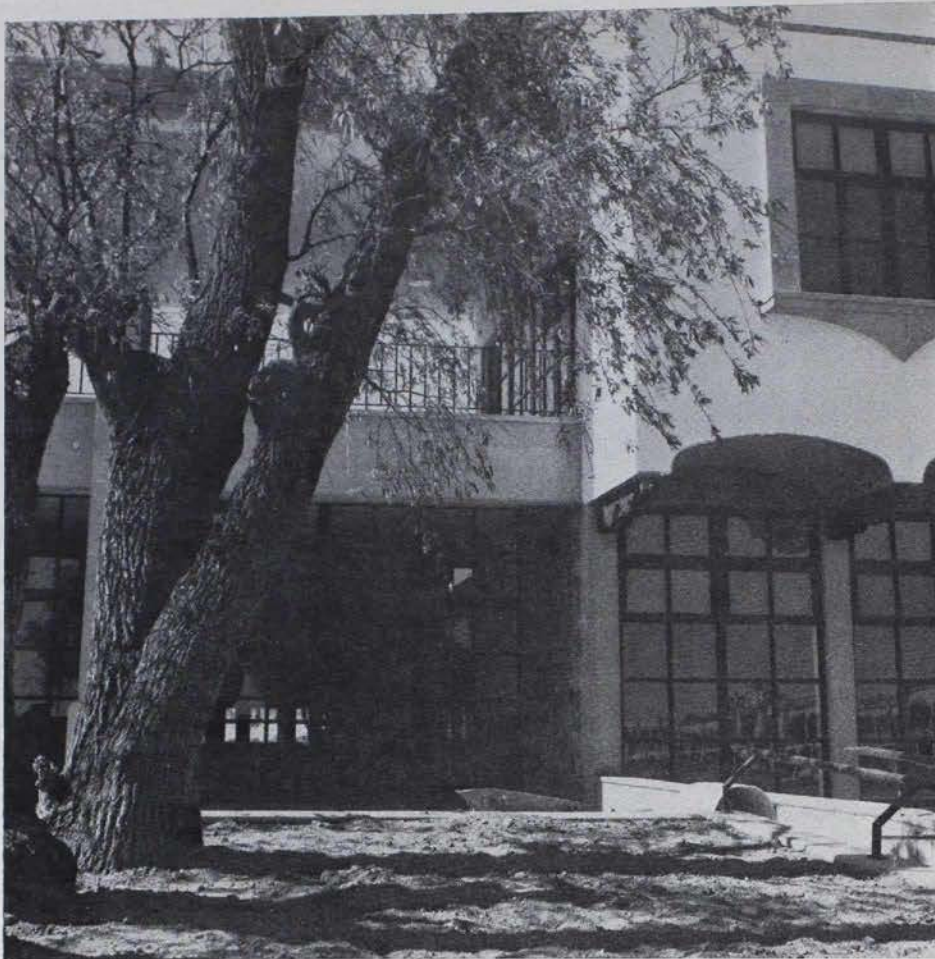
ment of higher learning based on a strong liberal arts curriculum. Currently, it is the only American type liberal arts institution of high education in Latin America which is accredited with a regional accrediting association. Its bilingual faculty have received their training in more than 20 countries and more than 40 nationalities and 49 states are represented in its student body.

The University of the Americas was founded as Mexico City College by Henry L. Cain and Paul V. Murray in 1940. It is a non-profit organization chartered under the laws of Mexico as an *asociacion civil* and the United States as the University of the Americas Foundation, Inc.

The College of Arts and Sciences was first authorized to grant degrees in 1945. Its programs, within the tradition of the liberal arts, emphasize an understanding



SHOWN HERE IS the Learning Resources Center on the new campus of the University of the Americas at Puebla, Mexico. This multi-faceted building, with its tiled Spanish portales, will house the Library, two language labs, the audio visual department, the microfilm department and various study rooms and the archival collections.



THE BUSINESS OFFICE of Delta Mu Chapter will be housed in the University Center building shown here on the campus of the University of the Americas when it is moved from the present location between Mexico City and Toluca to Puebla, Mexico. Delta Sigma Pi was installed on the campus in 1958.

of inter-American cultures and bilingual competency. The curriculum of the College is organized to provide each student with the opportunity for a general education in the liberal arts and an education in depth in a major field of concentration. The work at the College is therefore in two phases, consisting of the general requirements of the College and the departmental and inter-departmental requirements for fields of concentration. Normally, the general requirements are completed during the first two years, and the departmental requirements during the last two.

The College offers two degrees, the Bachelor of Arts and the Bachelor of Fine Arts in the following fields: anthropology, art history, ballet, business administration, creative writing, economics, education, English, literature, Spanish language and literature, fine arts, history, international relations, philosophy and psychology.

The Instituto Tecnológico was established in 1968. It constitutes a major pro-

gram within the University for the development of highly qualified professional engineers in several areas of specialization. Initially, the degrees of bachelor of science in mechanical engineering, electrical engineering and chemical engineering are offered.

The University conferred its first Master's degree in 1947. It offers graduate instruction in a limited number of departments which have distinguished faculties, libraries and research facilities. To date, its major programs have been limited to Latin American and Inter-American studies.

The official inauguration of the new campus will take place on Thursday, July 16, 1970. Delta Mu Chapter extends a cordial invitation to all Brothers planning to visit Mexico during 1970 to visit their home at the new campus of the University of the Americas.

Delta Mu Chapter of Delta Sigma Pi was installed at the University of the Americas on March 8, 1958.—JAMES E. DAILEY

## LIFE MEMBERS

- 5113 John A. Smolich, *Epsilon Phi*, Sacramento State
- 5114 Joseph S. Hardy, *Gamma Psi*, Arizona
- 5115 Gerald R. Davis, *Epsilon Phi*, Sacramento State
- 5116 Jay B. Goldman, *Gamma Lambda*, Florida State
- 5117 Philip E. Vierling, *Alpha Iota*, Drake
- 5118 Paul J. Muzereus, *Gamma Pi*, Loyola-Chicago
- 5119 Dennis A. Thompson, *Alpha Omicron*, Ohio U.
- 5120 Lawson L. Hockman, *Epsilon Kappa*, Shepherd
- 5121 Herman E. Clark, *Gamma Lambda*, Florida State
- 5122 Robert O. Harvey, *Alpha Pi*, Indiana
- 5123 Larry R. Shank, *Delta Theta*, Oklahoma City
- 5124 Robert L. Schrimsher, *Gamma Zeta*, Memphis State
- 5125 Richard G. Schagrin, *Beta Eta*, Florida
- 5126 John E. Pilcher, Jr., *Delta Chi*, Washburn
- 5127 Nikolai Kerpchar, *Beta Kappa*, Texas-Austin
- 5128 Joel P. Rice, *Gamma Iota*, New Mexico
- 5129 George D. Collins, *Alpha Pi*, Indiana
- 5130 Brian Toyne, *Kappa*, Georgia State
- 5131 Richard D. Wenger, *Delta Chi*, Washburn
- 5132 Gerald E. Kerkhove, *Alpha Eta*, South Dakota
- 5133 Donald J. Sajwaj, *Delta Chi*, Washburn
- 5134 Carl L. Lewis, *Epsilon Theta*, Chico State
- 5135 David G. Yost, *Gamma Psi*, Arizona
- 5136 Thomas A. Shelton, *Mu*, Georgetown
- 5137 Patrick M. Rothamel, *Alpha Mu*, North Dakota
- 5138 Walter A. Gray III, *Zeta Upsilon*, Virginia Tech

Continued on page 169



THIS BUILDING ON the University of the Americas campus in Puebla will house the College of Arts and Sciences and the International Trade Center.



# Improving the Image of Business on the Campus

by

Forrest H. Kirkpatrick

Vice President and Secretary

Wheeling Pittsburgh Steel Corporation

The following is the text of an address delivered before a session on: "Business Looks at the College Student" at a National Industrial Conference Board meeting on "Managing the New Work Force," January 18-19, 1968 at New York, New York.

"tin lizzie" and the jet plane.

There is no question but that the depreciation of and the attacks on business in academia and in the Potomac River area—some proper and some far fetched—have had an effect on what young people think about career opportunities. And—let us face it—these young people have had very little in the way of an effective or appealing dramatization of business presented to them!

On the contrary, the suspicions they may have picked up about the business world have been reinforced since the momentous day they were first able to read the comic strips and thereby learn that inside every office there is someone called a "boss," who is either an idiot or a tyrant plus a group of bumbling employees who tremble with fear at his frown.

After this inauspicious introduction to the vague world of business, these young people have then been progressively exposed to best-selling novels, successful movies, and highly rated television programs which have exhibited a remarkable lack of insight or honesty in their treatment of business, coupled with a hostile viewpoint or with buffoonery. One professor put it thus: "In the contemporary folklore of the mass media, it is something of a challenge to try to draw up a list of 'good guys' that can be associated directly with business and industry."

Having survived this brainwashing during grade school and college years—a good bit of it unconsciously from the viewpoint of the brainwashee—these boys and girls eventually go on to college—which is a kind of launching pad from which they will move into the adult community as full participants.

Here we like to think there is some hope of truth! Allegedly the college cam-

pus is the peculiar and dedicated spot where minds are stretched and misconceptions corrected. Here, at last, it would seem, is the place to let the hot light of reason burn off the fog of confusion that surrounds what goes on in business and industry. . . . Here is a place where bias and fuzzy thinking cannot survive! But the college does not always live up to these hopes!

Unfortunately, since business is directly related to economics and the corporation is fundamentally an economic institution, the student eventually must get some understanding of the dark art of economics and it is here that the boat is missed again.

It has been suggested by some professors of economics that economics may be one of the worst taught subjects throughout our entire educational system. Given its importance in terms of our society, we can say for certain that it is certainly among the least taught. . . . It has not yet reached the status of philosophy, literature, or science as a part of the culture pattern of our society and it is not considered as an essential part of what every educated man should know.

The significance of all this is that relatively few are being given the tools with which to sort out fact from fancy when it comes to business. As a result, statements which downgrade business as a career choice are likely to be taken at face value.

Let me add too that there is clear evidence of a wide and widening gap between the young and the old generations, i.e., between those who are under thirty and those who are over thirty. But, I hasten to add, the lack of intimacy and harmony between young and old is hardly a twentieth century novelty. Nor are the

AS WE ALL KNOW, there is some evidence to indicate that many college and university students look upon the prospect of a career in business or industry with very little enthusiasm. They seem to equate corporate activity with sterility.

Some of the magazine articles that have reported this attitude come up with the uncomplimentary rubric that "business is for the birds. . . ." Personal challenge and the opportunity to make a meaningful contribution are not readily available in the business world. The gray flannel suit does not seem to be as attractive or appealing as in other years.

All this is probably not too surprising because business corporations have been around for quite a while now, and, to the outsider, there is nothing very novel about most of them—particularly does this seem true to the young viewer. Nor do they look exactly like hotbeds of individualism and excitement which are qualities the college undergraduate is apt to admire greatly.

Men who have visited college campuses recently tell me that, for certain segments of the student body, these observations are fairly accurate. It is not true, they tell me, of specific segments like engineering or business administration students, who by choice of curriculum have already indicated that business and industry have some attractions.

Business management, of course, is not singing a solo as it laments that not enough college students want to join its ranks. Those who are concerned about such professions as medicine, teaching, law, engineering, and the clergy have the same complaint. There just aren't enough college students in the top quarter of each class to go around, plus the fact that many more students are not following conventional career patterns. Added to all this is the fact that protest and argumentation are part of the current collegiate mood!

What is surprising to me, at times, is the antiquated attitudes of so many academic people—the so-called intellectuals—who display a consistent bias against business and industry. Some of them are still critical of business practices and patterns that are related to other years. It has totally escaped their attention that business and industry have evolved remarkably over the last fifty years, along with every other major institution in American life. There is no more similarity to corporate life in 1970 to what it was in 1918 than there is between the

current efforts to meet adult pressure by sabotage and selective inattention a uniquely modern phenomenon!

It is well to remind ourselves, however, that nineteenth century conflicts between the generations differed from today's in some important respects. Nineteenth century young people seldom challenged the legitimacy of their elders' authority. They merely claimed it without creating any ideology to bolster them. Even the riots which marked the 19th century college life were more like peasant revolts against tyranny than like revolutionary movements pointed toward some high goal.

The increasing separatism of the teenage culture and with it or from it the massing together in high schools and colleges of very large numbers of identical age and social condition have gradually led to a new atmosphere in which the basic legitimacy of adult judgment and authority has been called into question. This new generation has been called all manner of things but I believe that the term "Critical Generation" is most appropriate. There is some thoughtful and analytical questioning, there is some reflection as to values, and some withholding of approval that is all to the good. All this is directly related to the problem we are discussing in this conference.

College and university undergraduates assert themselves in one of two or three ways. Some temporarily repress the fact that they will eventually become adults themselves, and they act like "permanent students." Others construct visions of the adult world which are to some degree harmonious with the current student values. Many, of course, do both things, either simultaneously or sequentially. Then again there are those who are in college simply because it is the thing to do and they carefully keep themselves free from any influence that will disturb the quiet peace of the "no-thought-no-action" way of life they have seen in the so many people of the generation that preceded them.

But at any rate, those of us who meet these students in recruiting or in on-the-job training must here again relate ourselves to reality, to the college world as it is, and not dream of the college world we think we would like to see. The huffing and puffing of those who seek to change this critical generation by turning back the hands of the clock, by preaching about the good old days, or by asking

them to repent, reform, and conform simply add the noise of worn-out fog horns rather than provide a thoughtful stimulus to change and improvement.

Based upon all the evidence, it is far from clear that there is a real and solid anti-business bias on the part of great numbers but let me point out with emphasis, that if it does become a pattern for the brightest, most creative, and most dynamic students to turn automatically and permanently away from business careers, those of us in business have a problem on our hands.

And, if this does come to pass, it is going to be a real disservice to the national interest—particularly if it results from a simple failure to communicate an understanding of our economic system and the role of business in our society.

Somehow we have not made the point that our economic system has, for the first time in history, made it possible for a people to think seriously about the total elimination of want within its society; at the same time, our economy is so productive that we can devote huge amounts of goods and capital each year to aid others around the globe and for the defense of other free societies. How can we tell all this intelligently and effectively?

In corporations of any size, many people are making decisions that directly affect the lives of thousands of people and involve millions of dollars and are projected into a future environment whose political, social, technological, and economic outlines are vague at best. The opportunities for sound judgment, for

public service and constructive good are available here.

Successful performance in such a framework demands wisdom and intellectual capabilities of a very high order, and it also carries with it high moral responsibilities. Planning, guiding and operating contemporary corporate affairs happens to be among the most challenging and exciting activities to be found anywhere in our society, and it cannot avoid becoming even more so. But the men who carry this message to college and university students are usually those who never had any fire or if they had any it has long since been held in check.

Business and industry must provide the instruments by which scientific discoveries are converted into something of social value and utility and made available to all the people. From a new life-saving drug to the application of space technology to consumer products, nearly all advances are channelled through some business enterprise for conversion and distribution. Decisions must be made as to how to apply the discoveries, to find the funds and make the plans and provide the people, facilities, and leadership to make them available.

In addition, there is the responsibility for meeting the corporation's fundamental obligation—which is the creation of wealth—to utilize human talent and physical assets in such a way that more will be returned in the form of profits. Most of human progress has rested on this simple principle although it doesn't seem to be completely understood even



MEMBERS OF DELTA MU CHAPTER at the University of the Americas pose for a final group photo prior to moving from the present campus in Mexico City to the new campus in Puebla. Shown in the front row from left to right are: Paul Green, Jorge Bredee, Luis de la Garza, Jay Dailey, Howard Roensch, Juan Quintero and Reid Sinclair. In the back row are Manuel Villarreal, Charles Paxson, Dan Waits, Alex Speck, Jerry Tennison, Dan Green, Tom Higgins, Bob Ayres, Bob Dieken, Lee Cunningham, Mario Gottfried and David Morrill.

where we assume good and clear thinking.

For those of our young people who have the necessary intellectual capacity, the determination, and the vision that is called for, there are very few careers in life which can match the opportunities and challenges to be found in business and industry, nor are there any which involve as great a contribution, both directly and indirectly, to the society in which they live.

Let me close my observations by making some specific and positive suggestions or declarations:

1. *Business must recognize and protect the function of colleges and universities.* Colleges and universities were established to encourage learning and research, to open up avenues of new thought and experimentation, and to provide leadership for bold thinking and creative idealism. Since the very beginning of the universities, those who are much concerned with the status quo have looked with great suspicion upon college and university centers and at college and university professors. Unfortunately, some of the loudest voices in behalf of the status quo have come from the field of business and industry. It is imperative that business men let the university people—students, professors, administrators—know that we are not fearful of new ideas or intellectual fermentation and that we believe in our colleges and universities even if they sometimes appear to be peculiar and dangerous institutions.

2. *Business must encourage more economic education at all school levels.* More opportunities must be given to our young people to acquire knowledge and insight, as to our free market economy—its operations, its benefits, its weaknesses—and, from this will eventually come two conclusions, i.e., the amount of freedom needed to make the system more effective and at the same time the wide range of benefits, political and cultural, as well as economic, that result from this kind of an economy. Business and economics are a part of our total culture—and we should not be neglecting them in the school and college curriculum. Economic illiteracy is a real and present danger!

3. *Business must give more recognition to men at less than the top echelon, i.e., at the lower management and middle management levels.* Let us not detract one bit from the glory and recognition that should go to the chairmen and presidents

of our corporations, but let us recognize that, of the hundreds and thousands of young men and young women who enter the ranks of business as new recruits, only a very small fraction of this number will get to the very top. This is just a statistical fact. But there are scores and scores of important and meaningful jobs, and one does not have to be titled "President" in order to find satisfaction and recognition.

After all, the strength and effectiveness of an enterprise is related to the strength and effectiveness of all the men who are a part of the hierarchy—production, marketing, finance, control, etc.—and yet how little attention we pay to them!

In modern business, no one man can direct and control and provide the ideas for any company or firm or organization. The chief executive officer is like the quarterback of a football team. He can plan strategy and he can call signals, but unless he is supported by a group of strong men—All-American talent if you please—who can follow the signals and work together, as they move toward the goal line, he is pretty helpless. My point is, let's play up the full team!

4. *Keep looking for the social service that business can provide.* We are told that one of the biggest causes of student disenchantment with business appears to be that young people today often seem more interested in making a social contribution than in making money. The Peace Corps and its domestic counterparts are testimony that collegians are willing to sacrifice success in favor of service. One student commented that he was not fearful of the pace and stress of a business career, but he wondered what it is all for. Does all this have any social purpose?

I suggest that corporations must look toward the establishment of dual goals in service to shareholders and service in society. I further suggest that achieving these goals will require a completely different kind of business structure and a completely different set of standards by which to measure performance.

Boat-rockers, people not in love with the status quo, critics of the establishment, should be brought in and then rewarded separately and identifiably for service to the shareholder and for service to society.

5. *Business must win friends with the college and university faculties.* Many college professors know very little about the inner workings of a business enterprise. Many of them have notions about profit orientation, lack of concern for people, and alleged ruthlessness in corporate life that are far from reality. And where there is truth, they sometimes forget that the errors in a business enterprise are related to the same weaknesses in human behavior that create errors in a college or university situation.

I have seen just as much political maneuvering and log rolling in a faculty senate as I have seen in a business enterprise, and I have seen just as much or more skulduggery in the selection of deans and presidents than I have seen in a corporate board room. And there are charlatans and pretenders, loafers, opportunists, in academia just as there are in business!

6. *Business must curb its fear of youth.* In a matter of months, 50% of all Americans will be under twenty-five years of age. From this group will come the tomorrow's leaders in business, in the pro-

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SHOWN HERE IS an aerial view of the University of Houston, Houston, Texas, home of Eta Psi Chapter of Delta Sigma Pi.



# Through the Eyes of an Educator

## The Collegiate Maelstrom

By

Robert O. Harvey, Dean  
School of Business Administration  
University of Connecticut

Dr. Robert O. Harvey received the B.S. degree in finance, the MBA and DBA at Indiana University. He came to the University of Connecticut in 1963 from the University of Illinois where he had served as Director of the Executive Development Center. Previous to his service at the University of Illinois, he was Assistant Dean of Indiana University's School of Business, and Visiting Lecturer at the University of California at Berkeley.



THE OLD EXPRESSION "don't get sucked in" earthly and inelegant but communicates powerfully. I do not know its origins, but it was probably adapted from the dangers of maelstroms at sea; and in more recent years, from the powerful suction created at intake points at hydroelectric power projects. Some years ago, I had the pleasure of visiting Boulder Dam (now Hoover Dam) and Lake Mead. While the entire installation was incredibly fascinating, I remember most from that visit more than 25 years ago, the great suction created at the points at which water from Lake Mead is taken into the generating system inside the dam. Elaborate precautions are made to prevent boaters from getting anywhere near the danger points. The reasons for the precautions are, of course, that a person on the surface of the lake cannot see or sense the dangers involved until he is caught in the pull to the extent that there is no withdrawing from the danger area.

My recollections of Boulder Dam and Lake Mead have been refreshed recently by some of the hostile developments on college campuses in the last three years. So very many unsuspecting, unexamining students are getting "sucked in." Lake Mead had obvious, tangible protection devices to keep people out of danger. Colleges and universities simply do not. My intention is to identify some of the popular

myths and fallacies which pull on undergraduates.

### Myth #1: Teaching Produces Learning

It is easy to believe that learning takes place as a result of teaching undertaken by others. Actually, teaching and learning are two separate pieces of work. Learning simply does not occur as a result of the efforts of somebody else. Learning by a person is the result of that person's own work and efforts. Teaching is a process of leading, guiding, pointing, motivating, and soothing would-be learners so that there is an environment and a set of circumstances in which learning can be effected most efficiently and easily.

Probably the most widely practiced style of teaching is that in which a teacher talks at students, with the expectation that somehow the students will assimilate the information and do something with it. Of course, learning does not occur unless students, in fact, work on information inputs. It is the "doing something with it" which represents the hard part of learning, and it is something which the student has to do for himself. It is then that the learning occurs.

The really good teacher, of course, is one who finds a way to help students accomplish the greatest amount of learning

most efficiently. Just what is the best teaching style is not at all clear, for there are many ways of inducing students to undertake their part of education; namely, the work of learning. There is a fair chance that what so often passes for good teaching is, in reality, good entertainment, because the teacher's efforts may not produce corresponding student efforts. This is not to suggest that faculty members who are good on the platform, speak well, and entertain are not good teachers because the chances are that a professor who is articulate and appealing has a better chance of inducing students to provide themselves with a learning experience than one who is not. The point is that the teacher who can "lay it out cold" in an orderly fashion and generates student responses of no more than intellectual photocopies of a lecture, induces a learning experience of the lowest imaginable form—if, indeed, the reproduction of the work efforts of somebody else can be classified as a learning experience.

Regardless of how good the teacher's technique may be, the learning problem is still the student's, in the sense that the genuine need for learning is the student's need. Instead of saying about an ineffective teacher, "he didn't teach me anything," the appropriate comment would be, "he didn't help me very much with my learning."

## Myth #2: The Courses Are Not Relevant

One of the "in" words of the day is "relevance." Students frequently complain that the subject matter offered by professors is not relevant. Of course, the question, "relevant to what?" is rarely identified. It is true that one of the important parts of a teacher's job is to indicate to students those things about which they really should learn and, obviously, to guide the learning that takes place. The best teachers find a way to assist students to discover relevance, yet a teacher dare not "overteach" and thereby thwart imagination or creativity about applications of the subject matter. Part of the work of learning is the search for relevance, the search for the meaning of that undertaken. It is not necessarily true that a teacher envisions the relevance of his subject matter as much as a learner who takes the subject matter and does something with it.

The work of a professor includes a search for new knowledge as well as leading people to discover old knowledge. Professors involved in research sometimes build intellectual cocoons into which they can experience a womb-like environment and not even be excited by possibilities of purposeful extensions of their work. I am not persuaded that a professor's being mothballed in his subject is necessarily fatal to his students having a purposeful learning experience. A certain amount of preoccupation with a particular idea is necessary merely to bring it far enough along to be worth exposing to others. It is understandable that the author of a model, hypothesis or theory may be so deeply smitten with the importance of the creation that he himself, may never get around to its possible applications.

Certainly, some professors do make their courses relevant. Education would be less laborious if all professors did, but the responsibility for identification of relevance is probably more with students than with the professors.

## Myth #3: Grades Don't Mean a Thing; Grades Inhibit Learning

The charge that grades don't mean a thing is typical of someone whose own grades fail to meet their own expectations and aspirations. It is true that a grade in a single course is not necessarily a reasonable measure of a person's learning in that subject. A person's grades, however, for a semester, an academic year, and certainly for a baccalaureate program, ordinarily

indicate quite accurately performance relative to peers.

The testing and grading process does not pretend to measure everything a person has learned about a particular topic or subject area. It merely samples the evidence of learning and infers what has been accomplished in particular learning situations.

I admit that testing is often poorly designed. The lowest, bleakest form of testing is the examination of a student's ability to reproduce excerpts from the teacher's script. Poor testing may be even more common than poor teaching, and of course it is possible for students to prepare for tests without having a useful command of the subject matter.

Once again, the problem is the student's and not the teacher's. About the only way that one can be in the position of "having studied the wrong thing" or "being unprepared for tests like that" is by having indulged in the art of testmanship; namely, guessing the style and extent of the testing to be offered. The learner commands the subject matter and therefore is able to respond to most any call for its use.

Because of admissions requirements, the typical case at the college level of student disenchantment with grades is one in which the soured one has not done what is necessary to learn as opposed to his being unable to learn. The time, energy, and self-discipline necessary to produce a learning experience is simply greater than most students allocate to study.

Even though students complain that grades do not mean anything, and that they are corrupt, grades are used by students more often than any other criterion in judging other students as to their academic performance, worthiness for leadership and general capacity. Furthermore, grades are given by institutions, in part, because students wish evidence of their accomplishments. Grades are feedback—a form of payoff—for energies expended, and it is a natural human trait to want to see the results of one's efforts.

Another common attack on grading is that grades themselves produce a tension which is a preventative to learning. It is possible that grading may produce anxieties which actually interfere with some students' capacity to learn. For most students, grades represent a challenge which must be overcome. Grading induces creative tensions so that achievers do what is necessary to succeed.

Competition usually produces tensions, sometimes anxieties, but there simply is

no way for one who would be "relevant" to escape from competition. Competition is the price of living; the sad truth is that there just is no way for an "involved" person to avoid grading and competition. One of the learning experiences intended in university life is handling tensions while overcoming obstacles—learning to keep from "blowing your cool" while working out a problem. A significant developmental component of college life is learning to cope with tensions and anxieties related to overcoming obstacles.

## Education is for "Being"—for "Knowing"

On every university or college campus there are probably groups which limit the goal of education to "preparing one for life; to be." From my view, this is a corruption of the original and powerful purposes of formal education; namely, the preparation of people for purposeful action in the world. Development for "being" is an important part of collegiate education; but if education for "being" becomes an end in itself, education, then, is a withdrawal from reality.

It is important to "know thyself" and a complete education will go far toward helping one fathom one's own depths. That is not all there is to education, though. Besides "knowing thyself" one needs to be prepared to "do" with thyself.

Related to the "I am" cult are the students who become fascinated with knowledge for the sake of knowledge. It is not difficult to find many bright, knowledgeable, inert students on campuses.

The social sciences and humanities frequently harbor nonapplicants, but the business schools have their own style of informationists. Accountants and quantitative methodists are often more concerned with complex processes than with what can be generated with knowledge tools.

The needs of the world are too great to encourage education which stops at preparation for being, for knowing. The ultimate role of formal education, in my view, is preparation for purposeful management of action in the pursuit of goals—solutions to problems.

## A Concluding Comment

There is no perfect protection from getting caught in some of the standard and very old myths and ploys of college men. He who actively searches for purpose, meaning and relevance in what he is doing

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THE ACTIVITIES HELD in connection with the installation of Eta Omega Chapter at Virginia Commonwealth University began in the Horace Hibbs building which is shown here.

organized a two year program in law enforcement. The School of Arts and Sciences was also organized in 1966 from existing courses and broadened to provide better opportunities for students seeking a liberal arts education.

As a result of a two year study by a special commission appointed by the governor of the State of Virginia, Richmond Professional Institute and the Medical College of Virginia were merged to form Virginia Commonwealth University. The merger took effect on July 1, 1968.

Now 52 years old, the institution serves better than 13,000 students in 14 different schools. Master's degrees are offered in six different schools of the Academic Division and post graduate work is also offered in the medical fields of the Health Sciences Division. The Academic Division is located in a residential district near the downtown area while the Health Sciences Division is located in downtown Richmond.

Student enrollment is projected above 30,000 within the next five years. As the largest institution of higher education in the Old Dominion, the major share of the responsibility for quality performance by Virginia college alumni rests now with the Virginia Commonwealth University.

### History of the School of Business

Organized in 1940 to add to a growing urban institution of higher learning, the School of Business was established. The first Bachelor of Science degree in business was conferred on three students of the class of 1944. The real growth of the School began subsequent to the Korean conflict. During the year 1965-66 the enrollment surpassed 1,000 students for the

first time. In recent years the School of Business has accounted for nearly one-fifth of the total enrollment of the academic division of the University. Figures for the 1969-70 academic year show 2,245 students enrolled in the School of Business. Projections for 1975 are for more than 4,000.

Programs now offered include accounting, business education, data processing, economics, general business administration, management, marketing, secretarial administration and graduate studies. The Department of Graduate Studies became operative in 1956 offering the Master of Science degree. Plans are now under review for the Master of Business Administration degree.

In addition to the degree seeking students, nearly 1,000 persons are enrolled in evening classes as special students. The faculty has grown from an inauspicious 12 at inception to the 72 now engaged in the varied duties of the school.

The School of Business also operates the Management Center to provide specialized non-credit education to individuals and to business. The Bureau of Business Research was organized in an effort to provide a stimulus for faculty to engage in research and as a means of making the research capability of the faculty available to the business community.

Since its beginning the School of Busi-

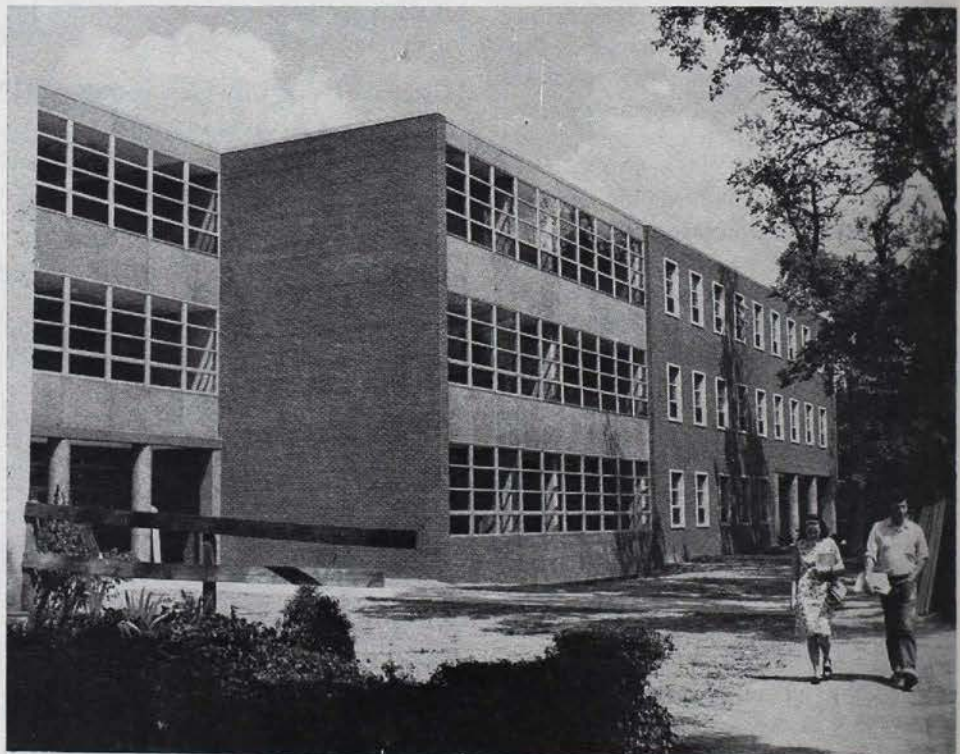
ness has had space problems. Present classroom and office space, while much improved over years gone by, will be moved to a new classroom and office building scheduled for completion by the Fall of 1971.

### History of Sigma Omega Beta Fraternity

In February, 1968, Michael DeFra, a law professor at Virginia Commonwealth University and a charter member of Eta Mu Chapter at Northern Illinois University, inquired into his classes for students interested in beginning a local fraternity to become a chapter of Delta Sigma Pi. Six students gathered in his office to discuss such a venture. From this group was formed a steering committee with Tyree P. Felder II as chairman. From the committee plans were made for the Spring semester and the following year. Through weekly meetings programs were established and new members were introduced to the new fraternity.

During the remainder of the Spring semester the organizational structure was established. During the latter part of the semester the first officers were elected. With the end of the school year approaching it was decided that since many members would remain in Richmond over the summer the organization should

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TYPICAL OF SOME of the recent buildings constructed on the Virginia Commonwealth University campus is the Science Building. Virginia Commonwealth is an urban university located in downtown Richmond.



WITH THE

# ALUMNI

THE WORLD OVER

## O. J. Curry Accounting Chair Established at North Texas State

DR. O. J. CURRY, dean emeritus of the School of Business Administration, was honored by North Texas State University with the first endowed chair in its history. The chair will be known as the Dean O. J. Curry Chair of Accounting. It was established on Monday, February 9, 1970, by the Executive Committee of the North Texas State University Board of Regents. Dean Curry was presented a color portrait of himself with the honor.



Dr. Curry is the first member of Delta Epsilon Chapter of Delta Sigma Pi at North Texas State and also one of its founders. He was honored by the chapter with a dinner on March 28, 1969 before his retirement in September, 1969.

Brother Curry came to North Texas State in 1944 as dean of the School of Business Administration. His staff at that time, including himself, consisted of only seven. He was forced to teach 12 hours aside from his administrative duties. He started his career at North Texas State in the basement of the manual arts building, adjacent to the university printing plant. The School offered only three majors in business. They were accounting, business teaching and secretarial science.

This past year, the School of Business Administration boasted a full time faculty of 80 members and 40 part time members. The school occupies a new building with more classroom space available than the entire university offered when Dr. Curry came to Denton in 1944.

His first year there, 71 students were graduated with the BBA degree. In 1968, there were 479 BBA degrees, 70 MBA degrees and 10 MBE degrees awarded. Under Brother Curry the School of Business Administration has grown to one of the nation's 25 largest.—TOM KELLEY

## COLUMBIA

THE COLUMBIA, South Carolina, Alumni Club has just completed the most successful year since its inception. Membership has tripled and the number of activities is on the rise. Besides the social functions with Beta Gamma Chapter at the University of South Carolina, the Alumni Club held its annual Christmas party for the families of the Brothers and several get-togethers at Camelot-in-the-Hills. Professional speakers included Dean James Kane of the College of Business Administration and Assistant Football Coach Larry Condon, both from the University of South Carolina. For the second year in a row the Alumni Club won the 'loving cup' by winning the football game and both basketball games.

Elections for the 1970-71 year named the following: President Charles Boswell, Vice President Ken Lester, Treasurer Don Aull and Secretary Tommy Howard.

The coming year promises to be even better than this one.—CHARLIE BOSWELL

## Richard E. Ball Receives Professorship in Finance

DR. RICHARD E. BALL, a member of Gamma Kappa Chapter at Michigan State University and professor and head of the Department of Finance in the College of Business Administration at the University of Cincinnati, has been named first incumbent of the recently established Briggs Swift Cunningham Professorship of Finance. Mr. Cunningham was a member of the Board of Directors at the University of Cincinnati from 1896 to 1901.

Head of the Department of Finance at the University of Cincinnati since 1959, Dr. Ball was an associate professor at the University of Notre Dame from 1946-56 and at Michigan State University from 1956-59.

A graduate of Notre Dame and Indiana Universities, Dr. Ball has been an economist and financial consultant to the Albert McGann Securities Company in South Bend; financial consultant to various trust funds and individuals in northern Indiana; and is currently investment consultant to the University of Cincinnati Endowment Fund and a member of the fund's investment committee.

In 1964 he held a visiting professorship in finance at Pennsylvania State University. He is current president of the Ohio Finance Association and a past president of the Midwest Finance Association.

Books by Dr. Ball include: "Readings in Investments," "The Significance of the Government Corporation in Administrative Theory," and, as co-author, "Theory of Managerial Finance" and "Business Administration: Problems and Functions." Dr. Ball is currently preparing a revised edition of the last book, first published in 1962. With Dr. Charles L. Barngrover, University of Cincinnati associate professor of finance, he is writing a book on "Financial Institutions."



DELTA CHI CHAPTER president Ken Combs, on the left, presents a check to Jack Greenwood, president of the Washburn University Ichabod Club representing funds raised by the chapter to assist the University scholarship fund.

## CINCINNATI

THE CINCINNATI ALUMNI CLUB is having another banner year highlighted by increased attendance, increased membership, top notch professional speakers and a much closer relationship with Alpha Theta Chapter.

Our first meeting featured the officers of the chapter who gave a "state of the union" report along with their plans for the coming year.

The second meeting resulted in the largest attendance in many years. Mr. Al Bilik, a well known and respected labor leader, presented an analysis of the recent General Electric nationwide strike. It was a first contact for many with a "real professional" from the other side of the fence and needless to say the experience was an enlightening one.

The next meeting again was devoted to a timely subject of nationwide interest. Mr. Gus Ginetz, special agent in charge of the Cincinnati office of the Federal Bureau of Narcotics and Dangerous Drugs, gave us an excellent presentation from the viewpoint of a person that has been and still is in intimate contact with the present drugs and narcotics problems on a day to day basis.

The March meeting will feature the Internal Revenue Service and changes in the Income Tax structure.

The May meeting will wind up the year, but something different is planned. Don't miss it.—FRANK M. MOORE

## HOUSTON

THE PAST COUPLE of months since the previous newsletter have been busy ones for our alumni club. We have spent a great deal of time preparing the petitioning group at the University of Houston for initiation into the fraternity.

The formal initiation was held February 1 on the campus of the university. On hand to help out were Grand President Warren Armstrong; Ben Wolfenberger, the Executive Secretary; Ellery Lacy, the Field Secretary and Charles Foote, the Regional Director for this region.

Undergraduates from the chapters at the University of Texas, McNeese State, Lamar Tech and Sam Houston State also assisted in the initiation.

After the initiation, a dinner meeting was held. It was at this time that Grand President Warren Armstrong presented the charter to the new chapter.

We hope to work with the new chapter and have several joint activities. They in turn will eventually provide many energetic new members to our alumni club.

Our next regular meeting will be held at the home of one of our members, Mr. Robert Estill.—GUS A. AMUNDSEN

## SACRAMENTO

THE SACRAMENTO ALUMNI CLUB had a busy Spring. On March 5, a dinner meeting was held at Sam's Rancho Villa, with a large number of Brothers present. The speaker for the evening was Mr. Mel Riddle, Sacramento Lobbyist. Mr. Riddle, as an announced candidate for the California

State Senate, gave a most interesting talk about the power struggle in the California State Senate, which unseated Senator Howard Way as Pro-Tem and replaced him with Senator Schrade. In April, the Alumni Club had a joint entertainment evening with the undergraduate Brothers from Epsilon Phi Chapter at Sacramento State College—providing a good time for all and providing greater rapport between Epsilon Phi Chapter and the Alumni Club.

On May 7, the Annual Past Presidents' Night Dinner and Meeting was held. This event, as usual, brought out a great number of members.

We are now looking forward to the Progressive Dinner on June 6, which has always been one of the Sacramento Alumni Club's most successful functions—we hope a great many Brothers will join us on this evening.

All the members of the Sacramento Alumni Club extend their congratulations to the graduating Deltasigs! We invite all Deltasigs to attend our functions; contact us at P.O. Box 2726, Sacramento, California 95814.—EDWARD C. ANTOGNOLI

## BALTIMORE

BALTIMORE ALUMNI CLUB this year is using its Civic Awards fund to co-sponsor with the local American Legion Posts, five high school boys who will partake in the American Legion Boy's State Program.

This program is set up to demonstrate the mechanics and benefits of self-government. At the start of the program, the boys are given an inkling of what it is like to live under a dictatorship. At this time, liberty and freedom are non-existent; every action and thought is rigidly controlled by a military force. Gradually, as the program progresses, the boys are taught and encouraged to elect their own representatives and officials from among themselves. Finally, they set up and operate their own democratic government.

Later, those boys who have been elected to the Senate and other high offices are taken on a tour of Washington where they can actually see government in action. This includes a visit with the President.

The Baltimore Alumni Club is proud to be participating in this effort to promote Democracy. Other clubs that might be interested can learn more about this project by getting in touch with their local American Legion Posts.

Meantime our club is, as usual, enjoying a well-rounded program of business and social affairs.—JAMES J. MOORE.

## PITTSBURGH

THE BROTHERS OF the Pittsburgh Alumni Club met in January at the Club Internationale for a buffet dinner before adjourning to the Civic Arena where, as guests of the Duquesne Brewing Company, they watched the Pittsburgh Penguins show the St. Louis Blues how to play hockey. After the match, we returned to the Internationale for a "victory" party and lessons on how to properly sing an Irish ballad (by Bro. Jim Horgan).

The Alumni had representatives at the Lambda rushing smoker held in February at

the Pitt Student Union. The Alumni were privileged in being able to assist in presenting the story of Delta Sigma Pi to the prospective neophytes and enjoying the camaraderie of the Deltasigs of Lambda Chapter. Brother Ray Smith, Southwest Division Manager for Bell Telephone, presented a very entertaining and interesting talk on "Shadows of the Mind."

Brother Ed Mumford and his alumni ritual team turned in another sterling performance at the initiation held by Lambda Chapter on March 14. They get better each time they assist in the initiation.

Speaking of initiation brings to mind the Alumni Ritual and an invitation to all the graduating Deltasigs to initiate yourself into the world of the Alumni Clubs. You'll find that your fraternal association need not come to an end upon becoming an alumni but that it can grow more rewarding and precious with each passing year. Do yourself a good deed and contact the Alumni Club in your area. Should you happen to find yourself in the Pittsburgh area, the best Alumni Club in the world is available to you. (Just contact Bro. Herb Finney, 6510 Landview Dr., 521-4061). And should you find yourself in any other part of the country, don't feel slighted about not being able to join the Pittsburgh Club . . . being No. 2 in this organization isn't bad. And please accept the wishes of the Alumni in Pittsburgh for much success in your post-graduate endeavors.—BERNARD J. MICHALEK

## CHICAGO

ON TUESDAY EVENING, March 10, the Brothers assembled in Charter Hall of the Chicago Bar Association to honor those old rogues, the Past Presidents of the Chicago Alumni Club. Cocktails were served at 5:30 o'clock and prime rib and all the fixings were served two hours later. Our speaker for the evening was Mr. Kenneth A. Bodenstein, the Midwest Regional Manager—Corporate Finance, of Goodbody & Co. His talk, "Why, How and When To Go Public," was an interesting insight into high finance—how an investment banker appraises a business. It was an evening of camaraderie, liberal libations, a sumptuous dinner, and a stimulating speaker.

On Thursday, June 11, our annual traditional golf outing and banquet will be held at the Midwest Country Club. Brothers may play as long as they wish, and for those who cannot come out until after work there will be a putting contest just outside the 19th hole. The banquet, featuring Midwest's terrific prime rib, will follow, as will the awarding of prizes galore and the election of officers for the 1970-1971 season.

We cordially extend to all brothers living in the Chicago Metropolitan Area a warm, sincere invitation to join us. Inquiries may be addressed to 42 East Cedar Street, Chicago, Illinois, 60611.—DON F. HOLEM



# 165th Chapter Installed at the University of Connecticut

THE 165TH UNDERGRADUATE chapter of Delta Sigma Pi was installed at the University of Connecticut, Storrs, Connecticut, on Sunday, March 8, 1970. The installation was the first ever in the State of Connecticut. With the installation 38 states, the District of Columbia, two Canadian Provinces and the Republic of Mexico now have chapters of Delta Sigma Pi.

On hand for the installation of Theta Iota Chapter were Grand President Warren E. Armstrong, Past Grand President M. John Marko, Eastern Regional Director Harold L. Cannon, Executive Director Charles L. Farrar, Executive Secretary Ben H. Wolfenberger and members of Alpha Chapter at New York University, Delta Psi Chapter at Suffolk University, Zeta Chi Chapter at Manhattan College and Zeta Psi Chapter at the State University of New York at Albany.

The program for the day began with the registration of the guests in the School of Business Administration building followed by an informal luncheon in the University Commons Dining Hall. After lunch the members of the Young Executives Club and Delta Sigma Pi returned to the School of Business Administration building where Parts I and II of the fraternity Ritual were performed. Following the initiation the members motored to Fiano's Restaurant in nearby Manchester, Connecticut where the installation banquet was held.

William C. Wurtzell, treasurer of the chapter, began the evening program with the invocation. Regional Director Harold L. Cannon, acting as toastmaster, introduced the head table and each of the members from the chapters present for the installation. Dr. Robert O. Harvey, Dean of the School of Business Administration extended greetings on behalf of the University and then provided a brief history of the School. Theta Iota Chapter vice president Philip Novak then presented a history of the Young Executives Club. Capping the evening activities was the presentation of the charge and charter by Grand President Warren E. Armstrong to Theta Iota Chapter President Sidney F. Gale who graciously accepted

the charter and pledged to foster the aims and objectives of the fraternity.

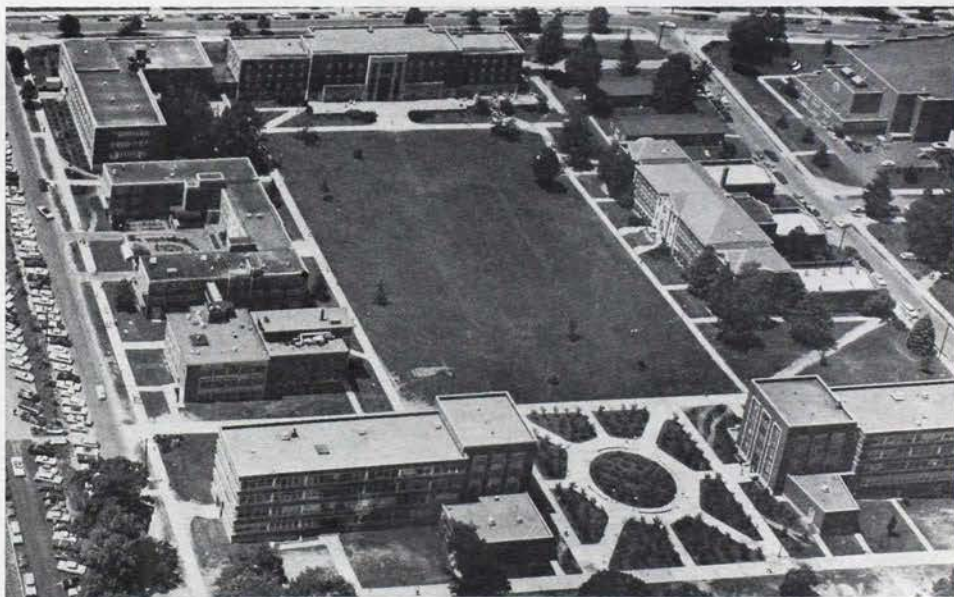
Executive Director Charles L. Farrar was then called upon to present some of the many greetings which had been received from throughout the fraternity. Regional Director Harold L. Cannon then presented the chapter gavel to Chancellor David Carey who closed the meeting.

## History of the University of Connecticut

From a student body of 12 young men and a single frame building that once housed Civil War orphans, the Storrs Agricultural School of 1881 has developed into a dynamic New England center of higher education—The University of Connecticut. At a farmer's convention in New Britain, the Storrs Brothers offered 170 acres of land and \$5,000 to establish a school of agriculture. A farmer's committee was appointed and soon reported favorable on the action to the legislative commission. By April, 1881, the General Assembly had accepted the offer of the Storrs Brothers and established the Storrs Agricultural School.

The first classes started on October 6. The student schedule called for rising at 6:30 A.M. daily with breakfast at 7:00 A.M. with lectures and recitations from 8:00 A.M. until noon. From after lunch until dark the young men worked in the fields, cleared stones, drained swamps, cut wood, built an ice house and performed chores required on the farm. The students paid \$25 a year plus \$2.50 a week for room and board.

Despite this success of the curriculum and the graduates, the school became the center of controversy. The Agricultural School Commission of 1885 reviewed the entire history and philosophy of agricultural education in Connecticut, beginning with the Federal Land Act of 1862. In 1893 the General Assembly transferred the funds as well as the title and purpose of the Land Grant Act from Yale to the Storrs Agricultural School—at the same time, changing the name to the Storrs Agricultural College. For the first time women were admitted. The college continued to grow and expand and strove to be a state college. Finally, in 1899, the General Assembly changed the name to the Connecticut Agricultural College.



CAPTURED IN THIS view is the center campus quadrangle at the University of Connecticut, Storrs. Waugh Mall is the center foreground and the Student building at the top. Flanking the Mall at left is the School of Business Administration and the School of Education. The School of Engineering is at right center, opposite the School of Pharmacy. At upper left is the Commons Building and in the top right corner is the Jorgensen Auditorium.



**HOME FOR MORE** than 850 undergraduates and Theta Iota Chapter of Delta Sigma Pi is the School of Business Administration building on the University of Connecticut campus at Storrs.

Thirty-four years later, the name was changed to the Connecticut State College. In 1939, by act of the Legislature, it became the University of Connecticut. The University assumed the role of the state university as well as the Land Grant College, dramatically expanding its curriculum, its research activities, and setting forth on the program of expansion and tightening of academic standards.

Enrollment figures indicate there are now over 17,000 students at the University. The number of faculty members, including more than 100 part-time staff members, approaches over 1,000. Graduate work is offered in 36 different major fields with a projected student population of 2,000 by the end of the year.

From its very modest beginning on 170 acres donated by the Storrs Brothers, the University of Connecticut has grown to such an extent that the present total plant value of existing facilities approaches \$100,000,000.

### History of the School of Business Administration

The School of Business Administration at the University of Connecticut was formally established in 1940. Prior to that time, business related courses had been offered through the Economics Department and the School of Home Economics. The teaching program was initiated in 1941 with a faculty of five and a full-time dean.

The School was not departmentalized until 1947, when the departments of accounting, industrial administration and marketing were created. Courses in

finance, insurance, business law, real estate and secretarial studies remained in the business department. The dean continued to serve as head of the Department of Business until 1956 when a separate department head was appointed.

The School moved to its present building in February 1960. In 1964 course offerings in finance, insurance and real estate were removed from the Department of Business and placed in a separate finance department. Undergraduate major curricula now include accounting, finance, industrial administration, insurance, marketing, real estate and urban economic studies, executive secretarial

studies, and general business administration. The full-time faculty numbers 52 in both the undergraduate and graduate programs, assisted by 26 part-time lecturers.

The Master of Business Administration was first offered as an evening program in Hartford in 1957. The first full-time MBA students arrived on the Storrs campus in 1960. This program was initiated under a contract with the U.S. Air Force, although a few civilian students were admitted in 1961. The contract with the Air Force expired in 1964 and the day program at Storrs became entirely civilian. A second evening program was established on the Stamford campus in 1965. All three campuses offer the MBA under the control of the School of Business Administration at Storrs.

The Bureau of Business Research and Services was managed by the dean until 1965 when it was activated with a full-time director. That same year a Center for Real Estate and Urban Economic Studies was established in the School by action of the state legislature. The following year, both the New England Research Applications Center and the Management Internship Program were established.

### History of the Young Executives Club

In February, 1969, Executive Secretary Ben H. Wolfenberger visited the University of Connecticut for the purpose of determining the interest on the

*Continued on page 169*



**THIS ATTRACTIVE** building is the Albert N. Jorgensen Auditorium at the University of Connecticut, Storrs, Connecticut. The 165 undergraduate chapter of Delta Sigma Pi was recently installed on this campus.

# Manager and Metropolis

by

Paul L. Preston

The following article was written by Paul L. Preston, a candidate for the Ph.D. degree at the Graduate School of Business Administration, the University of Colorado. Brother Preston is a member of Zeta Phi Chapter at Florida Atlantic University, Boca Raton, Florida.

WE HAVE BECOME AN URBAN society. As metropolitan population centers grow, business will continue to focus its attention and activity in the metropolitan area. The condition of the city will be largely responsible for the success or failure of the business community—yet little attention has been paid to the metropolis by professional business students. The decade of the '70's will be marked by intense interest in environment and ecology—if business is to maintain (or regain) leadership in our society, it needs a professional commitment to metropolitan planning.

## Urban Sprawl

The urban/suburban complex, usually referred to in terms of a Standard Metropolitan Statistical Area, has evolved to its present size and form with no integrated planning or unified direction. Control of the area was left to the zoning powers of the various contiguous and/or overlapping political jurisdictions within the area. The result was a highly visible phenomenon of "urban sprawl." Growth has occurred in a fragmented way, the result of one or more generally independent forces—the business community (plant location, commercial operations, residential and industrial development); government (in Cook County, Illinois, there are over 1,000 separate governmental units); military (base and installation location); as well as the various geographical and ecological considerations.

If the urban area is to survive, it will be necessary to develop and install a series of behavioral and mechanical systems that will bring order to what is, and direction to what will be.

Evidence to support this view is plentiful. Chaos prevails in most of the transportation networks of the city, public and private. Zoning and land-use controversies are never out of the news. There is an on-going inability of the private and public sectors to effect meaningful progress in retarding despoliation of the ecology

and environment. In our urban areas, we need large plots of land for public and private functions—we have small, irregular plots, with sporadic growth patterns. We need freedom for new design—we have no room to move. We need freedom for expropriation—we have the largest investments and highest land prices in the urban areas. In short, man can no longer live in and move about in his urban environment. The recent exodus from the decay of the central city only underscores the urgency of a concerted planning effort by all segments of the metropolitan community.

## Social Problems

As cities grow, they develop social problems—more and more people to adjust to. Physical problems grow as more utilities and maintenance needs develop. As the city itself becomes a consumer, political problems (often compounded by individual ambition) become more complex, while political and business jurisdictions become less able to cope with the rapid changes. Lewis Mumford contends that the limits of the size of the city are directly related to the transportation limitations carrying rural surplus to the city (i.e., the Incan and Mayan cities). The wheel and beasts of burden increased the drawing areas of the city beyond the traditional political boundaries, creating the metropolis. While the city provides opportunities for protection, culture and recreation, density problems (Proxemics) have forced an out-migration that began with the suburbs and developed into the megalopolis, a sprawling, interwoven "system" of cities.

## Growth Dynamics

While the size of the cities increases, their density decreases. As suburbs and satellites grow, many fringe areas are bypassed. This unsettles land values and existing tax bases, alarming powerful groups. As the area of the city increases, the land-use pattern begins to resemble the concentric rings of a tree—residential

areas are "leapfrogged" by industry, which in turn is passed by people leaving the urban centers for suburbia. Robert Futterman has described this growth form as "alternating bands of glory and garbage."

The appeal of the suburbs is particularly strong to industry, which must move bulky raw materials and finished goods in and out of their manufacturing facilities. The exurb draw of business led to the rise of suburban cities, and a natural outgrowth of this trend is the interest of the business community in the development of "new towns." (New towns are a notable exception to the general role in Reston, Va., Columbia, Md., Coral Springs, Fla., Colorado City, Colo., Irvine, Calif., and others.)

## Year 2000 Plans

Recognizing their social and environmental problems, many metropolitan areas have undertaken ambitious plans for future development and land-use in their localities. Small-town zoning has given way to area-wide planning, with constructive efforts at resolving inter-governmental conflicts.

The planning process is conducted within a county or metropolitan area on many fronts. A significant emphasis has been seen in the shift towards concern for coordination of planning efforts with cities and other public agencies in county-wide or area-wide efforts. Major emphasis has traditionally been on information gathering and processing and analysis, with supplemental involvement by business representatives and citizen groups. Within areas of the region, control and implementation is primarily a zoning (or "prezoning" in new subdivision development) function, carried out in co-operation with other cities.

## Where is Business?

The preceding has been marked by a notable lack of mention of business involvement. In many "Year 2000" plans, the location, function and design of business operations is rigidly controlled. In these instances, business can only react to plans—it has little influence on the directions and forces of growth. Two reasons for this phenomena can be noted. The traditional "profit only" orientation of business has prevented managerial involvement in the formulation of metropolitan-area plans. In addition, the image of the business community with respect to urban growth is not good. Far too of-



MEMBERS OF Alpha Eta Chapter at the University of South Dakota present the funds received from their annual "Mile of Dimes" campaign to the South Dakota School for the Deaf.

ten, decisions on location and relocation, and unfortunate examples of pollution by business firms, has caused a natural distrust of business by the urban planners. It is unfortunate for the entire metropolitan community that the vast talents of businessmen have been so long neglected and untapped. If the trend of business involvement is to be reversed, the professionally oriented businessman must make a positive response to the challenge.

### The Business Role

Many alternative roles for business have been advanced. Some rely on a "space/defense industry model," with private firms contracting with government to solve specific urban and metropolitan problems. However, business is at its best in metropolitan areas when it is pragmatic. Management must be convinced that there are sound business reasons, as well as social and humane reasons, for its involvement in solving metropolitan planning problems.

We must come to regard the quality of our urban life as a major national resource. Business must accept the fact that it can be no better or healthier than its environment, which it has in part created. This can be accomplished only if individual managers (and their firms) re-focus their thinking from the *national* to *community* environment. Countless examples of conscientious business concern for national problems, coupled with a total disregard for local problems, can be cited in every community.

It should not be assumed that business has done nothing to better the condition of the metropolitan area. Instances of

highly beneficial action by business can be found in all areas of the country. What should concern the professional businessman and business student is that what has been done is very insufficient—much remains to be done.

### The Future

There is little doubt that the trend towards an urban society will continue. As the trend develops, the complexity of governing, and living, will increase. It is in the environmental design that we can achieve some measure of control over the kind of life we will live. Many efforts have been directed towards providing for the future, foreseeing the forces that will be at work, simulating the interplay of metropolitan forces, integrating the governing and planning roles to allow for more directional area-wise results. These efforts have and are meeting with varying degrees of success. Indeed, William H. Whyte notes that the ambitious "Year 2000" plans are largely unrealistic, since they are statistically based in the present, and are too often constructed ignoring or remaining unaware of powerful forces in the scene. Dealing with a region, we have an infinity of variables to consider. Some are measureable and some are not. When we try to "crank" these "uncrankables" into the computer, or the master plan, the statistical precision of the product does not mean much. The plan should be treated not as the gospel, but as a guiding philosophy for approaching the future. Doxiadis contends that the problem with urban and metropolitan planning is that we tend to pour money and resources into the city, rather than in the opposite direction, focusing on new centers to relieve the pressure.

We are not without ambitious projections of how and where we will live in the 21st Century. Some visionaries see new cities blooming on the sea, massive extensions of the Operation Mulberry and Diner's Club "floatel" projects, with structures built on filled land (as much of Florida already is) or on pilings. Paolo Soleri, the Italian Arizona Architect, proposes an "iceberg city" with a superstructure above the surface of the water, and  $\frac{7}{8}$  of the structure below the surface, the entire complex completely self-sufficient. The over-water alternative has received a great deal of recent publicity in connection with downtown airports for New York and Chicago built over piers or "poldered" a few miles from the shoreline. Buckminster Fuller has in the past

suggested huge domes over parts of our cities, or geodesic cities completely under the water. (A pilot research project is now underway on this with the U.S. Navy's "Triton" project). The "father" of urban planning, LeCorbusier, was for years a prime advocate of the three-dimensional city, where total spatial planning was integrated with planning for mobility. William Pereira, a California Urban Planner, feels that decision-making, whether in business or government, cannot afford to be patient. Decisions have to produce results. As managers and businessmen, we must provide a counterbalancing and guiding force in planning for the future—and the future is whatever we decide.

NOTE: Due to space limitations the above article has been published without footnotes.

### Personal Mention

William J. Kelly, *Temple*, has recently joined the staff of the Barnes Corporation as the first Personnel Manager. His duties with the company will include development and coordination of personnel policies, wage and salary administration, and employee relations.

Peter A. Ciulla, *Wisconsin*, head of a Madison, Wisconsin, based life insurance agency for ten years, has been named general agent in central and southern Wisconsin for the National Life Insurance Company of Vermont.

Edward D. Goetze, *Texas Tech*, a Major in the U. S. Air Force, has recently been awarded the Distinguished Flying Cross and 12 Air Medals in honor ceremonies for Vietnam veterans at MacDill AFB, Florida.

At recent elections of the General German Aged People's Home in Baltimore four members of Delta Sigma Pi were elected officers. The four are President J. Harry Feltham, past Grand President of Delta Sigma Pi; Vice President Paul G. Leroy; Chairman of the Finance Committee John E. Motz; and a member of the Board of Directors, C. David Hogendorp.

George Buchanan, *Auburn*, has accepted a position as Inventory Coordinator with Lithonia Lighting, Inc., in Conyers, Georgia.

Richard Schultheis, *Pittsburgh*, has been named treasurer of Point Park College in Pittsburgh where he had been Assistant to the President of that college.

W. B. Floyd, Jr., *North Carolina*, has joined the Planters National Bank and Trust Company in Rocky Mount, N. C., as vice president in charge of the bank's mortgage loan department.

# University of West Florida Coed is Chosen 1970 "Rose of Deltasig"

The "Rose" of Gamma Kappa Chapter at Michigan State University, Miss Mary Ellen Kirst was chosen to represent the Central Region in the finals of the "Rose" contest. The brown eyed beauty hails from Barrington, Illinois, and is currently a sophomore majoring in home economics at Michigan State. Miss Kirst enjoys designing and tailoring clothes.

Miss Nancy Henderson succeeded the 1969 "Rose of Deltasig" Miss Annelle Nasse as "Rose" of Beta Psi Chapter at Louisiana Tech and was chosen by the judges to represent the Southern Region in the "Rose" contest. A graduate of Ruston High School, she was valedictorian with a 4.0 average. Now a sophomore at Louisiana Tech she has maintained a 3.94 average. A member of Alpha Chi Omega Sorority, she holds many beauty titles. Among them Ruston High School Homecoming queen, Miss Ruston High School, Miss Princess Peach and first runner-up in the Queen Dixie Gem Peach Festival. She was also chosen a Lagniappe beauty, a member of the homecoming court, Greek Goddess and fourth runner-up in the Miss Louisiana Tech contest.

The North Central Region was represented in the "Rose" contest finals by Miss Pat Novotny, candidate of Alpha Delta

Chapter at the University of Nebraska at Lincoln. Miss Novotny is a sophomore physical education major at Nebraska. A member of Chi Omega Sorority she has maintained a 3.1 average in her academic work. A runner-up in the Broken Bow Pageant, she was elected Miss Congeniality and is a candidate in the Miss University of Nebraska pageant. She is also a member of A.S.U.N., the Union Hospitality Committee, dorm officer and class representative of physical education majors.

The judges chose Miss Debbie Robertson, candidate of Gamma Epsilon Chapter at Oklahoma State University from among the candidates submitted by the chapters in the Midwestern Region to represent the region in the finals of the "Rose" contest. A junior in the College of Business Administration, she is a member of Kappa

of Zeta Omega Chapter at Northern Arizona University who represented the Intermountain Region. She is Miss Joe Ellen Bivona.

There were no candidates submitted by the chapters in the South Central Region.

The "Rose of Deltasig" contest was established at the 16th Grand Chapter Congress held at Minneapolis, Minnesota in 1947. The contest has been conducted each year since its inception and is now considered the outstanding social event in the chapter's program.

Each chapter in the fraternity is requested to submit a candidate for the contest. The photographs are then divided into groups according to the Regions of the fraternity. The judges are directed to select one photograph from each Region to be considered a finalist in the judging of the "Rose." From the Regional finalist, a "Rose of Deltasig," a first and second runner-up is selected. Each finalist is considered the "Rose" of the Region she represents.

THE 1970 "ROSE OF DELTASIG" is a 20 year old senior at the University of West Florida at Pensacola. She is Miss Barbra Linda Haraka. The candidate of Eta Upsilon Chapter at the University of West Florida, she was chosen by the



First runner-up in the "Rose" contest is Miss Rachel Seale who represented Eta Chi Chapter at California State Polytechnic College at Pomona.



Miss Barbra L. Haraka, a 20 year old University of West Florida coed, is the 1970 "Rose of Deltasig." She is the candidate of Eta Upsilon Chapter at the University of West Florida.

Alpha Theta Sorority. She is also an Angel Flight Commander, queen for the Society of American Military Engineers, secretary-treasurer of the Junior class, secretary of her sorority. The Midwest City, Oklahoma native is also on the Dean's list.

Rounding out the Regional finalist in the annual "Rose" contest is the candidate



The second runner-up representing the Southwestern Region and Epsilon Mu Chapter at Sam Houston State University is Miss Connie Morgan.



Winner of the Eastern Region "Rose" title is Miss Karen Langenmayer who represented Delta Lambda Chapter at Ithaca College.



Miss Janice Shaw, the candidate of Epsilon Pi Chapter at Monmouth College, was chosen by the judges to represent the Mid-east Region.



The East Central Region was represented in the finals of the "Rose" contest by Miss Linda G. Dickson, candidate of Zeta Theta Chapter at Western Kentucky University.



The Central Region was represented in the "Rose" contest finals by Miss Mary Ellen Kisst, the candidate of Gamma Kappa Chapter at Michigan State University.

United States Jaycees from among the candidates submitted by the chapters of the fraternity. A native of Bradenton, Florida, she attended Manatee Junior College where she appeared in a number of theater productions. She was also active in student government, the Concert Choir and the Drama Society and was a finalist in the "American Democracy Speech Contest." She expects to graduate from the University of West Florida in June with a degree in Communications Arts with an emphasis in theater. At West Florida she has appeared in two stage productions and is currently appearing in a third, "The Prime of Miss Jean Brodie." Her hobbies include sewing, cooking, swimming, tennis, writing and boating.

Chosen by the judges to represent the Western Region and named first runner-up is Miss Rachel Seale. Miss Seale is the candidate of Eta Chi Chapter at California State Polytechnic College at Pomona. Born in Deming, New Mexico, she now lives in Redondo Beach, California. She attended Palo Verde High School in Blythe where she was elected vice president of the freshman class. In her senior year she was chosen Homecoming Princess and Senior Prom Queen. A social science major at Cal Poly, she plans to teach kindergarten upon graduation.

Miss Connie Morgan, candidate of Epsilon Mu Chapter at Sam Houston State University in Huntsville was chosen second runner-up in the 1970 "Rose of Deltasig" contest. An outstanding student, she graduated from high school as an accelerated student one year early maintaining

a 3.5 grade point average. A member of Alpha Delta Pi sorority, she was elected vice president and reporter. The attractive hazel eyed brownette has also been elected by the students at Sam Houston State as a nominee in the all college beauty pageant.

Chosen by the judges to represent the Eastern Region in the final selection of the 1970 "Rose" is Miss Karen Langenmayer, candidate of Delta Lambda Chapter at Ithaca College, Ithaca, New York. A freshman at Ithaca, she is majoring in physical education. She is the reigning Miss North Syracuse and will be entering the Miss New York State pageant. Her interests include dancing, aquatic sports and gymnastics.

Miss Janice Shaw, a 20 year old elementary education major from Collingswood, N.J., and the candidate of Epsilon Pi Chapter at Monmouth College was chosen by the judges to represent the Mid-eastern Region in the finals of the "Rose" contest. Miss Shaw enjoys painting, modeling and drama. While at Monmouth she has earned a 3.4 cumulative grade point average. She has also traveled extensively abroad and speaks three languages—Spanish, French and German in addition to English.

The candidate of Zeta Theta Chapter at Western Kentucky University, Miss Linda G. Dickson, was chosen by the judges as a finalist from among the candidates submitted to represent the East Central Region in the "Rose" contest. Miss Dickson is a native of Bowling Green, attended Bowling Green High School and is currently a sophomore at Western Kentucky.

## OUR "ROSE"

As the Spring comes near, we find among us here . . . a rose!

A perfect blossom made by God whose beauty rare we all do laud.

A flower whose aura is matched by none when her softness is showered by the sun.

Whose likeness no man has ever seen and whose smile reminds us of a fresh Spring scene.

A blooming thing that lives forever; never wilts . . . or dies . . . never . . . never!

A rose that lives, and breathes, and makes us proud that we picked her from the radiant crowd.

Yes . . .

the Creation gave us man and beast and all of those, but the fairest creature of them all is . . .

our ROSE!

The above poem was written by Larry M. Wright for the "Rose" of Gamma Lambda Chapter at Florida State University.

## United States Jaycees Makes Selection

For the second successive year the "Rose of Deltasig" was chosen by the national headquarters of the United States Jaycees at Tulsa, Oklahoma. During their history the Jaycees have not been strangers in getting people to help themselves. Since their formation as the U. S. Junior Chamber of Commerce in St. Louis 50 years ago the Jaycees have undertaken a variety of programs.

During the 1920's the Jaycees were strong

*Continued on page 168*



# CHAPTERS

## EASTERN ILLINOIS

EPSILON OMEGA CHAPTER at Eastern Illinois University held its fifth annual Computer Date on February 7, 1970. And for the fifth year, it proved to be a great success. This success was realized only because of the special efforts and work contributed by every Brother in the chapter.

The Brothers of Epsilon Omega Chapter and Beta Chapter at Northwestern combined their efforts on February 20, 1970 and initiated five new members into the Fraternity. Brother Ken Vadovsky was there to help with the ceremonies and speak to the new brothers about their coming years with Delta Sigma Pi. Two members were initiated from Epsilon Omega Chapter. They were Charles May and Greg Sweet. Welcome, Brothers Greg and Charles.

On February 3, 1970, the new officers of Epsilon Omega Chapter were elected. They are: President, Glen Peterson; Senior Vice President, Dan Cox; Vice President, Mark Riggio; Secretary, Tom Totten; Treasurer, Dave Castle; Chancellor, Jack Shives; and Historian, Greg Zaic. Good luck to the newly elected officers.

Professionalwise a representative from Western Electric spoke to the Chapter on Jan. 27. On February 3, Brothers Kent Trimble and Jim K. David spoke on University Administration. Both are presently working for Purdue University.—LARRY MENSCHEL

## WISCONSIN STATE—La Crosse

THE MEN OF Eta Rho Chapter are proud to announce the pledging of 19 neophytes as the result of a highly successful rush program. Our rush tea was graced with the presence of the three "Rose" Queen finalists who served the refreshments. Our first "Rose" banquet was held on Saturday, March 1 at the Party House, a popular local supper club. The lovely Miss Janet Waldo, our first "Rose" Queen, was accompanied by Miss Terri Jensen and Miss Linda Meyers, the beautiful runners-up. Prime rib, roses, entertainment, and dancing lasted until 1:00 A.M., after which a party was held at the notorious Jackson Street Hole. Our initiation banquet in April will complete our formal social schedule for this year.

Eta Rho Chapter has instigated a fraternity luncheon program. A member invites a local businessman to speak at these gatherings on a subject of his choosing. They have been highly successful in serving the dual purpose of a closer affiliation between our chapter and the business community in which we live, and a greater understanding of business problems and practices outside the academic setting. Anyone desiring further information on these lucheons should feel free to write us at any time.

We have started a typing service for cover letters and envelopes to assist graduating seniors in reaching more companies and organizations in their search for employment opportunities. Dr. Harvey Ideus, our placement director, is assisting us in every way. This should become a steady source of income for us in the years to come.

As the members of our relatively new chapter look back on our first year as Delta Sigs, we are both amazed and grateful for what Delta Sigma Pi has inspired us to accomplish for our chapter. The invaluable guidance and brotherhood have made better men of all of us, and we hope to continue in this spirit of Delta Sigma Pi.—TERRY L. EISENMAN

## DAYTON

EPSILON TAU CHAPTER forwards best wishes to Brothers Bud Hufnagel and John Malone who recently took the vows of matrimony. Brother John Malone is now wed to former "Rose" queen Kathy Purcell.

The Brothers along with the spring pledge class conducted a tour to The Central Office to view the construction of the new addition. The pledges are now involved in helping out a needy family by collecting food and other staples for them.

Our "Rose" dance was held on January 24, at the Knights of Columbus hall, in Dayton. Our new "Rose" queen, Mary Ann Fitz, was crowned at this most successful social event. Mary Ann is a member of Kappa Chi sorority at the University of Dayton.

We are currently working on a very active heart fund campaign for the American Heart Fund Association. Our goal is to raise \$400.

Kenneth Smith, general agent for the Penn Mutual Life Insurance Company, gave a talk on the opportunities in life insurance sales as part of the program.

Along with the Council of Business Students, we sponsored Business and Society Day on May 4. Six prominent business leaders spoke throughout the day. A banquet for all business students brought the program to an end. The Delta Sigma Pi Scholarship Key was awarded at this dinner.—FRANK J. MELICHAREK

## EASTERN NEW MEXICO

EPSILON ETA CHAPTER'S formal rush produced a fine group of new pledges. We are glad to welcome this fine group of men to Delta Sigma Pi. Brother Bill Wilson, Regional Director, visited Epsilon Eta Chapter this semester. We wish to thank Brother Wilson for his concern and for his helpful suggestions. We also extend our thanks to our advisors: Dick Walsh, Doug Wilkerson, Gavin Brown, Bruce Blackaby, and Dr. Paul Stangle. These Brothers have been very helpful this past year.

Our professional program for the Spring semester is well on the way to being a very successful year. Under Brother Al Salgado and Brother Tom Walker five speakers and some films have been scheduled for this Spring. The highlight of our program is the professional tour which has been scheduled for Albuquerque, New Mexico. Albuquerque will provide us with a rich source of business and industry for us to observe.

On the social side Epsilon Eta Chapter again came through with the winning Playmate, Sharon Gray, for the annual school Playboy dance. Our Monte Carlo party this semester was a great success. Most of the Brothers enjoyed winning play money but it was quite a trying morning the day after the party. Our annual formal "Rose" dance this year was on April 25. All the Brothers have been looking forward to what was one of the best nights of the school year. Election of our "Rose" Queen was recently held and as of now the results are still unknown. On a more serious note we extend our congratulations to Brother Marty Wallace and Suzie Wallace on the birth of a new baby daughter.—FRED CORDOVA

## PHILADELPHIA TEXTILES

THE BROTHERS OF Eta Xi Chapter have been extremely proud of their fraternity sponsored events over the last few months.

The main social function of the year was our "Rose" Banquet, held February 21 at the Alden Park Manor. It was an extremely well planned affair thanks to Brother Ray Comperatore and his committee. Congratulations to Miss Nancy Moses who was crowned as our new "Rose" Queen.

On February 22, the Brothers of Eta Xi Chapter sponsored a Valentine Party at the Price Home for Exceptional Children. This affair which was planned by Brothers Edward Urofsky and Mike Taxin showed that Eta Xi Chapter realizes the importance of community welfare and sharing with those who are less fortunate.

All of the Brothers are extremely pleased with the initiation of the 14 members of the Delta pledge class. I hope that by the time this issue is published all these pledges will have become Brothers.

Congratulations to Brother Jim McGilivray. Jim is a member of Textile's varsity basketball team which won the N.C.A.A. College Championship.

Since I am a graduating senior this will be my last article in The DELTASIG. I would like to wish all the Brothers of Delta Sigma Pi success in all their future endeavors and to thank those individuals who have helped to make Eta Xi Chapter an outstanding chapter of Delta Sigma Pi.—ARNOLD S. GOLDBERG

## TEXAS—Arlington

ZETA MU CHAPTER is proud to announce that the Kappa pledge class has been initiated into brotherhood. The new initiates are: Jeff Dreskin, Jack Abraham, Steve Klepper, Steve Bennett, William Scaff, Dave Nevison, and Jim Reid.

New officers for the Spring semester are Brian Haley, president; Jeff Dreskin, senior vice president; Ken Bledsoe, vice president; Steve Klepper, secretary; Maurice Carter, treasurer; and Harold Bannick, chancellor. Other officers are Steve Bennett, professional chairman; Jack Abraham, social chairman; Bill Scaff, Chapter Efficiency Index chairman; David Nevison, scholarship chairman; and Jim Reid, historian.

On February 13, we initiated eleven men into the Lambda pledge class. A night of celebration followed.

Our Professional Chairman Brother Steve Bennett, has been doing an outstanding job this semester. We have already heard speakers from the Civil Service and Texas Manufacturers Association. We will hear a representative of Merrill Lynch, Pierce, Fenner, & Smith as well as other speakers in the near future. The Zeta Mu Chapter sponsored a Town Hall assembly on the UTA campus on April 22 at 11:00 A.M.

A charity basketball game between Zeta Mu Chapter and the disc jockies of KLIF, a Dallas radio station, is in the planning stages. The proceeds will be used to adopt a Vietnamese orphan under the Foster Parents Plan.—JIM REID

## SUFFOLK

AS THE SPRING semester abruptly comes to a close, Delta Psi Chapter can look back on an extremely successful year. From Founders' Day to the present, our chapter has increased not only in number, but also in strength. Faced with the problem of over 90 percent of the brotherhood graduating in June, Delta Psi Chapter conducted two rush programs that witnessed great success; consequently, the chapter will continue to be active in the university community as it has been since its inception a decade ago.

The location of Suffolk University has afforded Delta Psi Chapter the opportunity to maintain an equilibrium between social and professional activities, an asset which the chapter has utilized to the best of its ability. A relatively new idea found to be very effective is the Business Luncheon Meeting, where the week's program is taken up after lunch. We have incorporated speakers into this program and found attendance up considerably in comparison to informal smokers which we have continually tried with undue success.

Also, on the professional level, Delta Psi Chapter has been represented at two regional events which we consider of great importance: first, the installation of Theta Iota Chapter at the University of Connecticut where we met and discussed chapter policy with members of the Grand Council; and second, a meeting of Eastern Region Chapters held in Albany, N.Y. to discuss problems existing in this region. It is the general feeling of the chapter that we are playing a greater role in striving for the objectives set forth by

Delta Sigma Pi than we are credited with by its governing body.

Socially, the chapter has devoted much of its time to the planning and organizing of a "Purple Garter," an all college mixer, to raise funds for the remaining functions of the year. Tentatively planned are an initiation banquet and a boat cruise. It is also hoped that we will be able to meet socially during the summer months to keep the chapter intact.

This being the last issue of THE DELTASIG for the 1969-1970 year, Delta Psi Chapter extends its best wishes to all brothers of Delta Sigma Pi in their future endeavors.—PETE CARCHIDI

## TEXAS TECH

THE FALL SEMESTER of Beta Upsilon Chapter started off with the initiation ceremonies for the following new members: Tim Carrico, Jim Goodman, Jim Morrow, John Smothers, and Steve Webb. The ceremonies included a speech by Grand President Warren E. Armstrong, who was presented by Past Grand President and Beta Upsilon Chapter Member Joe M. Hefner. After this, the little brothers presented their paddles to the big brothers.

A dance was held at the lodge after the Kansas-Texas Tech game.

In January, initiation ceremonies were held for: Larry Bryant, David Elliott, Randy Hendrix, Joe Kelley, Tony McCurdy, Bill Lewis, Robert Smith, and Woodrow Wilson. During the semester, while the above named new members were pledges, several activities were held. Many dances after the football games helped to promote a closer relationship

between the pledges and members, and furthered the social aspect of Beta Upsilon Chapter.

During the year, Beta Upsilon Chapter heard several prominent business speakers and toured local business establishments.

Several activities were held to promote rush—a Toga Party, a Sweatshirt Party, a Riverboat Party, and dances after the football games.

The lodge has undergone several alterations. A new fireplace was built, the kitchen area was repainted, and the dance room was remodeled and painted. A pinball machine and a pool table were also added.—ROGER K. HILL

## BAYLOR

BETA IOTA CHAPTER began its Spring rush activities with several informal meetings with prospective rushees. These activities were concluded with a rush dance and smoker. Spring semester pledges were initiated into Beta Iota Chapter on February 16, 1970. Selection of the Spring semester "Rose," Miss Janet Jones, was announced during the rush dance. Miss Jones was also the Fall "Rose."

Among the professional activities during the semester was a tour of Richardson Mobile Home, Incorporated, on February 25, with tours planned for other industrial sites later. Also, several outstanding businessmen have been given invitations to speak to Beta Iota Chapter.

Chapter members have worked hard in preparation for the University Sing. This was held on March 12, 13, and 14, with Beta Iota Chapter taking an active part in the program.—GORDON PEPPARD



Members of Zeta Pi Chapter at St. Joseph's College in Philadelphia are shown here as they accept Hemophilia canisters from Miss Pamela Chicone, Director of the Volunteers for the Delaware Valley Chapter of the National Hemophilia Foundations. The members are from left to right: Rich Hoy, Al Scaperotto, Tom Wolfe and Bill Reid.



## TROY STATE

ETA KAPPA CHAPTER at Troy State University recently held a professional meeting and dinner which featured speakers from The Troy Investment Club. The Brothers of the chapter showed much interest in the question and answer period which followed the formal talk on "Investment Clubs and Common Stock." The Eta Kappa Chapter has two professional meetings and dinners scheduled for the near future.

Eta Kappa Chapter has several activities and events happening during spring which includes a professional tour of either New Orleans or Atlanta, an Annual Spring B.B.Q., and the "Rose" Formal. Miss Janet Byrd of Dothan, Ala., is the Eta Kappa Chapter "Rose."

At our recent initiation five men were initiated in Eta Kappa Chapter. We are counting on these Deltasigs to help us achieve additional points in the Chapter Efficiency Index. These Deltasigs realize the objectives of Delta Sigma Pi and the responsibilities of its members and officers. Their votes will help elect the new chapter officers for the coming year. A recent talk from President Johnson instilled in our chapter Brothers a greater realization of the responsibilities of chapter officers.—CHARLES P. WILLIAMSON

## SAN FRANCISCO

GAMMA OMICRON CHAPTER at the University of San Francisco had an exceptionally busy second semester, both professionally and otherwise. This increased activity served to effectively cement the fraternity as a unit, and provided us with an impetus for next year.

On February 18 and 19, the Brothers presented the two-day American Management Association visit to our campus. This program entailed an address by Mr. Ed Gelstorp, President of Hunt-Wesson Foods, and an all day management simulation demonstration. For this latter activity, select students were chosen from the College of Business and divided into teams in an attempt to solve hypothetical, but representative, management problems. The Brothers were proud to point out that one of the teams achieved the highest scores yet recorded by the AMA, who has administered these simulations on many campuses across the United States.

Later in the semester, Gamma Omicron Chapter honored the new President of the University, Father Albert Jonson, S. J., with a luncheon which was attended by the various Deans, the Business faculty, and the Brothers of Deltasig.

On March 1, several Brothers attended a meeting for chapters in the Bay Area. This affair, organized by our Regional Director R. Nelson Mitchell and held at Menlo College, proved to be very informative, although the Gamma Omicron Chapter delegates were forced to leave early due to an emergency illness contracted by Brother Ed Walsh.

As March progressed, we began our pledging activities. Our rushing policy of personal contact again proved successful, and culminated with 13 men being installed as pledges.

To balance our rejuvenated professional program, the Brothers pursued the full round of social activities. Three of our most outstanding functions were the joint party with Belmont School of Animal Husbandry, the "even-odd" baseball game, and the cocktail party honoring the parents of our President Jack Jalbert. As the year ended, the younger Brothers gave the annual Senior Party, bidding adieu to our graduating Brothers Tom Matsuki, Jim McLemore, Pat Carter, and Jack Jalbert.—PATRICK J. CARTER

## PITTSBURGH

ON JANUARY 31, 1970 the Lambda Chapter at the University of Pittsburgh held a special stag night. It was a combined undergraduate and alumni affair arranged by Al Miller, president of the Alumni Club. The evening included a hockey game at the Civic Arena between the Pittsburgh and Los Angeles hockey clubs. The game was followed by a buffet and social hour at the Club International.

The Winter rush and smoker for 12 pledges was held on February 13 at Schenley Hall at the University of Pittsburgh. The event was an undergraduate and alumni affair which included a social hour, dinner and a formal program. The guest speaker was Mr. Raymond Smith, Division Operations Manager, South-Southwest, for the Bell Telephone Co. Mr. Smith spoke on communications of tomorrow.

The pledging ceremonies were held on February 27 followed by the initiation ceremonies held on March 14. The ceremonies were presided over by Rudy Tarabek, Chapter President.

May 8 will be the last meeting of the school year. At this time final plans for the annual summer picnic will be made. On May 23 the initiation banquet will be held at the Montour Heights Country Club. The wives of nine December graduates will receive their "Pink Poodle" from Doctor James Horgan, Chapter Advisor. The wives are as follows: Rose Bowers; Rosemary Hjerpstedt; Marty Kersten; Helen Sowko; Barbara Szabo; Jean Tarabek; Carol Wildi; Marsha Weintraub; and Irene Zehfuss. Also attending the banquet will be Carole Riehl, the new "Rose of Deltasig" for the Lambda Chapter.—EDWARD BOBAR

## MONMOUTH

ONCE AGAIN WE REACH that time of year when the events of this year are the stories of next year. We are coming off of a year that will not be soon forgotten for its accomplishments and surprises. Winning the Monmouth College Dean's Trophy for academic achievement among fraternities with a combined chapter cumulative average of 2.69 was our proudest accomplishment. The biggest surprise to hit 44 N. Broadway in quite a while was when our resident playboy, Brother Dave Marshall, not only got pinned but also engaged. Another successful Spring banquet, interesting tours and speakers, great parties, mystery floats, and our annual 'happening' with Zeta Eta Chapter of St. Peter's all added up to a most enjoyable year.

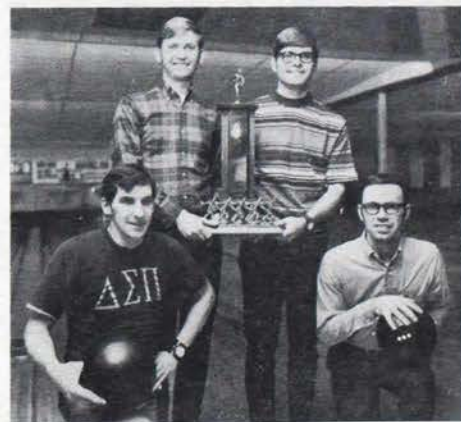
As our graduating bothers leave the great hallowed halls of Monmouth, here are their parting comments on college life as a brother of Delta Sigma Pi: Dave Marshall: "A penny saved is a penny earned—or any other way you can get it"; Don Beebe: "I've had it with cars—I'm going to travel by boat from now on"; Dennis Brown: "What, me worry?"; Pete LaPlaca: "Never mind Bill, I've got a date"; Richard Anderson: "Look at it, this is the way we do it . . ."; John Williamson: "I prefer the night shift myself"; Pat Sullivan: "You mean it's time to go already?"; John Angelucci: "wait till next year."

On behalf of myself and the other graduating seniors I would like to say: Thanks for everything Delta Sigma Pi, it has been a rich and rewarding experience.—ED WENDEL

## ALABAMA

ALPHA SIGMA CHAPTER at the University of Alabama was honored recently with the visit of Brother Ben Wolfenberger, Executive Secretary from The Central Office. Brother Wolfenberger had many encouraging words and suggestions for the chapter. The newly elected officers plan to implement many of Brother Wolfenberger's recommendations. The newly elected officers are: Ronnie Salloway, president; Bill Vassar, senior vice president; Johnny Parratt, vice president; Don Griffin, secretary; Cecil Brown, treasurer; Tommy Chapman, chancellor; Ronnie Wren, senior guide; Richard Wood, junior guide; Joseph Macksood, Chapter Efficiency Index Chairman; David Reznik, The DELTASIG correspondent; and Tommy Richardson, historian.

Our spring rush program is proving to be quite successful and enthusiasm is running high among the pledges. The highlight of the Spring semester came the first weekend in March when we took our annual field trip to New Orleans, Louisiana. Business was mixed with pleasure as we took plant tours and enjoyed the night life of New Orleans. May is the month we will hold our annual awards banquet. Awards will be presented to the outstanding Deltasig of Alpha Sigma Chapter.—DAVID REZNIK



INTRAMURAL BOWLING champs at Wayne State College, Wayne, Nebraska, is this team from Eta Pi Chapter. They are from left to right (kneeling) Rod Varilek and Ken Babbitt and (standing) Mark Lauritsen and Duane Beers.

## WAYNE STATE—Michigan

**GAMMA THETA CHAPTER** at Wayne State University has completed its plans for the third annual Business Symposium and is looking forward to the last week in May, when the Symposium will take place.

The Symposium is our biggest professional event of the year and helps to keep the chapter close to the School of Business Administration. All students and faculty of the school are invited, and we have received much help from sources within the School of Business Administration. Dean Reynolds has been especially helpful to us.

The aim of this year's Symposium is twofold. We are combining concern with urban problems, especially how they affect business, with the traditional workshops on the various fields of business. The Symposium provides an excellent opportunity for business students and prospective employers to get together informally, and several Brothers, along with other business students, have found jobs this way in the past.

Gamma Theta Chapter has a dinner planned for May 7, which is the twenty-first anniversary of the installation of the chapter. This dinner and the Symposium will highlight what has been one of our chapter's best years in a long time. We are looking forward to achieving 100,000 points in the Chapter Efficiency Index as one of the results of this year's successful operations.—**MICHAEL G. MARION**

## CHRISTIAN BROTHERS

**EPSILON PSI CHAPTER** in Memphis, Tennessee, opened the spring semester with a chapter meeting at which time Brother Tom Sevier was elected our new chapter Historian. This was necessary since our past Historian, Brother Paul Zaleski, dropped from school. We also made plans for our new spring semester pledge class and this year's annual "Rose" dance.

We have six neophytes now pledging. Their pledge induction took place on January 29, 1970. They have been working hard and are all going to be assets to the fraternity.

Our annual "Rose" dance this year was held on February 13 at the American Legion Club in downtown Memphis. At the dance, Brother Joseph Pantuosco's girlfriend, Pat Dye, was crowned our "Rose" queen for 1970. The Brothers of Epsilon Psi Chapter presented her with a fraternity drop and a bouquet of red roses. The dance was a great success and some of our latest alumni were present.

This year our chapter has been outstanding in school activities. Brother John Reinaigel built our homecoming display which received first prize which was a check for \$100.00. All the members of Epsilon Psi Chapter congratulate John on an excellent job. We are also presently in first place in our intramural program at Christian Brothers and plan on receiving the trophy at the end of the school year for athletics.

Brother Ben H. Wolfenberger, our Executive Secretary, visited our chapter on February 23, 1970. Brothers Ken Kinelski, Mike Byrne, and Brother Alfred, our faculty advisor, had dinner with him. He attended our

chapter meeting that night along with Brother Roy N. Tipton, Regional Director.

Brothers Mike Byrne and Marty McDonald are planning a trip to Jack Daniels Distilleries in Lynchburg, Tennessee, for one of our professional activities this semester. Our Brothers are also meeting our crosstown Brothers of Gamma Zeta Chapter for an intrafraternity basketball game in the very near future.

Our Brothers celebrated our chapter's sixth birthday on February 28 at Brothers Ray Mueller and Mike Beil's apartment's party room which was attended by all the members.—**EDWIN W. BONNELL**

## SOUTH DAKOTA

**ALPHA ETA CHAPTER** at The University of South Dakota was honored to have Brother Dale E. Clement, dean of the School of Business, and representatives from Touche, Ross and Co-partners address our rush smokers at the beginning of this semester. Our professional program, coordinated by Brother Mike Molohon, will include at least four more speakers, including representatives from local manufacturing companies.

The Alpha Eta Chapter basketball team traveled to Lincoln, Nebraska, on February 20, to play in the Deltasig Basketball Tournament. Although defeated in the first round of action, they returned with spirits undampened, hoping for revenge next year.

Brother Burdette Hallett made arrangements for our field trip in April. Our destination this year was Chicago. The time was spent touring various businesses and industries, as well as enjoying other attractions. We raised funds for our trip by raffling off 24 hours of free slave labor in addition to other projects.

Again this year the members and pledges helped to raise much needed funds for the South Dakota School for the Deaf by having our "Mile of Dimes" charity drive in Sioux Falls, South Dakota.

Social activities for this semester included

our spring formal at the Marina Inn in Sioux City, and a softball game and rib feed with members of the School of Business faculty.—**LEE A. GROEN**

## EAST TENNESSEE STATE

**DELTA XI CHAPTER** at East Tennessee State University is looking forward to its "Rose" Dance, to be held April 25, at the Holiday Inn. The Brothers have not chosen the "Rose" yet, but we have several real good candidates; it will be a hard choice.

Winter quarter was a good term for Delta Xi Chapter in all phases. One of our main projects for the quarter was a membership drive, which turned out with the chapter sending out 26 bids. The new pledges challenged the members to a basketball game, only to find a tough and hard-fought loss.

The Brothers of the chapter traveled to Gatlinburg on February 27 for a weekend of skiing. Another trip that some of the Brothers (Jim Combs, Rob Hackler, Joe Vargas, and Hank Woods) attended was the Intro '70 at Atlanta; they reported that they had a real good time, especially at "The Playboy Club." Some of our other activities for the oncoming quarter are: several tours, presentations of business films and a very active election of candidates for the new chapter officers.

The Brothers of the chapter extend congratulations to Joe and Sherry Vargas on their new addition, Joseph J. Vargas III, born on December 13, 1969. We also wish to congratulate Tom Aker and Charlotte Jean Brown on their wedding on March 14. Best wishes are also extended to Jim Combs and Barbara Gail French, who plan to be married June 20.

In closing, on behalf of the many graduating Brothers of Delta Xi Chapter, good luck next quarter to all chapters; we will always be looking forward to meeting an ever increasing number of Brothers in the world of business.—**JAMES L. COMBS**



SHOWN HERE ARE some of the members of Alpha Upsilon Chapter at Miami University, Oxford, Ohio, during a recent tour of the headquarters of the Ohio Casualty Insurance Company. The members shown inspecting the company's annual report are from left to right: Ron Reynolds, Richard Vining, Gary Stillman, and Ohio Casualty vice president and assistant controller William Woodall and John Herbert, both alumni members of the fraternity.

## LOUISIANA TECH

BETA PSI CHAPTER at Ruston, La., has just completed the initiation of 12 undergraduate pledges. These aggressive new members are expected to fill several vacant posts left by graduating seniors and all have proved their capabilities of being the very best of Deltasigs.

We were very pleased to initiate a member of the faculty at the January initiation. Dean Virgil Orr, Dean of the College, was as honored to become a Deltasig as we were to have him.

During the 1970 Spring rush program, we accepted nine eager neophytes and it is already evident that they are going to be a tremendous asset to the fraternity.

In the sports world, Beta Psi Chapter heads the list again. For the second year running, we have kept in our possession an all-sports award. This plaque is sponsored by the two business fraternities at Louisiana Tech and it seems that we aren't going to give the "other" fraternity a chance to put their name on it. To acquire the plaque, a fraternity must win two of the three major sports; baseball, football, and basketball. Not only do the Brothers show scholastic achievement, but we have our athletic thing, also.

Our professional calendar seems to be booked. The Deltasigs are busy attending informative speaker meetings, field trips and weekend trips. To foster the study of business is one of Beta Psi Chapter's many goals and is directly in line with the tradition of Delta Sigma Pi.

Another goal of the Deltasigs is the 100,000 points in the Chapter Efficiency Index. The interest and dedication of our members will help achieve the same perfect score reached last year.—STEVE H. TOWNSEND

## NORTH TEXAS STATE

DELTA EPSILON CHAPTER on February 23, sponsored the Young Presidents' Conference at the North Texas State University School of Business Administration. The Young Presidents' Organization is composed of businessmen under 40 who are presidents of firms with at least \$2,000,000 in annual sales. Those Young Presidents in attendance were: Mr. Dan M. Krause, chairman of the board and chief executive officer of Earth Resources Co. of Dallas; Mr. W. R. Haughton, president of Coastal Plains, Inc.; Mr. Norman Brinker, president of Steak and Ale Restaurants, Inc.; and Mr. Fred M. Zeder III, president of Hydrometals, Inc. The four executives spoke to a standing-room-only audience which included Dr. Clifford Hutton, dean of the North Texas State School of Business Administration; Professor David Fitch, chairman of the Finance and Insurance Division; and several other faculty members. The session was followed by an audience participation question-answer period and was considered by all to be a huge success. The Young Presidents' Organization has cordially agreed to attend another conference next year.

Delta Epsilon Chapter conducted a very vigorous rush program which resulted in a

strong pledge class composed of 20 members. Delta Epsilon Chapter, with its energetic professional and social programs, is rapidly becoming the most influential fraternity on campus.

Our professional programs have included field trips to the General Motors Assembly Plant in Arlington, Dallas radio station KLIF, and the Jameson Film Studio of Dallas. We have also hosted the Texas Manufacturers' Association and heard speakers from Merrill, Lynch and Co. of Dallas and Mr. James Krouse of Western Electric. Members of Delta Epsilon Chapter have attended a Ford Motor Company sponsored forum on campus unrest which was held April 29 in Dallas.

Our Spring formal "Rose" Ball was held on April 15 at the Adolphus Hotel Grand Ballroom in Dallas. At this formal we officially crowned our Rose, Miss Pamela Terry.

Delta Epsilon Chapter has had a good year and is earnestly striving for our goal of nothing less than 100,000 points.—DAVID L. CASWELL

## FLORIDA SOUTHERN

DELTA IOTA CHAPTER of Florida Southern College with the installation of new officers and 15 new Brothers has set as its primary goal for the coming year 100,000 points in the Chapter Efficiency Index. New officers include: President, Bob Fauls; Senior Vice President, Ray Mittan; Secretary, Don Ward; Treasurer, Gary Maguire; Professional Chairman, Ernie Wagoner; Chapter Efficiency Index Chairman, Marshal Howell; and Correspondent, Bill Buck. The Brothers also welcome Miss Polly Ann Derryberry as our new "Rose."

Congratulations go to Brothers Guy Odum elected to Omicron Delta Kappa and Bill Edwards who graduates with a straight "A" average in his accounting major.

Delta Iota Chapter plans a social with Phi Chi Theta, ladies professional business sorority, and a winter rush party. Lyonel B. Lindsey, president of Apex Distributors, heads the list of future speakers.

We are looking forward to a great year of fraternal spirit and welcome correspondence from other chapters. Through our professional program and our attack on Chapter Efficiency, the Brothers of Delta Iota Chapter are anxiously looking forward to a prosperous and enlightening year.—WILLIAM G. BUCK

## MCNEESE STATE

ETA TAU CHAPTER is having a very busy Spring semester. We are continuing plans for our first "Rose" Ball to be held in April. We plan to make this ball one that we will all remember. Miss Gloria LaFleur has been selected Eta Tau Chapter's "Rose." She is a Freshman from Oberlin, Louisiana. She was on the Homecoming Court this past fall and was also chosen second runner-up in the Southwest Louisiana Trade Exposition and Fair.

Brother Greg Smith has promised us a varied professional program. Accounting was the topic for Mr. Gary Pierce of the

Firestone Tire and Rubber Company in Lake Charles, who spoke to the Chapter recently.

Brothers listed on the President's Honor Roll for the Fall Semester were: Tom Dower, David Franks, Tommy Glatt, Ronald Guidry, and Denis Husers.

Eta Tau Chapter's Calendar Sale was a great success. The chapter sponsored a calendar which featured pictures of twelve McNeese coeds in a setting characteristic of the particular month in which they appeared. This calendar also gave a list of campus activities. Over one thousand calendars were sold in the Lake Charles area. The proceeds from the calendar sales will go to sponsor a scholarship to be given every semester to a student in the field of Commerce at McNeese. Mr. Lee Hutson was awarded the scholarship for the spring semester. It will pay his tuition. The calendar committee was comprised of Chester Batchelor, Ronald Cormier, Tom Dower, Ted Fredrich, Darrel Goodreau, Denis Husers, and Ed White.

The Eta Tau Chapter initiated twelve new brothers in the fall semester. They were: John Authernreith, Newton Chelette, Jay Delafield, David Franks, Earl Gothreaux, Donald Hudson, Mayo Howard, Billy Patton, Charles Rizzo, Walter Theriot, James Lemoine, and Jerry Watts.

President Nick Hebert was honored recently by being selected All-Gulf States Conference tackle while playing for the McNeese State Cowboys. He was also cited by the school newspaper in the Student Spotlight section.

The Eta Tau Chapter was involved in a project which aided the Southwest Louisiana Tuberculosis Association. We addressed 23,000 envelopes which were sent throughout the area for contributions to the Tuberculosis Association.

Officers for the Spring semester include President Nick Hebert; Senior Vice President Ronald Cormier; Vice President Roger Cox; Secretary Ted Frederich; Treasurer Billy Paton; Chancellor George Hebert; Historian John Barnett; Chapter Efficiency Index Chairman Chester Batchelor; and Senator Darrell Goodreau.—DENIS HUSERS



SHOWN HERE are some of the members of the New Orleans Alumni Club and their wives or dates during one of the Club's recent meetings.

## NEVADA—Reno

BROTHERS FRANK BURKE, Paul Laviolette, and Art Lenon were recently honored with Certificates of Appreciation from VISTA for performing as instructors in a basic computer class offered to high school students in the Reno area. They are to be congratulated for their efforts.

Speaking of computers, on the last weekend in April another session of the Computer Games will be held at the University of Nevada with Delta Pi Chapter as host. Exacting a thoroughly practical as well as partially theoretical application of business principles from the participants, the Computer Games will be attended by as many as 14 different schools competing in an attempt to create the best business world.

An Inter-Chapter Conference held in Sacramento at the beginning of the Spring Semester with Chico State, host Sacramento State, and a delegation from Delta Pi Chapter in attendance proved to be a very enjoyable as well as profitable experience for our group who attended. Hopefully, more such events will be planned.

Currently, we are involved in an outstanding sales project on campus and in the community in the form of an attempt to market NEVADA, our official state magazine. The sales in conjunction with the Nevada State Office of Printing have been increasing at a very pleasing rate.—JOSEPH N. WIERZBA

## SOUTHERN METHODIST

THE BETA PHI CHAPTER has taken a course of greater association and participation with the Business School faculty, administration and student body. We have sponsored and participated in several activities in attempts to meet the needs we feel exist within the school. Among these activities are "Fincher Fireside Chats" which allow students and faculty to meet in an informal atmosphere to discuss mutual interests and problems. Another such activity involved a job interview seminar organized and conducted by our Chapter which brought to over 150 students and faculty information concerning job interview techniques, resumes, and other vital aspects of finding a job. In conjunction with this seminar, the Chapter created and published a career guidance manual to put into written form many of the needed facts concerning the topics discussed. To our pleasure this manual has been praised by faculty and career guidance personnel as being the most comprehensive and valuable available.

The Chapter has become caught up in the spirit of progress and change and our enthusiasm has strengthened our relations with faculty and administration. We have become very united in striving to make our Chapter a leader in student affairs and our position as leaders has become recognized and respected. This increased role of leadership has placed greater responsibility upon us as we must continue to find even more concerned and capable men. Thus, our rush program emphasizes involvement and ability, and we feel it has been the most productive and successful rush in several years. We

have become a dynamic group which has stepped to the forefront to meet the needs created by the massive changes necessary to make the S.M.U. Business School one of the top ten business schools in the nation by 1980. This innovational and demanding goal has placed an obligation upon us not only to inform and involve our own members, but also to enable the students and faculty to better envision the needs, problems, and goals of such a revolutionary program. We have become an organization with a reputation for supporting excellence in education and business and now more than ever before are being relied upon as a source of leadership and direction in the S.M.U. Business School.—RANDY PHILLIPS

## LAMAR TECH

UNDER THE DIRECTION of newly elected Senior Vice President David Theobald, our rush activities brought us 15 new pledges, and now Vice President Larry Mills plans a vigorous spring for these new men.

Delta Eta Chapter Athletic Director Brother Richard Karnes led us to a divisional second place in intramural volleyball with Brothers Crowell, Callender, Theobald, Longnion, O'Brien, Harrison, Lopez, Bernhardt, Stinson, Gilbert, Risher, Gonsoulin and Nobliitt all contributing to the effort. We have the ability to fare even better in basketball competition with the same fine roster of talent. For those of us with less than tremendous talent there is the third annual Intrachapter Tennis Championships, this year with individual trophies awarded.

In February some of the Brothers were able to participate in the installation of our new chapter at the University of Houston, and found this a most rewarding experience. We hope that this will prove to be the beginning of a warm relationship with our neighbor chapter.

This semester Brother Ben Whittington has planned several professional functions, including a field trip to the Texas State Prison at Huntsville, and the social program under the guidance of our new Brother, Larry Harrison, promises to be one of the most stimulating in years.—STEVE WINN

## TAMPA

EPSILON RHO CHAPTER at the University of Tampa finished up the Fall quarter with a big bang, especially in the pledge program. The new brothers have come into the fraternity with many new and constructive ideas that should make Epsilon Rho Chapter one of the most vibrant ones in Delta Sigma Pi. Our new Brothers are Harry C. Balsler, Richard E. Barrett, Larry D. Evans, Richard W. Glynn, Clarence C. Graham, Leo Jacobs, Salvatore R. Lascari, William J. Reynolds, Richard J. Serina, and Jackson C. Stevens.

Congratulations have also been extended to the new Spring officers of Epsilon Rho Chapter who will be responsible for turning the wheels of the chapter. These officers are: President Robert C. Hearnden; Senior Vice President James N. Spencer; Vice President Robert L. Fedor; Secretary Clarence C. Graham; Treasurer Dave S. Cabiness; Chancellor Larry D. Evans; Historian Salvatore R. Lascari; Social Chairman Richard E. Barrett;

Program Chairman Leo Jacobs; and Chapter Efficiency Index Chairman Bill Reynolds.

Epsilon Rho Chapter would like to extend the best of luck to the graduating seniors of our chapter. These are Brian L. Bischoff, a great Pledge Master who got a lot of pledges out of hot water with the Brothers and who was voted as best Brother of the Fall semester; Terry A. Connon, a Brother always willing to pick up the tab for those smokers after the meetings; Guillermo E. Fainberg, the Argentina hellraiser of the chapter who will be going back to his country and who will be missed by all his Brothers; Richard K. Haines, the hippie of the chapter; and Steven White, alias Karate. To all of them again, best of luck.

Our chapter is very well pleased with the new check cashing service that started at the University in September. It is a great idea to make a little extra income. If any chapter is interested in more information about this, Epsilon Rho Chapter will be glad to send the necessary details.—SALVATORE R. LASCARI

## SOUTHEASTERN LOUISIANA

ZETA SIGMA CHAPTER at Southeastern Louisiana College has been having a very active and successful year. We are slightly ahead of last year's figures in the Chapter Efficiency Index, which reached 100,000 points. We are confident that we will reach that figure again this year. Brother Ken Meade is helping this cause as professional chairman, with at least one tour this semester in addition to several speakers.

Our Fall pledge class made a valuable contribution to Zeta Sigma Chapter in the form of a new Rush booth as their pledge-project. The booth looks very impressive and we are all proud of it. This semester's Rush program was a big success thanks to the efforts of Senior Vice President Roy Montz and his Rush committee. After rush Vice President Cecil Ranzino started his Pledge program, Brother Ranzino did an excellent job with the Pledges last semester and he feels that this semester will show even better results. We have a super-pledge this semester, Robert Crais, who was ill on the day of initiation last semester.

We will be losing many valuable Brothers this May due to graduation, but we feel that their places will be filled with others who are capable of taking over leadership in the fraternity. Several of our Alumni are taking advantage of our chapter's discount on Life Membership, and we hope to keep the discount in effect for the coming years.

Brothers Gary Caruso and Buddy Romano are doing an excellent job with the social committee. This semester's social calendar is very exciting, and the "Rosa" Formal was the best ever for Zeta Sigma Chapter.

Deltasig is well represented on campus in intramural sports, with teams in football, basketball, baseball. Athletic Chairman Brother Don Gerchow is trying to get a swimming team organized.

Like I said this year has been an active one at Southeastern and Zeta Sigma Chapter was right in the thick of things all along and we plan to keep it that way.—ROBERT W. ROME

## NEBRASKA—Lincoln

ALPHA DELTA CHAPTER at the University of Nebraska has received many great dividends from its second semester pledge class. A rush smoker followed by a professional dinner provided all the incentive needed to convince the pledges that Delta Sigma Pi was the fraternity for them. They have initiated several activities and are carrying on the tradition of our previous outstanding pledge classes.

Several Brothers, this semester, have continued a project which the pledges started last year. They have been helping out at the local Head Start program where they help pre-school children. Things involved include playing games with them, reading stories to them, and in some cases, fixing toys that have worn out. They have received much enjoyment from helping the children and both the teachers and children appreciate their presence.

The Brothers took a caravan of cars up to Omaha for the short professional tour, April 17. The three businesses selected were Control Data, Kellogg, and Falstaff, all of which proved very interesting as they showed the Brothers a further insight into the business world.

This has been a very enjoyable and eventful semester. The dedication of the Brothers has produced an increasingly close chapter. To all graduating Deltasigs I wish you the best of luck in the years to come.—BLAKE W. ROWLISON

## OHIO U.

ALPHA OMICRON CHAPTER at Ohio University initiated eight new members on January 18, 1970. One of the new brothers was Sherman Hopkins, Jr., assistant dean of the College of Business Administration. Orrin Everhart, our District Director, witnessed the initiation banquet. At our banquet some awards were given for past accomplishments. Bob Fessel received a trophy for the outstanding pledge award from the recent pledge class. The outstanding member honors went to past President Jeff Carter. Receiving a special award from the entire pledge class was Dick Trigg for his prickly efforts as a pledge trainer assistant.

We recently elected new officers for the coming year and they were as follows: President Bob Fessel; Senior Vice President Will Glasmyer; Vice President Dick Trigg; Secretary Doug Kopcjal; Treasurer Greg Zimmer; Historian Tom Dorey; and Chancellor Terry Perkins.

Alpha Omicron Chapter is sponsoring "Insights '70," a careers day for the College of Business Administration on April 7. Our guest speaker will be Leroy Raffel, President of Arby's International of Youngstown, Ohio. Career guide topics will be discussed to give the business students an idea of what is on the "outside" in opportunities for inexperienced business graduates.

Socially, we have had several parties, as well as a weekend at Hueston Woods State Park at Oxford, Ohio, following a professional tour of Inland Manufacturing Company of Dayton, a division of General Motors. Our money making project, the showing of a movie, earned the chapter \$1200.

We are presently completing our plans for the mid-May "Rose of Deltasig" formal, which will be the highlight of our spring activities.

The professional program includes a plant tour of N.C.R. in Dayton, on March 6. We also wish to thank Charles Farrar, our Executive Director, for speaking to us during our winter rush program.

Other activities of Alpha Omicron Chapter included a basketball game with the business faculty, with the final score being 68-56 in favor of the Deltasigs. In all campus intramurals Delta Sigma Pi's two basketball teams ended the season with 2-4 records, while the bowling team was more successful with a 15-3 record. The keglers averaged 170 pins apiece per game to win the league runnerup title.

With such a successful year, all that remains is the capturing of 100,000 points in the Chapter Efficiency Index. On a closing note we wish the best of luck to all the Brothers of Delta Sigma Pi on a successful summer.—TOM DOREY

## TEXAS CHRISTIAN

THE DELTA UPSILON CHAPTER at Texas Christian University had an outstanding rush this semester climaxed by a Valentines' Day party which was attended by Dr. Quinn McKay, our chapter advisor, and our Regional Director, Brother Charles P. Foote.

The Spring semester was highlighted by the crowning of our "Rose" Queen at the Western Hills Inn. The festivities, which became an all-night affair, were attended by most of the faculty of the M. J. Neely School of Business.

Our Professional Program included six speakers this semester, whose topics included, "Education With Industry," "A College Degree Versus Vocational Skills," "Motivation In Industry," "The Great Rat Race," "Public Relation and You" and "The Shoestrings Systems of Budgets." Our professional tours included the Sabre System at Greater Southwest Airport for American Airlines' reservations, Mrs. Baird's Bakery, and Bell Helicopter. Business Week will be from April 27 to May 1 and will feature leading national and regional businessmen.—TOM TALCOTT

## WAKE FOREST

GAMMA NU CHAPTER, with the spring semester drawing fast to a close, looks back upon a full schedule of fraternity activities. The Brothers really outdid themselves this semester—professionally, athletically, socially, and generally.

Our professional program this spring actually topped the excellent program of last semester. Professional activities included a lecture by a representative of Southern Bell Telephone Company and one by Tom Lamb, a local real estate agent.

Athletically, Gamma Nu Chapter continued to show its superiority by placing first in its water polo league and second in its volleyball league. Basketball, golf, tennis, softball, and horseshoes also called forth the Brothers' athletic skills during the semester.

The social highlight of the semester was our initiation weekend. Held in conjunction with initiation functions was a celebration of Gamma Nu Chapter's twentieth birthday. During the week-end the Brothers and chapter alumni and their guests enjoyed a banquet, a party, and other activities. Numerous other parties were held during the semester including one honoring our chapter rose, Miss Sylvia McArthur.

Generally, the Brothers engaged in an extensive house improvements program. Brothers "Skip" Queen and Bill Townsend headed up the program which made our chapter house much more liveable.

Gamma Nu Chapter reminds all Deltasigs that they are welcome at our house whenever they are in the Winston-Salem area.—BILLY M. HAYWOOD

## NORTH DAKOTA

ALPHA MU CHAPTER'S highlight of the fall semester was the coronation of our "Rose" Queen. After some mighty tough competition, Kathy Krauter was crowned at our "Rose" Ball.

At the beginning of the spring semester we are right in the midst of rushing prospective business students. We are very hopeful of getting ten new pledges.

We were honored to have Executive Secretary Ben Wolfenberger at one of our meetings. We appreciated very much his helpful hints on how to improve our chapter.

Alpha Mu Chapter is planning right now a banquet in which to give out the prized Scholarship Key award. Also, in the planning stage is a business seminar to Winnipeg, Manitoba.

Brother Richard Rowe graduated during the semester break and is now living in Winnipeg, Manitoba. We wish him the best of luck in all his future endeavors.—PAUL HAUGEN

## DRAKE

ALPHA IOTA CHAPTER at Drake University attended the annual North Central Regional basketball meet in February. We wish to thank Alpha Delta Chapter at Lincoln, Nebraska for sponsoring the meet this year.

Brother Dale Seeley took over chairmanship of our Career Day Committee. Brother John Kelly was elected chapter secretary to complete this spring semester, filling the vacancy created by the resignation of Brother Seeley.

The Career Day Committee has scheduled our second annual Career Day on October 14, 1970, and all Brothers are invited to attend. See you there!

We have had an interesting professional semester this year with fine speakers. In September Mr. Harold Morison, Marketing Manager for IBM, spoke on "Computers In Business." Mr. Wayne Gray, Accounting Supervisor for Caterpillar Company spoke to us in November on "Caterpillar Growth and Development." Our future speakers include representatives from Merrill, Lynch, Pierce, Fenner and Smith; R. R. Donnelly and Sons; and Hawkeye National Life Insurance Company. These speakers will provide a meaningful semester this spring at Drake.—RICHARD W. PATRICK

## FLORIDA

BETA ETA CHAPTER began its Winter quarter activities with the culmination of one of the most ambitious professional projects in its history. The week of January 12-17 marked the observance of the First Annual Industry Recognition Week in Gainesville, with a proclamation signed by the mayor. An Industry Show was held that week, featuring the products and services of some of the leaders of local industry. All of these activities, originated and organized as a pledge project, were sponsored by Beta Eta Chapter. We are looking forward to an even bigger and better show next year.

Professional activities continued to be prominent, as on January 22, 13 brothers and three pledges traveled to Atlanta, Ga. on a two day field trip. Tours included the Ford Motor Company Assembly Plant, Carling Brewery, the Southern Bell Telephone Company Communications Center, and IBM. All of the tours were well organized and very enjoyable.

Newly elected officers are: Coy Dukes, president; John Neill, senior vice president; Bill Dane, vice president; Phil Spool, secretary; Gray Laney, treasurer; Mike Welborn, chancellor and Jack Thomas, historian.—**JACK F. THOMAS**

## MENLO

ZETA RHO CHAPTER is in the midst of having the largest pledge class in its history—fifteen in all. Mark Ackerman, Bob Brooks, Charlie Brumder, Mike Butler, Bob Clifford, John Gonyea, Dell Gray, Mark Hargan, Howard Hartvickson, Richard Imendorf, David Kyle, Chris Meyer, Creighton Miller, Jaime Ponce, and Scott Sutton have all been working hard as our pledge class. Zeta Rho Chapter had many of its alumni return for the March 15 initiation at the Adobe Creek Lodge in the Los Altos Hills area.

Menlo had the pleasure of hosting an area meeting on Sunday March 1 for the surrounding chapters—Gamma Xi, Zeta Tau, Gamma Omicron, and Delta Omicron. Western Regional Director R. Nelson Mitchell was on hand with the various district directors and faculty advisors to guide the discussions. About 40 brothers from the undergraduate chapters were in attendance.

Zeta Rho Chapter is very proud of Brother Peter Orgel who was elected Student Body President of the School of Business Administration here at Menlo College for the spring semester, 1970.

Our best wishes to all Deltasigs everywhere for a pleasant and enjoyable summer.

## ST. PETER'S

OUR SCHOOL YEAR thus far has proven to be one of the best for Zeta Eta Chapter since its founding in 1964 at St. Peter's College.

Our Rush Party was held January 29, with one of the sororities on campus. We currently have eight pledges who show signs of becoming hardworking Brothers and great assets to our Chapter.

Our Annual Spring Weekend Dinner-Dance is planned for May 1st. It promises to be one of the best due to the work of

Brother Mike Serpico, Senior Vice President. We intend to invite faculty and alumni as well as the undergraduate Brothers. We also plan to travel to Monmouth for our Annual Alexander R. Makay Memorial Basketball Game with Epsilon Pi Chapter with a party afterwards. We've retained possession of the trophy for the past three years.

During the first semester we went on a tour of the New York Stock Exchange and are now planning a tour of Peat, Marwick, Mitchell & Company, a large Accounting firm in New York.

Five of our Brothers also assisted Brother Michalik, an Economics Professor at our school, at the Annual Convention of Catholic Economists Association of America held at the New York Hilton.

We are anticipating another successful year in September due to the fact that we are losing only one brother to the business world in June. In closing, I would like to congratulate Brother Bob Allen, who was married during this school year.—**LOUIE ARCHIELLO**

## LA SALLE

EPSILON SIGMA CHAPTER at La Salle College is presently planning its Annual Dinner Dance to be held at the Inn of the Four Falls in the late spring. The purpose of this affair is two-fold, first it serves as a farewell party for the graduating seniors, and second as a climax to a very exciting social calendar. Co-chairmen, Brother Vincent Mango, Brother Ernesto Weisson and Brother Joseph Capodanno promise a gala evening.

The Brothers of Epsilon Sigma Chapter would like to express their sincere thanks to the outgoing officers for a job well done, President Bruce Mullen, Senior Vice Presi-

dent John McCuen, Vice President William Martin, Secretary Joseph Kulpa, Treasurer Thomas Leonard, Historian Stephen Rineer and Chancellor Thomas Dispenzere.

We would like to congratulate the new officers and wish them a successful year, President John Stamerro, Senior Vice President Dennis Thee, Vice President Thomas Nugent, Secretary Frederick Blinn, Treasurer William Mullen, Historian William Duffy, and Chancellor Joseph Fedorchak.—**JOSEPH F. CAPODANNO, JR.**

## CALIFORNIA POLY—Pomona

ETA CHI CHAPTER held its second annual raffle during the winter quarter. With both Brothers and pledges selling tickets, income from the event was expected to be over \$400. The funds will be used to finance both social activities and an extensive professional program of guest speakers and tours during the spring quarter.

The Eta Chi Chapter conducted its first rush at the beginning of the winter quarter. A week of recruiting by the Brothers ended with a large rush party. A week later 18 men were initiated into the Delta Sigma Pi pledging program. The pledges chose the name Alpha Eta Chi to represent the first pledge class. A bulletin board for Eta Chi Chapter news was constructed in the business building by the pledge class. A second project by the pledges was the construction of a plaque in the form of the letter Delta. On the plaque will be placed the names of the pledges that are accepted into the Eta Chi Chapter.

The Eta Chi Chapter helped sponsor the School of Business annual conference. The conference is an all-day event with panels in every field of business for the interested student. The panels were made up of Los Angeles area businessmen.—**ROBERT M. ROADY**



**HAROLD WILLETT**, general manager and part owner of CAMECO Corporation, center, addressed one of the many businessmen's luncheons sponsored by Eta Iota Chapter at Nicholls State College. Also pictured with him from left to right are: Dr. Louis J. Rodriguez, dean of the Division of Business Administration, R. K. Khadiri, graduate program coordinator and advisor to the chapter, Thibodaux Mayor Warren J. Harang, Jr. and Gerald Marcantel, president of Eta Iota Chapter.

## WEBER STATE

ETA LAMBDA CHAPTER at Weber State College is holding elections for next year's officers. We would like to express our gratitude for a job well done to the outgoing officers. They are: Steve Sill, president; Dennis Brimhall and Dave Chambers, senior vice presidents; Dave Klemm, vice president; Doug Jeppson, secretary; Max Springer, historian; Robert Stringham, treasurer; Chris Hyer, chancellor; Marlin Coleman, senior guide; and Ed Bushak, junior guide.

These brothers have led the way to a very successful year for Delta Sigma Pi at Weber State. During the year, membership has grown, activities have increased, and Deltasig has really matured into the type of fraternity it should be.

The final contestants were chosen for our "Rose" and her attendants and the winner will be announced at our Formal at Oakridge Country Club. We would like to thank our "Rose" and her attendants from this past year for the great job they did.

The Brothers are looking forward to and planning for Business Week this spring at Weber State. Delta Sigma Pi hosts this week-long business activity which does much for the College of Business as well as for the fraternity.

We are looking forward to another great and successful year and would like to wish all the other chapters the very best for next year.—TOM L. ALLEN

## JOHNS HOPKINS

AS SPRING SETTLES into summer on Homewood Campus, we of Chi Chapter wish to review the successes and setbacks of the past two semesters and to consider the possibilities of the coming months. Individually, we look back at a school year which included the usual tribulations but also more than a few intellectual rewards and academic accomplishments. We proudly congratulate those several members who have arrived at their graduations and hope that we shall see them as members of the very active and effective Baltimore Alumni Club. They will be duly honored by both members and alumni at our June Dinner Dance.

Collectively, as a chapter we have experienced a year featuring an enjoyable social program and an active and very well accepted professional program. From the July Crab Feast through the June Dinner Dance and including the Alumni sponsored Steak Fry, the social events have truly been memorable. The highlight of the professional calendar was an address by Dean Richard Mumma who has announced his forthcoming retirement as Dean of the Evening College. This is not only an administrative loss to Hopkins, but also a personal loss to the members of Chi Chapter.

As we look to the future, we can be buoyant in our hopes for continued rewarding experiences. President Lupien has maintained and embellished a healthy organization which can be expected to perpetuate our successes with the added support of several new members whose selection and training has enabled them to assume aggressive roles within the chapter. Much of our enthusiasm

for the future as well as our pride in the past should be attributed to the executive abilities of Brothers Held, Kilburn, Funk, Martin, and Windesheim whose efforts have helped to maintain Chi Chapter's high tradition as an organization responsive to the needs of its members and the community.

## DE PAUL

ALPHA OMEGA CHAPTER is proud to announce it has initiated seven new Brothers on February 7, 1970 who will be an asset to the administration and efficiency of the Chapter. The new Brothers were inducted as pledges in the Winter Quarter under the Big Brother System which was employed for the first time at Alpha Omega Chapter. The plan proved extremely profitable in that it familiarized the pledge with the Brotherhood. After the successful Winter pledge program, all the Brothers are anticipating an equally successful Spring pledge class. Our Spring rushing program and smoker plans are now under way.

The Brothers are honored to announce that our "Rose", is Miss Donna Kwiatkowski a member of Delta Zeta Sorority at DePaul. She was selected at our first dance of the school year, the "Jarabe" which was a huge success on campus. Our second dance, "Chaos I", at the time of this printing, is in the planning stage. It is expected to be an even greater success than the "Jarabe".

We once again organized and ran the Interfraternity Conference Football tournament this past year and are currently engaged in the bowling tournament, in which we are holding a contending position for the lead. The Brothers of Alpha Omega Chapter journeyed to Northern Illinois to meet the Brothers of Eta Mu Chapter in a previously arranged football game, in which our team was victorious by a score of 20-0.

A formal initiation dinner was held for the new Brothers on February 26 recognizing their accomplishment of becoming Brothers of the Chapter.

Mr. Ken Vadovsky, District Director, and Mr. Ellery Lacy, Field Secretary recently attended one of our monthly business meetings to evaluate procedure and discuss Fraternity business. It appears at this stage that the Chapter will attain the 100,000 point efficiency goal.—PHILIP MURAWSKI

## INDIANA

ALPHA PI CHAPTER is again coming to the close of another highly successful school year. One of the first activities of the second semester was the election of officers for 1970. Those elected were: President Howard Greene, Senior Vice President Bill Teeter, Vice President Terry Dowty, Treasurer Bill Donaldson, Secretary Dave Haugk, Historian Dan Kincaid, and Chancellor Paul Beck.

Another high point in the year's activities was our annual "Rose of Deltasig" dance at which Andrea Chan was crowned as Alpha Pi Chapter's "Rose of Deltasig" for 1970. Also on the social calendar for this semester were a dance in honor of our new pledges held on April 11 and a picnic on May 17.

Throughout the semester our Brotherhood has been fortunate to hear from several dis-

tinguished speakers at our professional meetings. Among these were Brother John F. Mee, a well known management consultant and Director of Executive Education here at Indiana University, Dr. Lawrence E. Kreider, Economist for the State of Indiana, and John Rafferty, Director of College Recruitment for L. S. Ayres & Co.

The Brotherhood of Alpha Pi Chapter also pledged 15 highly qualified men at the close of our spring rush program. One of the activities of our pledges will be the sale of bar decorations which were donated by various beverage distributors.

In closing I would like to wish all the brothers and alumni of Delta Sigma Pi an enjoyable summer.—DAN KINCAID



DIRECTOR OF BUSINESS Education H. Nicholas Windeshausen, center is shown here with members of Eta Pi Chapter during a recent visit to Wayne State College. The members are from left to right: Richard Hannan, Gordon Licht, Darrell Kempcke, Windeshausen, William Jordan, Randall Rogers and Lee Smith.

## NEBRASKA—Omaha

GAMMA ETA CHAPTER at the University of Nebraska at Omaha has planned a very full semester. We started our semester with the pledge program, and found 13 business students we considered to be the best in the business college.

The chapter is planning a professional tour here in Omaha this semester.

The chapter birthday breakfast was held on April 23, 1970 with all members and pledges attending. Also attending was the Chapter Advisor, Dr. Wayne M. Higley, and other members of the faculty.

The "Rose" Dance was held on April 25, 1970. The banquet was delicious, and the dancing went long into the night. The Brothers and their wives or dates had a wonderful time at the annual dance.

This year we tried something different for our Senior Day Banquet. We had an Attila The Hun costume party. Everyone had a wonderful time trying to find out who was on the other side of the masks. This summer we have planned another Fourth of July picnic.

The chapter would like to congratulate an alumni faculty member, Brother Dr. M. G. Newport, on his receiving the "Great Teacher" Award. The chapter is proud that one of its alumni received such a great distinction over all other teachers in the business college.—THOMAS L. TOWNSEND

## ROCHESTER TECH

THE HIGH POINT of the Winter Quarter for the Brothers of Epsilon Lambda Chapter was our annual "Rose" dance. The announcement of our new "Rose" Queen, Diane Tucker, was made at a dinner dance held at the Downtowner Restaurant. The other candidates for "Rose" Queen were Karen Adams, Debbie Bodine, and Johanna Bohoy. Our other social activities for the semester have included rush parties, private home parties and a pledge banquet for the six new brothers initiated; Hanspeter Susstrunk, Bob Stowell, George Cervenka, Jim Ryan, Tom Frank, and Gary Humbert. Pledge class president Hanspeter Susstrunk was voted the outstanding pledge.

The two professional events so far this quarter have included Jerry Whalen from Marine Midland, speaking about credit, and a dinner at the Toastmaster's Club. On campus the Brothers are involved in a fund raising campaign for the hospital ship Hope. Also, the sale of raffle tickets has been a very successful fund raising activity for our treasury.

Winter Quarter also was the time for the election of new officers, they are; Ralph Lemoyne, president; Terry Castle, senior vice president; Gary Nothnagle, vice president; Ed Cain, secretary; Rick Rector, treasurer; Canyon Chin, chancellor; and Gary Van Ingen, historian.

The Brothers returning next year are looking forward to an equally successful year, and we give our best wishes to all the graduating Brothers.—ED CAIN

## PENNSYLVANIA STATE

ALPHA GAMMA CHAPTER at Penn State welcomed a total of 11 new initiates this past winter term. Never before in the history of our organization has a new class shared the binding relationships that the members of this group possess. One of our most valuable assets is our pledge program, which serves a dual purpose of introducing the pledges to the Brothers and giving them an opportunity to learn the fundamentals of the fraternity.

The term was climaxed by the crowning of our 1970 "Rose of Deltasig." Our present Queen is Miss Stevie Bargel, who we hope can even better the accomplishments of Miss Ann Kimball, who ranked fourth in the nation last year. The "Rose" banquet was followed by a combined jammy with Phi Mu Delta social fraternity. Breaking the tradition of formal attire, the members enjoyed the party atmosphere in "grubby" style.

Our Chapter is fortunate to have as advisor Dr. Robert Koehler, who invites only the finest speakers to our professional meetings. Our first program included a student-faculty dialogue which matched two Brothers against two professors from the College of Business Administration. The purpose of the debate centered around the relevancy of core courses for business majors. Following the discussion the entire Brotherhood joined the panel in a question-answer period.

At our final meeting we elected new officers for the coming year. They are Ron Berman, president; Bob Johnson, senior vice president; Ed Short, vice president; Don Hu-

dock, secretary; Denny Campbell, treasurer; and Ray Katz, historian. We are confident that under these newly elected officers the Alpha Gamma Chapter will continue to experience the quality of leadership achieved by our past officers.—FRANK E. STASENKO

## NEW YORK

THIS TERM ALPHA CHAPTER conducted quite an extensive rush program, spearheaded by our energetic Senior Vice President, Gary Benz. It commenced with two Student-Faculty Forums run by our Social Chairman; however, the highlights of our Rush were two fine Professional Meetings. The first had as its guest lecturer an investment banker from famed Wall Street, and the second, two representatives from American Telephone and Telegraph, whose lecture concerned careers in AT&T, the largest corporation in the world. Congratulations are certainly due to our two hardworking Professional Chairmen, Mark Balaban and Alan Rubinson.

The final major components of our Rush Program were two successful parties, once again run by our very able Social Chairman, Larry Chiagouris. Good job, Larry! In all we sent out a dozen bids.

The first weekend of February Alpha Chapter participated in an Eastern Region Conference, at which all 12 chapters had an informative exchange of ideas, led by Dr. Harold L. Cannon, our Regional Director. Executive Secretary Ben H. Wolfenberger also attended. Good to see you, Ben!

Alpha Chapter is very proud of Brother Rolf Oehl, who was recently named to the All Star Volleyball Team of the Interfraternity Council of N.Y.U.

All the Brothers of Alpha Chapter look forward to an outstanding term, and we extend a warm welcome to any Brother who at any time happens to be in the New York metropolitan area.—ARTHUR J. COUSSA



PAST GRAND PRESIDENT Kenneth B. White, left, reviews with District Director Gerald Franklin, right, a news release on the first alumni club of the fraternity organized in Houston. Looking on are Brothers Russell A. Stephenson, a charter member of Epsilon Chapter at the University of Iowa and Regional Director Charles P. Foote. The presentation was made during the installation of Eta Psi Chapter at the University of Houston.

*Continued from page 124*

## History of Delta Sigma Fraternity

In the Fall of 1968, Robert C. Roe, Jr., a member of Delta Eta Chapter of Delta Sigma Pi at Lamar State College of Technology, transferred to the University of Houston. During that semester he sought out support for a local business fraternity that would later seek affiliation with Delta Sigma Pi. The members of Delta Sigma Pi on the faculty and the Associate Dean of the School of Business, and also the members of the Houston Alumni Club, all offered support and gave it.

On March 12, 1969, the first organizational meeting was held. There were 22 business students present and they voted to call their fraternity Delta Sigma. For the remainder of the school year the fraternity had an active program in every respect. Returning in the Fall of 1969, the members worked to increase their numbers and further develop their internal management and programs. On February 1, 1970, the charter members of Eta Psi Chapter of Delta Sigma Pi initiated were: N. Guy Runnels II, Bill J. Ford, William N. Mabry, W. Keith Kelley, Harold E. Johnson, Richard E. Walla, Steven L. Arnold, Kenneth W. Beverly, Paul E. Bice, Terry L. Bice, Douglas A. Black, John R. Cahill, Anthony J. DeForke, Arturo P. Garcia, Ernie Hogue, Richard C. Holdren, Roland C. Kinney, Daniel L. Lassiter, Jr., Michael W. Melton, Rudy Rivas, Jr., Vincent Ruiz, Ronald W. Sears, Martin E. Sizemore, Richard A. Teague, Timothy J. Turner, Richard H. Brien, and Joseph E. Champagne.



TYPICAL OF THE spaciousness of the University Center at the University of Houston is this view.



## LOUISIANA STATE—

### Baton Rouge

BETA ZETA CHAPTER has elected the following officers for the Spring 1970 semester: Ed Fitzgerald, president; Bill Breithoff, senior vice president; Lonnie Larson, vice president; Don Touchet, treasurer; Gilbert Renfrow, secretary; Jerry Nagel, chancellor; Ross Whitfield, historian; George Alleman, social chairman; Bill Legier, professional chairman; Howard Tull, member at large; and Dr. Dave Johnson, faculty advisor.

Beta Zeta Chapter initiated eleven new members into the brotherhood following the fall pledge period.

Starting the spring rush programs an informative smoker was held. Although the program was competing with Glenn Yarborough, there was a 25 per cent turnout of prospective rushees. Following the smoker an executive meeting was held at the home of H. B. Connor, District Director, at which "vital" chapter matters were discussed until 2:30 A.M. Special guests at this meeting were Ellery Lacy, Field Secretary, and Bill Culver, New Orleans District Director.

The second rush function was a professional program featuring Robert Kelleey of Arthur Anderson and Company.

Formal pledging was held on February 26 at which ten persons were pledged.

On February 21, Delta Nu Chapter of Loyola University of New Orleans hosted a meeting at which representatives of six chapters of the Southern Region attended. Speakers at this program were: Roy Tipton, Regional Director; H. B. Connor, Baton Rouge District Director; Bill Culver, District Director of New Orleans; Jim Freeman, Hattiesburg, Miss., District Director; and Kit Khadhiri, Faculty Advisor at Nicholls State. Beta Zeta Chapter had the largest representation with nine brothers.

Plans are now in the making for Jam-Jam, a student sponsored carnival, the "Rose" Formal, and several other social functions.—ROSS WHITFIELD

### MIDWESTERN

EPSILON ZETA CHAPTER at Midwestern University in Wichita Falls, Texas, increased its membership in January by initiating eight pledges from the fall semester. The new members are already taking a real active part in the Chapter.

Epsilon Zeta Chapter is now engaged in rush preparations. We have already had a smoker in the Clark Student Center. Brother Wallace Hardy, an alumni of our chapter employed by Moore Business Forms, gave a very interesting talk on the new improvements of business forms being used in the business world. There were nine rushees at the smoker.

We were very proud to have Field Secretary, Ellery Lacy, stop and visit with the chapter. He had some worthwhile comments on how to improve the chapter. We hope he enjoyed his visit as much as we enjoyed having him visit with us.

Plans are now being discussed for our annual "Rose" dance and "Commerce Banquet" which occurs during Business Week at Midwestern University. It is truly a big social event on campus.

The Deltasigs at Midwestern University are once again on top in intramural competition. We are currently leading the basketball competition. We hope to regain the "All Sports Trophy" this year.

Epsilon Zeta Chapter is proud of its accomplishments during the fall semester and hope to reach several goals this semester. The enthusiasm has been high during rush activities. Epsilon Zeta Chapter should be adequately prepared for the spring semester.

—ALAN PEARSON

### WASHBURN

DELTA CHI CHAPTER at Washburn University in Topeka, Kan., started the spring semester off with the election of its new officers. Ken Combes was elected to succeed Ray Killiam as the president. Helping Ken out will be Roger Stover, senior vice president; Jim Handley, vice president; Gary Duffens, secretary; Duane Raine, treasurer; Craig Kennedy, historian; and Randy Baird, chancellor.

This semester we brought to a close our fund raising project from the first semester. The members had been selling Washburn University "True Blue" stickers to the students at basketball games. The proceeds from this project will be given to the Icha-bod Club for athletic scholarships.

As its first endeavor of the new year, Delta Chi Chapter again conducted the student book exchange. Due to the growing enrollment of Washburn University and the hard work of our Brothers, the exchange was one of the most successful in quite some time.

On February 19 Delta Chi Chapter was very proud to have as their special guests Mr. Walter Nelson, our regional director, and Mr. Myron Razor, our district director. Mr. Nelson was the guest speaker at our regular meeting.

One of the highlights of the semester so far was our attendance, along with 13 other chapters, at the regional basketball tournament in Lincoln, Neb. Thanks, Alpha Delta Chapter, for the invitation and for a great tournament.

In the future we are looking forward to our 10th Annual Business Day, our chapter business tour, and our attainment of 100,000 points in the Chapter Efficiency Index. We wish all of our Brothers the best of success in also reaching this goal.—CRAIG KENNEDY

### WEST LIBERTY STATE

DELTA OMEGA CHAPTER has invited 35 coeds to become pledges of the newly formed Delta Sigma Pi Auxiliary. The "little Sisters," if and when accepted, will aid the Brothers in carrying out the professional, social, academic, and humanitarian programs which earmark our fraternity.

Recently, the Brothers have been addressed by guest speakers from various companies; Proctor and Gamble, J. C. Penney, and Kaufman's, to name a few. We have found it feasible to co-sponsor this program with the American Marketing Association (AMA) chapter at our college.

Through co-sponsorship we have found that we have been able to afford more speakers and have noted increased atten-

dance at the speeches. We feel that a professional program such as this has generated increased interest from business students, in general, and has established the fraternity as a leader at West Liberty.

Our "Rose" dance was held at the Elks Club in Wheeling, with the Brothers and several alumni in attendance. Miss Pam Brill was presented as our lovely "Rose" queen.

Brothers Ed Grimes and pinmate Judy Johnston represented the Deltasigs at the college's Sweetheart Ball. Proceeds of the dance were donated to the heart fund.

The Brothers are currently making plans for our Spring Weekend, which will be held this year at a lakeside resort. Since this will mark our tenth Anniversary as an active chapter, we have extended invitations to all alumni to join in the festivities. A huge raffle and numerous car washes are providing the necessary funds.

In keeping with its active position on campus, the Brothers are sponsoring a kite flying contest to highlight the college's Spring Weekend. Moreover, several Brothers are actively seeking offices in the Student Government, which will be vacated by Brother John Zohn and his staff, following this school term. Brother Zohn did a commendable job as president, and has served both the College and the fraternity well.—DENNIS R. O'DONNELL

### SACRAMENTO STATE

EPSILON PHI CHAPTER has installed its executive committee for the spring semester. The committee includes: Myke Gibson, president; Gene Crowder, senior vice president; Darrell Salvador, vice president; Cary Dong, secretary; Dale Baumbach, treasurer; Rich Dymalski, chancellor; and Gene Davis, historian.

The chapter started the spring semester by hosting a conference with brothers from Chico State (Epsilon Theta) and the University of Nevada-Reno (Delta Pi). Also present were prominent brothers: Dr. H. Nicholas Windeshausen, director of education for business; R. Nelson Mitchell, regional director; Ed Antognoli, district director; Bob Howe, alumnus; and Ray Nielson, president of the Sacramento Alumni Club. Topics discussed at this meeting included initiation practices, communication between chapters, policy on suspension of members, and supplies from The Central Office. The event was very successful, with all chapters present gaining help in solving their particular problems.

We have scheduled many activities for the spring semester. The professional program promises to be the highlight of these events. The thirteen man professional committee, with Dick Gordon as chairman, has scheduled eight speakers and at least three good tours to date.

Our third annual Casino Royale, including gaming, dancing, and prizes, will be the big social event of the year. Vice President Darrell Salvador has promised to bring through a good pledge class; and "Rose" Chairman Steve Cassinelli, has promised to find another perfect "Rose."

Epsilon Phi Chapter would like to wish all Deltasigs a happy summer.—DONALD A. MITCHELL

## SAM HOUSTON STATE

THE DELTASIGS of Epsilon Mu Chapter at Sam Houston State University are really in the groove this year. To begin, they are planning a field trip to Dallas, where they will visit Delta Airlines, Morton Foods, and General Motors.

Plans are in progress for their annual "Rose" Ball honoring Miss Connie Morgan. This formal occasion will be held at NASA-Bay, home of the astronauts. A name band, as of yet unsigned, will play.

The long awaited Dating Game of Sam Houston State is at hand. Every member of this chapter is hard at work planning this memorable event.

The Epsilon Mu Chapter at Sam Houston State initiated 13 pledges last December. At the annual new member banquet Bobby Gallagher was voted the most ideal member while Robert Brown was recognized as the best pledge.

Newly elected officers for the new semester are: President Bobby Gallagher; Senior Vice President David Nixon; Vice President Glenn Winkler; Secretary Mike Liggio; Treasurer Herbert Norton; and Chancellor Wayne Knippa.—TOM POULAN

## WESTERN KENTUCKY

THIS SEMESTER Zeta Theta Chapter organized an intramural basketball team which played in the Professional and Service fraternity division and was undefeated. We are sure that this entire year will be as successful for our chapter as our basketball team.

We began the semester with our rush activities which were a big success and helped us to acquire some fine pledges who we feel will be very beneficial to our chap-

ter. We are planning a professional tour to Schenley Distillers in Louisville and have several speakers lined up to speak at our professional meeting.

We will have our annual Spring Formal in early May. This event is the highlight of our spring semester activities and is one which the brothers look forward to with great anticipation. Also in May we will celebrate our chapter's sixth anniversary with a dinner at which time we will present the Bill Pollard Award. This award is given to our chapter's outstanding senior member as voted by the chapter. We feel fairly confident that we will attain 100,000 points in the Chapter Efficiency Index for this academic year since we are fast approaching this goal.—CHARLES L. THOMPSON

## RUTGERS—Beta Rho

BETA RHO CHAPTER at Rutgers University is proud to announce that Brother Steve Styes, who is president of the Senior class, has also been elected president of the Student Council. To bestow upon one person these two important and influential positions is a tribute to his capability and character. It also reflects on the quality of Brothers Beta Rho Chapter has been seeking and pledging.

In January eight new Brothers were initiated at the Coronet Restaurant in Irvington, New Jersey. With 15 Brothers scheduled to graduate in June '70 our goal of 10 new Brothers for the spring semester has been increased to 12.

Professional activities for the past three months have ranged from one side of the spectrum to the other. An advertising executive from New York City spoke on the problems of working in the advertising field. He

stressed the high attrition rate of young men who, at the age of 35, are out of date with the trends of the times. At the other end of the spectrum was a presentation and film given by the Chief of the Newark Fire Department. The Newark Fire Department, like other urban civil authorities, has had its problem in the past few years in public apathy towards the department. The Chief expounded on their efforts to educate the business leaders and the population of Newark in the necessary moral and economic roles the Fire Department performs and the respect that is required of the people if the department is to do an effective job. A tour of Newark Airport is scheduled for the end of the semester. The timing of this tour is very appropriate since the complete terminal facilities of the airport are being relocated to a new multimillion dollar complex.

With the end of the '69-'70 school year approaching and the 100,000 points of the Chapter Efficiency Index in view, the Brothers of Beta Rho Chapter wish to thank District Director Bill Myers and advisor Bob Southward for the guidance they have provided.—JOHN A. MURPHY

## RIDER

BETA XI CHAPTER at Rider College has just concluded the process of selecting its "Rose" Queen. Miss Jan Cassler, a junior elementary education major, has been chosen to represent our chapter. Miss Cassler was crowned Queen at our "Rose" Dance on March 20. Beta Xi Chapter takes extra special pride in its "Rose" Queen because our chapter was the first to introduce the idea to the fraternity on a national basis.

Our rush program this semester consisted of four meetings, two business and two professional, and concluded with a party. At our first professional meeting for the rushees we had a speaker lecture on the emphasis of professionalism in the marketing field. This showed the rushees that their experience with our professional fraternity will prove to be of valuable use to them. Ed Petill, our vice president in charge of pledging, has a comprehensive and challenging pledge education program slated for our 13 pledges. Pledging will end on May 8 when we hold our initiation party at the Flagpost Inn.

Our professional program this semester included speakers from the marketing, personnel, and graduate studies field. We are also hopeful of conducting a field trip to an industry in the area. Beta Xi Chapter is especially proud of four of its brothers who are members of Rider College's marketing team. The team, led by our capable advisor Mr. E. Kelley, has been participating in the Michigan State Simulation Contest. They are currently in third place and are hopeful of qualifying for the semi-finals.

Our social chairmen, Dave Moss and Ali Seflan, have a wide variety of activities planned for this semester. On May 19, we will celebrate our Chapter's Birthday by honoring our graduating seniors and alumni. A road rally race has been planned to end our social program for the semester. This is the first time we have attempted such an event and we hope it will prove to be an enjoyable and memorable experience for our entire chapter.—ALLEN B. SHECHTER



OFFICERS OF Alpha Phi Chapter at the University of Mississippi discuss the industry trends of the 70's with Don Matuszak, IBM Field Sales Manager. From left to right are Ben Kimbrough, Don Matuszak, Don Kilgore and Paul Moak.

## STATE U. of NEW YORK— Albany

ZETA PSI CHAPTER will host the Eastern Regional Conference this Fall. This will be the first time since the regions were realigned, that all of you will have a chance to discuss regional issues and meet many of your fellow Brothers in the Eastern Region. Please keep the weekend of October 17th circled on your calendar, and we will see you there!

This was indeed a busy semester; seven rush events culminating in a toboggan party at Mohawk Campus brought us a dozen enthusiastic pledges. Alden Bean, Assistant Professor of Management at SUNYA, at one of most successful professional events of the year . . . talked on "The New Management and How it Affects Your Career."

A gala occasion and a night to remember was April 18, 1970. Not only did we select a beautiful "Rose," we welcomed our new Brothers with an evening of dinner and dancing at Herbert's . . . in beautiful downtown Albany. The lovely and talented Merrilee Manzanillo was crowned as our "Rose" of Delta Sigma Pi.

Our professional speakers this semester were many and varied. The topics included alcoholism, taxes, and the selective service. It is hoped that by offering a wide range of topics we will be able to better serve the student community.

Congratulations to all the Chapters that will make the 100,000 point goal in the Chapter Efficiency Index standings. We were number one in December, and have full hopes of being there in July. To those of you graduating in June . . . Zeta Psi Chapter salutes you. Meanwhile after enjoying a pleasant summer, we hope to see you October 17th.—PETER A. HART

## GEORGIA

PI CHAPTER, of the University of Georgia, is still recovering from the fall quarter house fire, which disrupted most activities of the chapter until Winter Quarter. So far this year, Pi Chapter has initiated ten pledges: Bob Clemons, T. J. Turgeon, Michael Martin, Ernest Register, Ronnie Willingham, Larry Davis, Robert Low, Joseph Aligood, George Mansfield, Eddie Parker, and William Mauldin. These brothers are a real fine addition to the fraternity, and we would like to welcome them. One of the tour highlights of the year has been a trip by 18 of the brothers to Elberton, Georgia, Granite Capitol of the world. Other professional activities included Mr. Raymond Ware, Assistant Director of the Model Cities Program, who spoke on "Black Capitalism." Also, several representatives of the Campus Crusade for Christ gave a most interesting talk. Highlighting the round of social activities was our annual "Rose" dance. Crowned as the "Rose" at the January 24 function was Marcy Heard, of Alpha Chi Omega Sorority. Serving on her court were Cynthia Golden, Suzzane Cox, and Anne Newland. Music was provided by Arnold Bean, rock and roll band from Columbus, Georgia. In conjunction with our chapter birthday on February 22, we held a social gathering

with the local chapter of Alpha Xi Delta Sorority. On the athletic scene, Pi chapter has not been very successful, but this is not due to lack of effort. Led by our dazzling athletic chairman, Brother Eddie Sumner, the chapter has tallied up a record of defeats that would make the old New York Mets envious. In the recent membership drive of the Atlanta Deltasig Lodge, Pi Chapter responded with 100% membership. We have also sent representatives to every meeting of the Atlanta Alumni Club. Tentative plans for this quarter include a banquet honoring several alumni and faculty brothers, a faculty-brother-mixer, a Parent's Day, and the traditional year-end Senior's Day.

## ILLINOIS—Urbana

UPSILON CHAPTER at the University of Illinois is proud to announce the engagement of three of its members: Don Gohr, John Cast and John Hamilton. These proposed mergers have general chapter approval despite the warnings of several of the married Brothers.

Our two Spring rush smokers were a complete success. On February 26, 19 prospective new members were formally pledged. Brother Irwin Cochran, director of the Bureau of Business Management and Brother T. Emerson Cammack, chapter advisor and assistant dean of the College of Commerce and Business Administration, were guest speakers at the first and second rush smokers, respectively. Both members and pledges enjoyed Brother Cochran's speech labeled "Cochran's Syndrome" and Dean Cammack's reflections on the Heath Candy Company professional tours.

The Spring formal was held on April 25, in conjunction with our initiation. A special thank you goes to Brother John Cast, social chairman, for his effort in making the dance the outstanding success that it was.

In concluding, Upsilon Chapter would like to wish all graduating Brothers much success and happiness in the future.—RAYMOND BROWN

## EAST CAROLINA

DELTA ZETA CHAPTER at East Carolina University is having an outstanding year. We extend cordial greetings to all of our fraternity chapters.

We have expanded our quarters and doubled our space and the expansion is working out very well. The Brotherhood is experienc-

ing a good increase in our membership.

Our professional activities have included speakers, a tour of five corporations in Washington, D.C., a tour of the Burlington Industries in Burlington, North Carolina, and films from such magazines as *Newsweek* and *Time*. We have had two fine pledge classes so far this year and the prospects look good for spring quarter. We had a money making project consisting of a booklet publicizing Delta Sigma Pi and the local merchants. This was distributed at Homecoming and received wide acclaim. We have planned a "car bang" at a local shopping center. Other projects are still being planned. A mock funeral march also took place winter quarter which publicized the fraternity and turned out to be quite a success.

In closing, we would like to say that we, and our advisor, hope you all are experiencing a pleasant year. Peace Brothers.—ROBERT F. RUSSELL

## WISCONSIN—Madison

AS ANOTHER SCHOOL YEAR draws to a close, the members of Psi Chapter look back with satisfaction to the '69-'70 school year. Everything we set out to do was accomplished, and much more. Twice we played Big Brothers to fatherless boys. Our professional program was just that, as Dr. J. C. Clamp, Jr., senior vice-president of Allis-Chalmers, and Leroy Luberg, vice-president of the University, among others, joined Brothers Al Steinhauer and Ed Prisk to provide many interesting details about their work to the chapter.

Our social calendar was the best ever. Dad's Day, suppers with various women's groups, theme and band parties, were topped only by "Rose" Formal and the crowning of our beautiful queen, Sue Schneider of Delta Delta Delta.

New Brothers numbered 15, while we graduated 11. In addition, a fine pledge class is currently seeking admission to our ranks. A more personalized rushing technique seems to be largely responsible, and the future looks bright.

All told, it's been a great year, and the future looks even brighter. A joint field trip is soon to take place with our new chapter at WSU-Whitewater. In addition to our regular activities, plans are in full swing for the Central Regional Convention to be held next October here at Psi Chapter. See you then! —MICHAEL F. GARA



SHOWN HERE ARE members of Beta Eta Chapter at the University of Florida preparing for their first annual Industry Show in Gainesville. The members are from left to right: Treasurer Gary Laney, Chancellor Mike Welborn, President Coy Dukes, Secretary Phil Spool, Vice President Bill Dane, Senior Vice President John Neill and Historian Jack Thomas. On the right is one of the exhibits featured at the Industry Show.



## Alpha Nu Chapter Publishes Employment Guide

THIRTY-SIX GRADUATE students in the College of Business Administration at the University of Denver may find job hunting easier as a result of the enthusiasm of a former college drop-out.

Fred Downs, a senior at the University of Denver who became a much decorated Army officer in Vietnam after an unsuccessful try at college, has compiled a comprehensive employment guide designed to interest businessmen in 1970 University of Denver business graduates.



FRED DOWNS, standing, editor of the Delta Sigma Pi Employment Guide at the University of Denver is shown here reviewing a copy of the publication with Brother Arthur Mason, Jr., dean of the College of Business Administration at the University of Denver.

Sponsored as a service project by Alpha Nu Chapter, the directory includes biographical data on 36 of the College's graduating master's degree students. Free copies of the directory, the first of its kind in the College of Business Administration at the University of Denver, were mailed to 350 national and local businesses and industries.

"The employment guide is a free service to students and prospective employers," says Downs. "The fraternity hopes that it will help businessmen become aware of the University of Denver's extensive business education program and possibly hire some of the 36 students listed in the directory."

The employment guide is Brother Downs' first experience with publications, and he hopes to expand the project next year to include not only graduate stu-

dents but also graduating seniors. Biographical data forms were distributed in the fall to all business graduate students in the class of '70; those who responded to the project are listed in the directory.

Downs' enthusiasm for the directory is a reflection of his own determination to succeed in college. He was admitted to the University in 1968 with a poor scholastic record; only his intense desire for a college education made his admission possible. Now in his second year he has consistently maintained a 3.0 (B) average and above. The 25-year-old editor of the Delta Sigma Pi employment guide also is an officer in the chapter and a contributing editor of the *Clarion*, student newspaper.

During his three years of active Army duty, he was awarded four Purple Hearts, the Silver Star, Bronze Star for Valor, Vietnamese Gold Cross for Gallantry and two Vietnamese campaign medals. After graduation in June, he plans to begin work on a master's degree in business at the University of Denver and manage a Denver appliance sales and repair firm.

University Chancellor Maurice B. Mitchell cited the business directory as "an unusual opportunity to look at the qualifications of some of the University of Denver's very special graduate students who will soon be available for employment." Dr. Arthur Mason Jr., dean of the College of Business Administration, expressed his belief that the directory will help acquaint businessmen with the University's business graduates who possess not only specialized business knowledge, but also broad educational backgrounds.

## Beta Eta Chapter Sponsors Industry Show

ON JANUARY 12, 1970, the First Annual Delta Sigma Pi Industry Show went on display at the Gainesville Mall shopping center in Gainesville, Fla. This event signified the culmination of three months of planning and organization by the Fall, 1970 pledge class of the Beta Eta Chapter at the University of Florida. The show lasted for a week and was viewed by many thousands of shoppers, in the largest shopping center in Gainesville.

Gainesville, like many other small cities that have large educational institutions, is preoccupied primarily by the University of Florida. Few people are aware that in the last few years, quite a

few new industries, large and small, have come to the city. A Chamber of Commerce publication lists 38 industries and five utilities in Gainesville and Alachua County.

In an effort to acquaint the local citizens with the industry in their community, to provide that industry with an opportunity to exhibit its goods or services to the local citizens, and to make the Beta Eta Chapter of the International Fraternity of Delta Sigma Pi a viable part of the business community, the fall pledge class decided to organize and sponsor as their project, an industry show.

The first step in accomplishing the project was contacting the Gainesville Mall Association, which represents the Gainesville Mall shopping center. This shopping center is completely enclosed and provides an ideal location for an industry show. Their enthusiastic cooperation made the success of the project possible.

Next, the Gainesville Chamber of Commerce was contacted and they provided a list of area industries and promised to help in any way they could. Each industry on the list was then contacted by a member of the pledge class. He explained the project and attempted to interest them in participating in the show.

The week before the show, an intensive advertising campaign was launched in the local press and radio, inviting the local citizens to come and see the Delta Sigma Pi sponsored Industry Show. This campaign was paid for by a contribution from the Gainesville Mall Association and a \$25 assessment on each participating company. The student newspaper also ran two articles on the show. At the same time, the mayor of Gainesville, at the request of the Beta Eta Chapter, signed a proclamation declaring the week of January 12-18, Industry Recognition Week in Gainesville.

On January 27, the Brothers of the Beta Eta Chapter voted to make the Industry Show an annual event, to be sponsored by Delta Sigma Pi. There is every reason to believe that next year's show will be bigger and better than our first one, and will generate more interest and participation by the community in general and the business community in particular. Also, by becoming involved in the civic and commercial community in this manner, the Brothers feel that Beta Eta Chapter will have a meaningful role in the community.—JACK F. THOMAS

## VIRGINIA TECH

**ZETA UPSILON CHAPTER** at Virginia Polytechnic Institute, under the chairmanship of Brother Carpenter, is actively involved in planning a Business Career's Day to be held next fall or in conjunction with Tech Festival. Despite various obstacles, the Brothers are determined to make this professional project a success.

At our recent initiation six men were initiated into Zeta Upsilon Chapter, including Mr. E. K. Jones, instructor in business administration. We expect these men to be excellent additions to our Brotherhood.

The Brothers are conducting a Book Drive this Winter quarter. The purpose of this project is to increase the selection of reading material in a local Veteran's Hospital.

The newly chosen "Rose" of Zeta Upsilon Chapter is Miss Diane Wallace. New officers are: President, Mike Anzilotti; Senior Vice President, Byron Hensley; Executive Vice President, Larry Catlett; Chancellor, Randy Thurman; Secretary, Robert Bowers; and Treasurer, Jim Little. The Brothers express appreciation to the past officers for their hard work and dedication to Delta Sigma Pi.

Our football team had an outstanding record of 8-2. One big win was a 28-12 rout of Alpha Kappa Psi. Our basketball team is also enjoying an excellent season.

Alumni Brothers of Zeta Upsilon Chapter are more than welcome to drop in for our professional and social functions. For information concerning our Calendar of Events please contact Randy Thurman, 609 Main Street, Blacksburg, Virginia.—**ROBERT BOWERS, JR.**

## FERRIS STATE

**DELTA RHO CHAPTER** at Big Rapids, Michigan, is ending one of its most successful years in the history of the chapter. A few of our accomplishments are: our goal of 100,000 points in the Chapter Efficiency Index is now a reality; our first annual Career Day on April 14 was a tremendous success with nearly 50 companies participating. We have already initiated 16 excellent men into our Brotherhood this year and have a large pledge class this spring to further our aims.

Our "Rose" Ball was held on April 18; this proved to be a momentous evening for our queen and her court as well as all in attendance. The lovely Miss Rexenne Gordon was crowned as our queen with Roxann Cornell, Dianne Christenson and Linda Peterson serving as her court.

We are also maintaining the high ideals of a professional fraternity. Professional Chairman Phil Bergquist has continually supplied a fine variety of speakers. One of the most interesting was a panel discussion by three men from Dow Chemical Company. They demonstrated the correct way to proceed with a campus interview and pointed out the information that college men should emphasize during their interviews. We also heard from a C.P.A., an advertising executive and the placement director on our own campus. A professional tour is planned for the *Detroit Free Press* facilities as well as to an advertising firm. Before returning to Big

Rapids we will tour the Stroh's Brewery facilities.

Socially we are entertaining a full slate of activities. A snowmobile outing was held during the winter term which proved to be a unique experience for everyone. Various parties just seem to "happen" every weekend that instill the warmth of friendly brotherhood which is necessary to any chapter. Of course, our annual canoe trip is in the planning for a weekend in May. Brothers Bob Siders and Rich Ypma are planning a cook-out after the canoe trip to end a perfect day.

Elections of new officers were held during the winter quarter. Jim Parrish is our new president; senior vice president is John Carney; vice president: Rich Ypma; treasurer: Joel Lepo; secretary: Jim Bagby; chancellor: Jay Geideman; and historian is Dale Johnston.

Although this is the last quarter for many of us, we leave with confidence that the Delta Rho Chapter will continue to grow and prosper in the way it has since its founding.

My thanks to the Brothers for allowing me to serve and share in the good fortunes of an excellent chapter.—**WALT MONROE**

## DETROIT—Gamma Rho

**GAMMA RHO CHAPTER**, after an eventful fall term which hosted such professional speakers as United States Senator Philip Hart and State Representative William Ryan, is again surging forward toward one of its most successful and rewarding years.

Congratulations are extended to the following Brothers who have been recognized

for their scholastic efforts through nomination and acceptance to the Blue Key National Honor Fraternity: Vincent Williams, Everett Hawley, Michael Taschner, John Steele, Michael Genette, Wayne Wellman, Robert Mitchell and Patrick Piscopo. In addition to the above honors, almost half of our Chapter were documented academically by the appearance of their names on the Dean's Honor list and by the acceptance of Brothers Everett Hawley and Michael Domulewicz to Alpha Sigma Lambda.

One of the more important activities of any Chapter is the semester rush, pledging and initiation of substantially qualified new members. Gamma Rho Chapter's Spring pledge program began February 7, with our rush party taking place at the Pick Fort Shelby Hotel. We have eleven prospective members, including two professors from the University, all currently immersed in pledge education under the guidance of Brothers Daniel Desmet and Dave Schave.

The central event in our social activities took place March 14 with the annual "Rose" dinner dance. Miss Dee Heisler was crowned Gamma Rho Chapter's "Rose of Deltasig" and was admirably supported by her court, Miss Marty Wall and Miss Kryptina Musow. We are confident that our beautiful "Rose" Queen this year will be one of the top contenders for the 1970 title "Rose of Deltasig." The dance was held at The Belanger House in Royal Oak, and for the many Brothers, alumni, wives and girl friends in attendance, it was a very enjoyable evening.

In closing, may Gamma Rho Chapter wish the best of luck to those who will be graduating this Spring and a happy and abundant summer to all.—**BOB MITCHELL**



**AN INTEGRAL PART** of the pledging activities of Delta Rho Chapter at Ferris State College is the Cane. Tradition has it that if a coed obtains the Cane the pledge must present her with a dozen roses for its return. It is not certain that the Cane in this picture was actually obtained by the coed shown however, it does serve to remind the pledges not to lose the Cane.

## IOWA

**EPSILON CHAPTER** at the University of Iowa is looking forward to the successful completion of another collegiate semester. The Brothers of Epsilon Chapter demonstrated remarkable leadership in athletics, academics, and social activities during the second semester.

During the North Central Regional basketball tournament at Lincoln, Nebraska, Epsilon Chapter's team placed second. The Brothers only loss was a highly contested battle with the tournament winner Creighton University. The tournament proved to be an enlightening and enjoyable experience for all who attended.

Academically, two-thirds of the Brothers exceeded the university norm in the College of Business. This accomplishment provided the boost needed to bring our Chapter Efficiency Index above the 100,000 point barrier for the fourth consecutive year.

This year's "Rose" Queen is Miss Judy Jones, a junior physical education major from Sioux City, Iowa. Miss Jones will reign over our annual "Rose" Formal to be held May 10.

With another school year coming to a close, the underclassmen of Epsilon Chapter wish the best of success to all graduating Seniors of Delta Sigma Pi.—GARY R. RYDEN

## CINCINNATI

**ALPHA THETA CHAPTER** at the University of Cincinnati is nearing the end of another productive quarter. The major event of the quarter was the "Rose" dance. This year the dance was held on January 24, at the Greenhills' Country Club. Naturally, each Brother had to work hard to insure the success of the dance. Most of the work involved selling tickets but all of the Brothers forced themselves to spend some time interviewing the eleven beautiful candidates that ran for the honor of "Rose" Queen. All of the work was worth while as an estimated 300 Brothers, alumni and friends attended the dance. The highlight of the evening was the crowning of the queen, Miss Barbara Lyle of Bridgeport, Ohio, was elected as Alpha Theta Chapter's "Rose" and will serve as our official hostess for the coming year.

A well rounded quarter must naturally include a strong professional program. One of the highlights was a "Meet the Faculty" night at the Chapter house. The Dean of the Business College and several professors were our guests for an evening of informal conversation. On a more formal note, the Brothers toured the Cincinnati Regional Computer Center. The center is responsible for keeping an up-to-date record of all police records. It is also involved in regional planning and city finances.

In the future, Alpha Theta Chapter's major projects include a spring rush. The new Brothers will bring our membership to over 100. Another all important event will be the election of new officers. Campaigning has already begun for some offices and everyone is giving serious thought to their choices for new officers who will lead Alpha Theta Chapter through another successful year.—MIKE TILLAR



**JOHN S. RENDLEMAN**, chancellor of Southern Illinois University at Edwardsville is shown here addressing members of Eta Sigma Chapter.

## NORTHERN ARIZONA

**FOR THE TIME BEING** we at Zeta Omega chapter have been placing our foremost emphasis upon our now initiated rush program. We find that quite a few of our active body will be leaving us come this June and are of course utilizing our best resources to fill these vacancies.

Our program for new pledges consists of two smokers and one Saturday afternoon Get-together. We have already had our first smoker and were fortunate enough to have Mr. Dick Bachman as our speaker. Mr. Bachman is the Regional Manager of Neptune Meter Company and also the Executive Vice President of his own family corporation. We were indeed honored to have this gentleman speak to us about: "From College to Business—Making the Transition." Our turnout for this smoker was very excellent and we were quite pleased with the interested rushees.

Our Saturday get-together was also a success. We were fortunate to obtain a movie of last year's football highlights. Everyone enjoyed themselves and we also got closer to the rushees. Our next smoker is coming up soon and we are looking forward to even more prospects.

We have planned a new program in the near future which will open up meetings of particular interest to all students. With these "Forum" conferences, we hope to establish further goodwill with the College of Business and also show students what we have to offer.

## MARYLAND

**GAMMA SIGMA CHAPTER** at the University of Maryland has begun its Spring semester with a renewed look toward professionalism. Business executives in the field of advertising and merchandising are scheduled to speak to the Brothers during the Spring semester. The first of three business oriented tours was conducted on February 26, 1970. It included an interesting tour with lovely guides to a branch IBM plant in Gaithersburg, Maryland. Tours to the General Motors Corporation fabrication plant in Balti-

more and to the Carling Brewery, also in Baltimore, have been planned.

The rush committee headed by Brooks Farrar, and including Jim Johnson, Robert Harris, Jim Hammond, John Harris, George Dilts, and Bill Goldstein, has presented a real showing this semester in drive and spirit. Their extensive efforts have netted us over 25 potential and interested rushees.

Our Spring smoker was a tremendous success, and we were honored to have as guest speaker, Dr. Charles Taft, a faculty brother, and our driving force of encouragement and interest. Speeches on the professional events, social activities and the history of Delta Sigma Pi were given, followed by a slide presentation and a social hour with refreshments.

Athletically we fell in the standings as basketball leaders, but following coach "Rock" Bosco's orders, we hope to rebound and win the volleyball intramural league which started on March 19.

Commencement exercises were held for four Brothers on January 22, 1970. We extend to them our heartiest congratulations for their academic merits, and we hope that they continue to share with others the spirit and fraternal attitude that they share with us.—DAVE ADAM

## CHICO STATE

**THE EPSILON THETA CHAPTER** at Chico State College is proud to announce the initiation of 14 new members on January 10, 1970. Included are: Harrison Bailey, Richard Brown, Jan DeWitt, Jim Jackson, Craig Jones, Bill Lyga, Bob Patterson, Ron Pritchard, Don Pryate, Bruce Roby, Jagtar Sandhu, Steve Sawyer, Vince Volpe and faculty Member Ed Stastny.

Both alumni and undergraduates had a great time at the initiation banquet and dance in honor of these new members. At this time Sharon Broekmeier was crowned our chapter "Rose."

In process are several fund raising projects to increase the financial position of our chapter. A valentine dance was held to welcome all Chico State students to the spring semester. Epsilon Theta Chapter will also have the parking concession at the very popular Silver Dollar Fair.

Our first professional meeting of the year was a talk by Major Klage of the U. S. Army. Major Klage talked on the U. S. involvement in Vietnam. On the agenda are several more speakers from outside business firms, including our next speaker, Mr. Kenneth Marques of Allstate Insurance Company explaining the careers available in the insurance profession.

Chapter officers for the spring semester are: President Roger Cole, Vice President Rich Ronsheimer, Senior Vice President Jim Ward, Secretary Tom Wentzell, Treasurer Jerry Stouffer, Chancellor Wayne Crowder and Historian Ron Pritchard.

With Chico States' Pioneer Week scheduled in May, the brothers are busy planning our float in the parade and participation in the various campus activities.

Thanks to a chapter of hard working members, Epsilon Theta Chapter is experiencing a year of growth and prominence.

## LOYOLA—Los Angeles

DELTA SIGMA CHAPTER at Loyola University of Los Angeles has completed a very successful year. Our professional and social activities have been numerous. Although we have not reached the 100,000 points on the Chapter Efficiency Index, we feel that we have accomplished much to strengthen Delta Sigma Chapter and the status of the business administration student on this campus. We have worked closely with the faculty and administrators, and we helped Dean Williamson in his efforts to have our College of Business Administration accredited by the American Association of Collegiate Schools of Business. Through our accomplishments under the leadership of President Pat Day and the other officers, we have become known as *the* fraternity on campus.

Our most critical problem of the year was that of gaining new membership. We recognized that over 80% of our membership would be graduated within the next two years and that the perpetuation of Delta Sigma Chapter would be dependent upon the results of our rush program. We feel that we have developed the kind of program that is most suitable for our campus, and we plan to use the same approach in the future, with minor alterations.

We wish to announce the election of our new officers who assume office over the summer and the 1970-71 school year. They are: Bill Pinalto, president; Larry Romero, senior vice president; Bill Marriott, vice president; Mike Gonzales, secretary; Gil Gamboa, treasurer; Tom Lenz, chancellor; and Dennis Paul, historian. They will carry on the fine traditions which their predecessors, in their foresight, have established, and they will develop new ideas as Delta Sigma Chapter continues to grow. We wish them success and pledge to support them in their efforts to strengthen further the ideals of Delta Sigma Chapter.—WILLIAM A. PINALTO

## CALIFORNIA STATE—Hayward

ZETA TAU CHAPTER at California State College, Hayward, is honored to host this year's Western Regional Meeting in October. Although relatively young in years, the Chapter has been awarded this recognition on the basis of its continued excellence in its professional and social programs. We hope to make this year's Regional Meeting one of the finest in our Region's history.

Zeta Tau Chapter Brothers are also proud to announce the acceptance of 12 new members into the Chapter. Many of these new Brothers already hold either elected or appointed positions in the fraternity. We were honored to have in attendance during the initiation proceedings and banquet both R. Nelson Mitchell, Regional Director, and Ernest Dankas, District Director. The initiation banquet was held in the Red Knight Restaurant in San Francisco.

Professional activities have included many speakers from the surrounding Bay Area, including representatives from the Hartford Insurance Company and Dean Witter Company. Professional tours have been arranged through Continental Can Company, Western Electric Company, and the Christian Brothers

Winery. The Brothers of Zeta Tau Chapter have also generously donated their time and efforts to promoting the official college index, sponsored by the Business and Economics Department.

Lovely Cindy Morenz has been elected to reign over this year's "Rose of Deltasig" banquet. A marketing major, she will prove to be a fine representative in this year's national competition. Other social functions either on the planning board or already completed include a Halloween Dance, Christmas Party, many informal parties and get-togethers, stag nights, tours of the wineries, and a tour of the San Francisco Playboy Club.

At this year's Christmas party, recognition was paid to Professor John Sims, chapter advisor, and Lil Volmer, secretary of The Business and Economics Department, for their services rendered to the Chapter. Each received an award as a memento of our appreciation.

Zeta Tau Chapter wishes to extend to all of its Brothers good luck and best wishes in the coming Spring and Summer months.—STEVEN E. KAHN

## OKLAHOMA CITY

DELTA THETA CHAPTER at Oklahoma City University began the spring semester with a general business meeting where plans were drawn for the term's activities.

Our next meeting was the first of our Professional events, and also the first of several rush activities. Members, prospective pledges and alumni turned out to hear Mr. Wheeler Frisbie, Director of OCU's Business Research Center, speak of the research services offered to the community by the Center.

On February 13, members and rushees toured the operational facilities of North American Rockwell Corporation's Aero Commander Division at Wiley Post Airport in Bethany, Oklahoma. All phases of assembly of their twin engine executive aircraft were explained to us during our visit.

Clear skies and pleasant temperatures provided an ideal setting for the last of our rush activities, a barbeque held February 15, at Will Rogers Park in Oklahoma City. Informality was the word of the day, and members, alumni and future pledges all enjoyed the event. Delta Theta Chapter will be host March 11 to the Young President's Organization, which is an educational organization with an international membership of 2500 young successful chief executives who have become presidents of sizeable companies before the age of 40.

Pledges were given their pins at a meeting on February 20, and were initiated on April 20. Our Professional Program for the rest of the semester will include tours of Sequoyah Carpet Mills in Anadarko, Oklahoma, and also Compute America Corporation (COMERICA), Lone Star Brewery, and Globe Life Accident Insurance Company, all of Oklahoma City.

Highlights of our social calendar were the annual faculty basketball game the end of March and the "Rose" formal in April.

Plans are also working for a car wash and wax project to be undertaken by the pledge class, as well as planning for several more speakers.

Under the leadership of Delta Theta Chapter officers and advisers, along with the help of the members and pledges, Delta Theta Chapter has to this point enjoyed a prosperous year.

The Delta Theta Chapter extends to all of our brothers a wish for success in the future.—ROBERT E. BORG

## NORTHERN ILLINOIS

THE START OF this semester has brought about a new spirit at Eta Mu Chapter. We have not been able to figure out what it is yet, but we know it's here!

Thanks to Mel Nelson, our professional chairman, the Brothers have had the pleasure of meeting such distinguished people as Dr. Howard Rigney and Eliot Janeway. Mr. Janeway, a well-known economist and syndicated columnist, spoke to us on the crisis of the economy in America. Dr. Rigney, Her Majesty's Deputy Consul General, spoke on Britain in the '70's and the Common Market. Both were very interesting gentlemen.

Our money making project for the year has turned out to be more than we expected. We call it "Project Cake." From the month of February to the end of May, letters were sent out to all parents who had a son or daughter living in a campus dorm with birthdays. If the parents replied, a cake was delivered by the Brothers on the day of their birthday. The cakes are made by a local bakery. The Brothers are finding that delivering cakes can be quite enjoyable!

Eta Mu Chapter has what we consider to be 17 very fine pledges. Once again we have not been able to figure out what we mean by very fine. In all seriousness, these men have fine qualities and will make very fine members.

Our social program started off in great style this semester. Social Chairman Jim Kozak lined up a fantastic Valentine's Day party. This was followed by 3 frustration Fridays where "steam" was let off by all frustrated Brothers.

I will close this newsletter with a paragraph dedicated to the Brothers at Zeta Xi Chapter. Brotherhood to my brothers and myself does not end in our chapter. There are no hard feelings among the Brothers. Just ask Max. Thanks.—RALPH L. ERMILIO



SHOWN HERE ADDRESSING a recent meeting of the Sacramento Alumni Club is Brother Floyd Brady.

## MISSOURI—Columbia

ALPHA BETA CHAPTER at the University of Missouri-Columbia is on its way to the achievement of another 100,000 points in the Chapter Efficiency Index. This will be the 30th year the chapter has achieved 100,000 points and retains our standing as the second ranked chapter in the nation.

The second semester found the Brothers working hard preparing the *Chapter Chatter*. The alumni newsletter is a means of keeping close contact with past members now spread throughout the nation. We hope through the newsletter to keep the alumni informed of the activities of the chapter and to provide a link between the chapter and graduate members.

Officers elected for the winter semester were: Michael Burke, president; Larry McMillian, senior vice president; Phil Swan, vice president; Guy Almeling, secretary; Joe Ridgley, treasurer; and Richard Gibson, chancellor. They are all working hard to keep our chapter near the top.

Alpha Beta Chapter is also proud to announce that Brother William Linenbringer has won the Scholarship Key at the University of Missouri School of Business and Public Administration. Bill is the 52nd member of this chapter to win the Key, the first having been Alpha Beta Number One Dr. Royal D. M. Bauer.

The chapter pledged 20 men for the winter semester. Among the pledge duties this semester are activities during Business Week and a community service project. The winter semester calendar shows the Brothers taking part in the pledge-member softball game, intramural volleyball and softball, the spring tour of St. Louis, and of course the "Rose" dance with Miss Sue Cejka reigning as the "Rose" of Alpha Beta Chapter. Our chapter also sent six men to the North Central Regional basketball tournament in Lincoln, Nebraska, where we tied for third place behind two wins and one loss.—ROGER K. SPICKELMIER

## LOYOLA—New Orleans

DELTA NU CHAPTER of Loyola University in New Orleans welcomed the Spring season with one of the best and most diversified professional programs ever. Our professional activities were really emphasized this semester as our professional calendar included numerous guest speakers representing both large corporations and small firms around the country.

Accentuating the calendar of professional activities was the first annual Southern part of the Southern Regional Meeting held in the Danna Center of Loyola University. Honored guests and speakers included Roy N. Tipton, Southern Regional Director; Bill Culver, New Orleans District Director; Jim Freeman, Mississippi District Director; H. B. Connor, Baton Rouge District Director; and Mr. Kit Khadhiri, Advisor of Eta Iota Chapter at Nicholls State.

The chapters represented at the Regional meeting were: Eta Iota, Nicholls State; Beta Zeta, LSU-Baton Rouge; Delta Nu, Loyola, New Orleans; Epsilon Nu, LSU-New Orleans; Gamma Tau, Southern Mississippi; and Zeta Sigma, Southeastern Louisiana College.

Other professional activities included a talk by the manager of the world famed Playboy Club of New Orleans. The topic for this evening was "Playboy Club Management and the Job of a Playboy Bunny."

In cooperation with the management center of Loyola University, our chapter co-sponsored a professional seminar at the Le Petit Theatre in the French Quarter of New Orleans. Guest speaker for the evening was Mr. Henry L. Sisk, speaking on "Management of the Hour." Following the seminar was a social hour and a special preview performance of "The Amorous Flea," a musical comedy by Mr. Jerry Devines and Mr. Bruce Montgomery.

In addition to the professional activities during the Spring semester, our social calendar provided many hours of fun for both married and single members of the Delta Nu Chapter. The highlight of our social program was the Spring Formal (Rose Formal) with the crowning of Miss June Dorothy Digby as the "Rose of Deltasig." She was presented with a dozen long stemmed red roses and a plaque and will now enter the national competition. The maids of our "Rose" Court who were also presented with red roses were Miss Joan Marie Hebert, Miss Mary Lisa Lenfant, Mrs. Rosa Langely, and Miss Clara Ann Riccobono.

All in all, this Spring's professional and social activities have made this school year one of the most interesting and fruitful in our chapter's history.—JOHN VINCENT RAMIREZ

## NEW MEXICO

GAMMA IOTA CHAPTER appears to be having another fine year. The Chapter was fortunate to initiate seven fine men during the fall term. They are: Dave Brown, Perry Bryant, Bill Moye, Steve Nolan, Jim O'Connor, Jack Powell, and Bob Schrode.

Gamma Iota Chapter's second semester activities will include participating in UNM's annual "Fiesta" Rodeo. Last year's team, despite numerous bruises, managed to capture the first place team trophy. In addition, the chapter, in conjunction with the local Alumni Club, will conduct a two way Business Seminar for New Mexico Businessmen. Besides displays by many of the country's finest companies, banquets, and group seminars, several top-flight speakers will be present. Gamma Iota Chapter is anticipating a successful venture.

The annual "grudge" football game with the "other" fraternity will be replayed, due to the 0 to 0 bloodbath that resulted first semester. Gamma Iota Chapter is confident that it will rout the opposition this time.

Gamma Iota Chapter's new "Rose" is truly one of great beauty. Miss Jeanelle Livingston, besides being lovely, is very active in several extra-curricular campus activities. In addition, she is also an honor student.

The Chapter was fortunate to attain the vital 100,000 point mark in CEI last year. We are working hard again this year in order to insure that we receive this distinction for the fourth year in a row.

Our rush activities for the spring term will again include a Casino Night Party. We have had great success in attracting rushees with Casino parties in the past. Two formal

smokers, during which rushees will learn about the Fraternity and what it has to offer them, will also be held. We feel that this type of rush program is beneficial in presenting all the fine aspects of the Fraternity.

Gamma Iota Chapter would like to extend its best wishes for a fine year to the Brothers at all the other Chapters. We are confident that this will occur for Delta Sigma Pi, because our professionalism is always able to attract fine men. Best of luck from Gamma Iota Chapter.—SAM ARAGON



SEEN HERE ARE members of the Young President's Organization with the dean of the School of Business Administration, Dr. Clifford Hutton, right, and Marion C. Cunningham, professional chairman of Delta Epsilon Chapter, second from the right, during a recent meeting of YPO at North Texas State. The YPO members are Dan M. Krausse, W. R. Houghton, Norman Brinker and Fred Zeder III.

## WEST FLORIDA

ETA UPSILON CHAPTER at the University of West Florida is nearing completion of an alumni fund to provide funds for Brothers in financial difficulty and, perhaps, ultimately for a fraternity house. Any plans for a house will be made 5 to 10 years in the future. The University of West Florida operates on the quarter system, which has provided many interesting problems in coordinating Chapter functions with the National Fraternity functions: A great deal of work has been accomplished in identifying the problem areas providing imaginative answers to the specific problems. On February 28 the Chapter held its "Rose of Deltasig" Banquet at the Oasis on Pensacola Beach. This was the first "Rose of Deltasig" Contest this new Chapter participated in and it appears to have been a great success. The Chapter wishes to thank all of the Brothers and our friends who helped to make this Banquet such a success. The Brotherhood wishes to particularly thank the "Rose" contestants, without whose participation the contest would not have been held. The Chapter is considering a goal of continually increasing our cash flow by developing long term or "open-ended" projects rather than the one-shot projects; however, the first report of the confused Ways and Means Committee indicates that the market is highly cyclical.—JAMES D. VEAL



## GEORGIA STATE

KAPPA CHAPTER has enjoyed a fruitful year thus far, as 16 brothers were initiated at the end of the Fall Quarter and eleven new brothers were initiated on March 21 to end our Fall-Winter Rush Season. The speaker at our March initiation was Dr. George Manners, current Assistant Vice President at GSU and Past Dean of the business school. Dr. Manners is a very active faculty brother.

On February 28, the annual formal dinner dance was held at the unique Deltasig Lodge near Stone Mountain, Georgia, in celebration of Kappa Chapter's 49th birthday. The speaker was Mr. James Westlake, who is currently DeKalb County's Representative to the Georgia House of Representatives and past Regional director of the Southeastern Region.

The Brothers and pledges also went on two industrial tours during Winter Quarter. The first tour was to the General Motors assembly plant and the second venture was an observation of the brewing facilities at Carling Brewery in Atlanta. Needless to say, everyone had a good time.

As the school year nears its end, it does us all good to remember the fellowship, brotherhood and tradition on which Delta Sigma Pi was founded. Kappa Chapter wants to wish every brother well for the coming year, and to the graduating brothers we extend a special "good luck" as you arrive on the threshold of the business world or continuation of your academic work.—FRED T. ELSEBERRY, JR.

## FLORIDA STATE

GAMMA LAMBDA CHAPTER, each quarter, seems to get better and grow stronger through work and involvement. With this quarter being no exception, the Brothers have become involved to such an extent that we have accomplished more within the chapter and the university than ever before.

After holding three Smokers for rush, the chapter "took under its wing" 10 pledges who have proven to be a hard-working group of men whom we all hope will be able to give something of lasting and tangible effect to the Gamma Lambda Chapter here at Florida State, as we all try to give them a true feeling of brotherhood.

With better finances one of our main objectives for a better chapter, the Brothers and pledges are now selling socks and blood and soliciting students for credit card applications through the efforts of Brother Bruce Robinson so that we might enjoy our annual field trip. This year we will travel to New Orleans for business tours and sightseeing. Another money-making project that was well-handled and successful was a carwash that earned the pledges and new Brothers \$100 (and sore bodies). Part of this money was used as a donation to the Tallahassee Y.M.C.A.

In keeping with the professional atmosphere of Delta Sigma Pi, Gamma Lambda Chapter sponsored a speech by Mr. H. R. Sonnedecker of Firestone Rubber Co. and participated quite convincingly in the President's Lecture Series speech by James B.

Somerall, President and Chief Executive Officer of Pepsi-Cola Co. In addition, Brother Bob Law has provided us with an impressive succession of speakers at our weekly meetings.

The highlight of the quarter was our "Rose" Ball when, in an evening of candlelight and roses, we chose as our "Rose" Queen Miss Paulette Pullen of Delta Delta Delta sorority; a most refreshing "Rose." Paulette's court consists of the Misses Tandy Hodge, Dee Dee Clifford, Shirley Burris, Linda Cross, and Carole Thurston.

It seems that "into every chapter some rain must fall." Our "reign" fell as the able-bodied men of Alpha Kappa Psi defeated the equally able-bodied men of Delta Sigma Pi in our annual football game.

Fortunately this is the only type of defeat Deltasigs can ever experience, for Gamma Lambda Chapter seems so determined to grow and prosper through individual involvement and the exploitation of new ideas that no matter what obstacles are thrust before us, we surmount them . . . as Brothers.

—LARRY M. WRIGHT

## MEMPHIS STATE

GAMMA ZETA CHAPTER at Memphis State University is preparing for another busy semester. We began by electing new officers for the spring. Those elected were: Dick Bellchamber, president; Ron Coleman, senior vice president; Larry Coyne, vice president; Ron Jennings, secretary; Steve Solomon, treasurer; Bud Schult, historian; and Richard Falls, chancellor.

Our professional program will be one of the most successful in the history of Gamma Zeta Chapter. In April, we are having the first annual Business Machines Show on campus which should be a spectacular event. Fifteen of the world's largest firms in the business machine industry have purchased booths with numerous types of displays. In May, our annual Techniques of Interviewing will be held and includes four prominent speakers who will explain the different means of interviewing.

Eight neophytes have been initiated into our pledge class and will plan to be formally initiated on May 3. Those initiated last fall were: John Martin, Bud Schult, Steve Rowland, Ron Coleman, Charles Lewis, and Ray Butler. John Martin was unanimously chosen as "Best Pledge."

Our main social event this semester was the "Rose" Ball in April. Miss Shannon Crawford reigned as "Rose" Queen and Miss Nancy Runyon and Miss Donna Headley served as alternates. It was quite a gala affair and should make the spring semester a promising one for all of us.—R. DOUGLAS DEMPSEY

## MIAMI—Florida

BETA OMEGA CHAPTER is currently involved in an intensive Spring rush campaign. Faced with a June graduation of over 20 Brothers, the Brotherhood has gone all-out to spread the fraternal spirit. Under the effective leadership of President Dave Winter and Senior Vice President Ed Coulton, the rush program appears to be a certain success.

Congratulations to Jim Alexander on an outstanding professional program last semester. This semester, Brother Bruce Smith has already scheduled six speakers and three tours of local Miami businesses. Also planned is a series of Study Nights when all Brothers and neophytes gather to improve their command of the University curriculum. Deltasig is also actively participating in the Second Annual Business Week. The Brotherhood is looking forward to this outstanding event.

The Fearless Seven, Deltasig's football team, went undefeated in a series of grudge matches with various social fraternities. In fact, the fearless ones went unscored upon. The Brotherhood is now organizing a championship basketball team under the guidance of Brother Andy Garry, once a high school team mate of the famous Calvin Murphy.

On the lighter side, Brother Bill Martire has scheduled various events throughout the semester, i.e., beach parties, boating, fishing, and other such events. Everyone is eagerly anticipating the coming of Carnigras, the Spring Festival. For each of the past eight years, Deltasig has finished first in its division. This is a record that is unmatched at the University of Miami.

The new Executive Board is congratulated on winning their elections. All of the elections were close, especially that for the presidency, which went to the sixth ballot before Dave Winter emerged victorious. Other officers are: Ed Coulton, senior vice president; Jim Alexander, vice president; Steve Shullman, treasurer; Bruce Nabat, secretary; and Wayne Smith, chancellor. Special recognition is accorded Dr. Vergil Shipley, our advisor, for outstanding service to the fraternity and the University of Miami.

## ANGELO STATE

WE OF ETA THETA CHAPTER at Angelo State University have had a most progressive and prosperous year for our chapter and the fraternity.

Our thanks go to senior Vice President Jim Kinney and Vice President Allen Bishop for their expert handling of all aspects of the pledge education program.

We have attended several professional activities this spring. A few of the activities were: a lecture on accounting presented by a representative of the Arthur-Anderson accounting firm of Dallas, a tour of the Ethicon Company, and we had the honor of working with the March of Dimes in presenting a basketball game between the Dallas Cowboys and the Angelo State Rams.

We of Eta Theta Chapter would like to thank our chapter advisors, Doctor Ace Grigson, Col. Ferris Grooms, and Mr. Garland Hunnicutt, for their excellent advice and guidance during the past year.

Wedding bells rang this past term for Brother Neil Montgomery and Brother Gordon Stout. Congratulations to Brother Bill Hart on the adoption of his new baby boy.

We have experienced a well-rounded semester with emphasis on social as well as professional activities. We also would like to extend a welcome to any Brother when you come to Angelo State country.—PAUL LANKFORD

## LEWIS

THE BROTHERS OF Zeta Xi chapter have once again elected new officers. They are Mike Dawson, president; Tom Cunningham, senior vice president; John Clark, vice president; John Aguzino, chancellor; Art DeMarah, treasurer; Chuck Simon, secretary; and Tom Huels, historian.

On April 18, we initiated another fine group of Brothers. We are hopeful that they will display the same spirit and enthusiasm as Brothers as they did as pledges.

Professionally, we are having speakers from Deltasig alumni and past acquaintances at Lewis. Since theory is learned in the classroom, these informal talks will give us more of an insight to real business practice. Also with our formal speeches and tours, we feel we can gain a more well-rounded knowledge of the business world outside the classroom. Some of our professional activities this spring semester were: tours of Honeywell, the Federal Reserve Bank of Chicago, and a talk by Mr. Dennis Sommers on "Grooming and Etiquette for Business Interviews."

Mixing business with pleasure, socially, we had our traditional Pledge banquet on April 18. We also had a picnic, hayride, and weekend tent party for the Brothers.

A special thanks and congratulations are in order for our graduating seniors, especially former President Tony Consola, for his outstanding contribution to the fraternity.—M. JOHN NAPIENTEK

## OHIO STATE

NU CHAPTER congratulates its newly elected officers for 1970-71, President Mike Heys; Senior Vice President Skip Yassenoff; Vice President Bob Gray; Treasurer Paul Veit; Secretary Bob Mathews; and Chancellor Russ Wright. With the Brothers' support and teamwork, the Heys' Administration should do a lot of "scoring." Good luck "Woody," on the start of your new season.

During fall quarter of 1969, the Brothers of Nu Chapter initiated a little sister program. At this time, the brothers would like to send a warm, deserving thank you to "our girls." Nu's Little Sisters of Delta Sigma Pi have been hostesses at all our rush functions, have cleaned up the house (waxed the floors, cleaned the refrigerator and stove, dusted and cleaned the pool room). Also, it is always delightful to see a beautiful smiling face around the house and at parties. Thanks, Bonnie Bruce, president, Ann Walker, secretary, Nancy Whight, treasurer, Barb Biggert, Joy Borchers, Paula Kaser, Karen Killian, and Shirley Settemire for a job well done. Remember behind every great Deltasig, there is a "little sis."

On February 13, 1970, the brothers had an outing with our alumni to the *Man of La Mancha*. Friday the thirteenth did not "dampen spirits" as we had a party of 45 brothers, alumni, and dates. Among our guests were Regional Director Andrew T. Fogerty and wife and our Chapter Advisor Dr. George Demko and wife. Thanks to the organizational work of alumnus Mike "Moon" Mullin, everyone had a great time. After the play, we returned to the house for refreshments and to talk about the good old

days. The chapter is looking forward to many more future outings with our alumni.

To our June graduating seniors, Fred Brewster, Lee Gaylord, Larry Helman, George Kurz, Jack Macdowell, and Ted Samuel may the wheels of fortune bring you wealth and prosperity.

To our alumni, Nu Chapter has started an alumni news letter and because of our failure to communicate in the past, our mailing list is not up to date. If you would like your free Alumni News, send us your present correct address to Alumni News, 144 East 13th Ave., Columbus, Ohio 43201. If any of the Brothers are in the All-American City, feel free to give us a call (299-6181).

President Mike "Woody" Heys sends his congratulations to the Longhorns on being national champs (Beta Kappa-University of Texas), but suggests that all Buckeye fans purchase their Rose Bowl tickets now, to avoid the Christmas rush. There are only 250 shopping days left until Christmas. To all other chapters, Nu Chapter would like to send its hopes that you have a good summer break, and see you in the fall at the stadium!!! It has been rumored that President Nixon might come to Ohio State next year to give "Woody" and his boys a plaque, too.—BOB MATHEWS

## COLORADO

THE BROTHERS OF the Alpha Rho Chapter at the University of Colorado started the new decade with the utmost enthusiasm in its new School of Business. The traditional book exchange was held during the first week of the semester. Under supervision of Brothers Wally Eater and Rodger Lulich and with the hard work of their Brothers, the exchange was most successful. The chapter was very active conducting tours to community groups as the school held its annual "Business Days" April 16 through 18th. The "Days" were highlighted by the dedication of the new building. Brother Les Renfrow is president of the governing body of the school this year, and is aided by Brothers Rodger Lulich, Jim Dunlap, Wally Eater, Bill Opdyke, and Geoff Mansfield. The fraternity is well-represented in student government and should contribute to its success.

The chapter carries a full agenda of activities this semester, both professional and social. We have had the pleasure thus far of being addressed by prominent local businessmen, with at least four more scheduled. The subjects ranged from the sociological obligations of the modern businessman to his community to drugs, their uses, and potential marketing value. Members avidly participated in question-answer sessions following the presentations. Tours are also scheduled, with a Denver advertising agency and the Coors brewery on the agenda. Our social scene is far from dormant, with a ski party at Lake Eldora Ski Basin, along with our normal smokers and mixers. We also take pride in announcing Miss Nina Hamilton as our "Rose" Queen for 1970 and will be honoring her soon.

Spring rush was held in the new student lounge of the Business Building on February 19th. President Steve Frenzl headed the program, giving the rushees a long-range view

of the fraternity, its activities and expectations of its members. An informal smoker followed at a local pizzeria to acquaint the members with the new rushees. This promising group of men are now undergoing pledge training under the supervision of Vice President Rick Chana and Senior Vice President Dick Lewis. We all look forward to welcoming them to the chapter.

Brothers Phil Barton, John Bearden, and Art Potashnick graduated last semester. All served the fraternity and school with the greatest of dedication and we wish them the best of luck in the business world.

We want to extend an open invitation to all Brothers and alumni to visit us in Boulder. We would gladly take the opportunity to take you on a personal tour through the new facilities. In the meantime, the chapter wishes all the best of luck as we enter the seventh decade, and to strive to the fullest to guarantee that the future of Delta Sigma Pi will be as great as its past.—RICH LANZ

## SOUTHERN ILLINOIS— Edwardsville

ETA SIGMA CHAPTER at Southern Illinois University, Edwardsville Campus, is about to initiate its second pledge class of 13 neophytes. With the initiation of Alpha pledge class to Eta Sigma Chapter we have achieved the honor of having the highest overall grade point average of all Greek Organizations with the exception of honorary ones on campus. Out of 27 Brothers 13 had a "B" average for the quarter with 10 Brothers making the Dean's List, of which three had a perfect "A" average. Eight Brothers have maintained a "B" average throughout their academic career with three maintaining honors. Upon initiation of Beta pledge class we hope to improve our record.

Through the efforts of all the Brothers the chapter finished a respectable third place in the campus Beauty and Beast Contest for raising funds for a crippled child. We are looking forward to taking another first place in the school's annual spring festival in May. This quarter we have begun to broaden the Chapter's social aspects by having several parties and entering intramural sports and someday hope to be first on campus in that category.

Eta Sigma Chapter was honored to have the Chancellor of Southern Illinois University, John S. Rendleman, give a talk at a professional meeting and dinner in the school's University Club. The Brothers enjoyed hearing and talking with the Chancellor and we feel it brought a closer relationship between the chapter and administration.

The annual "Rose" Ball, held on April 25, 1970, was a complete success. The beautiful Miss Sandra Green, selected as the "Rose" of Delta Sigma Pi, was ably assisted by three lovely members of her court.

As the academic year is about to close we look back over the year and see that it was a most rewarding one and as a tribute to those graduating all the Brothers are looking forward to earning a perfect score of 100,000 in the Chapter Efficiency Index. For those Brothers remaining, another challenging and successful year is expected.—ROBERT R. LITTLE

## Eta Upsilon Chapter Member Writes Computer Program for Chapter Use

ETA UPSILON CHAPTER at the University of West Florida goes to a computerized Master Membership List. Upon receiving the Master Membership List from The Central Office in January, our chapter secretary Brother David Eugene Hilding began writing a program to use on the university's computer that would print out our membership list. After 60 frustrating hours the program is now ready and verified.

In an interview with this reporter Brother Hilding answered these following questions.

*Question:* Why did you write this program?

*Answer:* One of the most important functions of the secretary of any chapter is to maintain the roll and to generate records. This program offered a convenient way to condense as much data, as possible, into a very few records.

*Question:* Was the result worth the effort?

*Answer:* Yes, at least, I think so. This List has saved us much time that would have been spent in going through the usual records.

*Question:* Why did it take you so long to write this program?

*Answer:* This program was written in COBOL (COmmon Business Oriented Language) and this takes a little longer. There were extra headings we wanted written out and addresses to be reduced to data cards. Most of the time was actually spent in verifying the program and we had to wait in line for our turn at the computer. If the errors in the program could have been worked out at the computer about half the time would have been saved.

*Question:* Why was the program not written in one of the other computer languages?

*Answer:* This was more of a business oriented problem and I do not know another language yet. I have no doubt that the Brothers studying System Sciences could have done this job faster and more efficiently in another language than I did in COBOL; however, these Brothers are participating in the Cooperative Education Program and they are working this quarter.

*Question:* In looking over the output from this program, it is quite well developed, would you make this program available to our Brothers in other chapters?

*Answer:* We would, of course, make every effort to make copies of this program available to our Brothers. However, I am certain that other universities also require business students to study computer programming to some extent and, most certainly, they have the talent and facilities to develop an even better program than we now have. Another problem may exist. Although the university has an IBM—360 Series computer, we know that our programs are not directly compatible with other nearby computers; for instance, we have to make several minor changes to be able to run our programs on the Naval Air Station computer. So it is probable that our program just may not run on other computers in different locations.

*Question:* Will this help in the operation of this Chapter?

*Answer:* Yes, most definitely! We have the same problem as all organizations: Some people just do not get the "word." Sometimes it is because they do not care, or they do not understand, or they are neglected when the information comes

out. We cannot do much about the people that do not care, but this program will tell us where they are and just maybe we can help the Brothers to understand, and they will not be neglected.—JAMES A. VEAL

*Continued from page 131*

will be protected more than most. The determiner and seeker of goals through the purposeful management of manageable action of programs is most likely to avoid serious entrapment in the standard myths.

There are periods in one's life in which the only strongly identifiable purpose is "to do well" in order to be ready when there is, at last, an unveiling of what "I really want to do." To cope with the ambiguities of not knowing about future life activities, test every learning experience in terms of its pleasure for you and what you might do with it. Sometimes it is impossible to see the possible utility of a particular subject area; put that learning in a compartment marked "reserve stock," for it will sometimes become useful, particularly if one searches for applicability.

The general goals of "what I stand for," "where I wish to end," "the general characteristics of the life I wish to lead" are sometimes easier to develop than routes to those goals. Start with the ends desired, then test every intervening step in terms of contribution to ultimate goals. The very process of searching deliberately and purposefully for goals, for meaning, in everything one does helps in finding both routes and goals as well as self-satisfaction.



**BROTHER DAVID E. HILDING**, a member of Zeta Upsilon Chapter at the University of West Florida, Pensacola, Florida, appears to be "stumped" on how to complete the computer program for his chapter to maintain and use the membership list prepared by The Central Office.

## MANKATO STATE

AT THE START OF winter quarter our chapter was visited by Executive Secretary Ben H. Wolfenberger. He exchanged ideas with our executive board and congratulated our fall pledge class on their very fine performance.

Epsilon Iota Chapter initiated 18 new members on January 23, the largest pledge class in the history of our chapter. We are very proud initiating this pledge class, for they show great potential in all the activities in which we participate.

We were delighted with the crowning of Ann Hunziker as our new "Rose" Queen at the annual "Rose" Dance. She was chosen from among five finalists who were all excellent candidates.

As part of our social calendar, 23 Brothers of Epsilon Iota Chapter traveled to Lincoln, Nebraska, for our regional basketball tournament. Accompanying us were eleven brothers from Alpha Epsilon Chapter. During our stay we were proud to receive three trophies.

One of the highlights of our recent professional activities was having Mr. Duane Bell of the local credit bureau explain to us the establishment of credit ratings.

As part of our tradition, eight brothers represented the chapter down in New Orleans at the Mardi Gras. During spring break a number of the Brothers are also planning on going to Florida.

A present activity that our chapter will be involved in is the annual charity carnival here at Mankato State College. Our chapter is planning on maintaining the position of being a leader in raising funds during this event.

We wish every chapter much success during the closing school year.—ROBERT VAN-VOORHEES

## ARIZONA STATE

DARYL LOWRY was the recipient of the Bruce Hoffman Memorial Scholarship for the spring semester of 1970. The scholarship was established by the parents of Bruce Hoffman and is presented by the Thunderbird Alumni Club of Phoenix to a deserving member of Gamma Omega Chapter each semester. Jeff Relth, president of the Thunderbird Alumni Club, presented the scholarship to Brother Lowry at Gamma Omega Chapter's fall initiation banquet.

Miss Trudi Hollerman was chosen as Gamma Omega Chapter's "Rose" for 1970 from a field of five lovely young ladies. Trudi is a junior at Arizona State University, College of Business Administration.

Gamma Omega Chapter's committees have been busy this spring. The Publicity Committee initiated a bi-monthly newsletter to keep the Brothers and alumni of Gamma Omega Chapter informed of our various activities. The Housing Committee explored the possibility of constructing an apartment house to house members of Gamma Omega Chapter. The Wives Seminar Committee, with the assistance of Dr. Robert Wright, Associate Professor of Management at Arizona State University, College of Business Administration, held seminars attended by the wives and fiancés of members of

Gamma Omega Chapter. The seminars explored the role of the wife of a business executive.

In April, the members of Gamma Omega Chapter played a softball game with members of Zeta Omega Chapter from Northern Arizona University and enjoyed a party with members of Gamma Psi Chapter from the University of Arizona. These inter-chapter activities were greatly enjoyed and more are being planned for the future.—DAVID BEAVERS

## SHEPHERD

THE BROTHERS OF Epsilon Kappa Chapter are now engaged in various money-making projects with the proceeds to defray the cost of a trip to New York City. The main projects are car washes and a raffle. All of the Brothers are actively working, as the rewards will be a three day vacation in "America's Entertainment Capital."

While in New York, we plan to tour the following places: Federal Reserve Bank of New York, American Broadcasting Company, Macy's Department Store, and the American Telephone and Telegraph's Long Lines Division. This trip promises to be a very educational and entertaining experience.

During the past few weeks, we have had excellent speakers on a variety of controversial topics. Perhaps the most enlightening was Mr. Jacob Veiner's talk on "The Anatomy of Our Economy." The talk dealt with the effects of inflation, the Vietnam War, and pollution on our economy, and our country.

On the social grade of our activities, we have all been gathering at the likely places, such as the Ferry Hill Inn, the Red Ram, and the American Legion on Saturdays. Plans are now in the making for a joint party with the Tau Kappa Epsilon Fraternity here at Shepherd. Since our first two parties with them were so successful, there is anticipation that this one will top them all.

In closing, I would like to wish our newly acquired pledges the best of luck in their quest to become Brothers. Also, our best wishes go to all other chapters who will get 100,000 points along with Epsilon Kappa Chapter.—THOMAS HARMON

## LOUISIANA STATE—

### New Orleans

AFTER A SUCCESSFUL fall semester, Epsilon Nu Chapter started off the spring term with the election of officers. Two of our newly initiated brothers, of a fall pledge class of fifteen, were elected officers. They were Brother David Doyle who was elected treasurer and Brother Mickey Lewis who was elected historian. Also elected, were Brother Donald Stansbury, President, Brother Frank Arrigo, senior vice president, Brother Bruce Singer, vice president, and Brother Wayne Marks, chancellor.

At our first executive meeting this spring, these new officers decided to plan a rush program that would be economical but also successful. In the past, our Spring rush was usually small or almost non-existent. They planned a Smoker, a tour of the Falstaff Brewery here in New Orleans, and a dance

to top things off. All events were enjoyed by other Brothers and prospective pledges very much.

At this time it appears that both objectives have been achieved. This rush period has been most economical. We recently voted to give bids to 13 rushees, one of the largest spring pledge classes our Chapter has ever had. The combination of the hard work on the part of our officers and the teamwork of the entire Chapter has helped to make this rush period one of the most successful.

Now that we have rush behind us, we are planning a number of talks by professional leaders in the community; and, of course, we are making the final preparations for the "Rose" Formal.

Our "Rose" Formal this year will be held on the Mark Twain River Boat. As we enjoy the festivities of the dance, the Captain takes us on a tour up and down the Mississippi River. The atmosphere of "Old New Orleans" combined with the beauty of our five petals and "Rose" should make this one of our most enjoyable formals.—STEPHEN D. VILLAVASO

## GEORGIA TECH

ZETA LAMBDA CHAPTER at the Georgia Institute of Technology had an active winter quarter beginning with officer elections for the new year. The new officers are: President Ron Cagle; Senior Vice President Bill Arnold; Vice President Tom Adragna; Secretary Bob Paarz; Treasurer Chip Kays; Chancellor Barry Roland; Historian Steve Medori; Senior Guide Norm Trotter; and Junior Guide Dennis Patterson.

A unique innovation in our planning for winter quarter occurred over the Christmas holidays and during the first part of the quarter. The Brothers were split into three groups with each group going to the home of a Faculty Brother. The aim was to have a more intensive level of discussion than is possible at our regular meetings. The results were encouraging and the idea should be used in the future if only to enjoy the hospitality of the Faculty Brothers, on this occasion Dr. Jim Caldwell, Don Kelley, and Dr. Jerry Drake.

Areas of vital interest this quarter were the new pledge class, the Valentine's Day party, and the intramural basketball team. Seven in number, the members of the pledge class were under the capable guidance of pledge trainer Tom Adragna. In order to gain entrance to the February 14 Valentine's Day party the Brothers and dates had to wear a crazy hat. This idea, combined with our regular party activities, made for a great party! The basketball team made up of Brothers and pledges had a successful campaign and provided a needed social break from the classroom.

Zeta Lambda Chapter was visited at the end of the fall quarter by Field Secretary Ellery J. Lacy. Several Brothers had the opportunity to speak informally with Brother Lacy about the Chapter operation and the functions of The Central Office. Also, during winter quarter several Brothers had the opportunity to meet with Regional Director George E. Ragland on the occasion of his visit to Atlanta.—NORM TROTTER

## UTAH

**SIGMA CHAPTER** at the University of Utah had an informal get together with the Dean of the College of Business, Dr. George Odiorne, at his home in February. Dr. Odiorne is a Deltasig, and welcomed the Brothers warmly. A very rewarding and enjoyable evening was had by all the Brothers and Dr. and Mrs. Odiorne, with discussions ranging from the stock market to banking. We of Sigma Chapter feel very fortunate in having a man of Dr. Odiorne's caliber here at the University.

Officers elected this quarter include Jack Calton, President; James Halliday, Senior Vice President; and Dave Murdock, Vice President. We wish to congratulate the outgoing officers for a job well done in the past.

The chapter is sponsoring a program this quarter, known as Success Club. Bill Allen, a local stockbroker, holds the meetings once a week on campus in the evening. The purpose of the club is for members to set and attain any financial goal they desire. The first few meetings have proved very interesting and rewarding under the leadership of Mr. Allen. The two main concerns so far have been the Stock Market and Real Estate investments.

Our professional program has been excellent again this quarter, and we have heard some very dynamic speakers, giving the Brothers a more practical insight on the world of business.—FRANK JAMNIK

## KENT STATE

AS THE ACADEMIC year comes to a close, Beta Pi Chapter at Kent State University finds itself in an unusual situation. Established in 1942, Beta Pi Chapter has grown and flourished for over 28 years initiating 614 members. Our chapter, like others, has had its ups and downs but this year has been an exception to the rule.

The members of the chapter have initiated a "Career Day" program for the Spring. The purpose of this program is to offer speakers in accounting, management and marketing to speak to the business students on careers in these fields. It is hoped with the success of this program a new attitude toward the fraternity will develop on campus and precipitate a large pledge class.

One Brother especially earns recognition for his efforts in getting Beta Pi Chapter back on its feet. Carl Haefling has striven earnestly and sincerely in coordinating the Brothers into a unified drive toward membership. Brothers Manduke, Mathis, Green, Reymond, Peterson, Sucic, Hays and Cross have also put considerable time and effort in helping the chapter.

The fraternity is built on what one puts into it and not what one gets out of it. Perhaps if such a policy were followed by all of us we would have a better fraternity. Brotherhood is not born within a person but made. To have a successful fraternity you must also have strong brotherhood. Our brotherhood ties have been lax within the last year and so has the success of the chapter.

Professionally, we have instituted another program this past winter quarter. Our Pro-

fessional Chairman, Carl Haefling, has acquired the services of Mr. Jeff Marchand for a series of lectures on campus concerning investments. From the turnout of the first lecture, the program seems a success.

Socially, we have had a series of informal parties at our house. Although the turnout has been small, the members thoroughly enjoyed themselves. We have one big party planned which is "Monte Carlo".

One added note, "Make the fraternity a part of you and not you a part of the fraternity."—WALTER MAJEWSKI

## EASTERN MICHIGAN

**ETA PHI CHAPTER** at Eastern Michigan University has had a very successful and rewarding year since our initiation last May. We are nearing our goal of attaining 100,000 points in the Chapter Efficiency Index. This success can be attributed to the hard work by all the Brothers.

On April 11, eight new Brothers were initiated into the Chapter after which there followed a banquet and dance. Brother James Beebe did an excellent job of helping the new Brothers to understand the meaning of Brotherhood.

Our professional program will be highlighted on May 6 when five speakers from the Young President's Club of America will come to Eastern. This organization is a nationwide one that has as its members presidents of corporations under the age of 35. The five speakers will give a short history of their companies followed by a question and answer session. This program will be open to all interested College of Business students. In addition, we had a speaker from Western Electric Company who gave a discourse on "The Longest Bridge" which dealt with the communications field. On April 22, Mr. Lewis Profit, the Vice President for Business and Finance at Eastern, gave an informative talk on his responsibilities as related to students.

On the social scene, we have many activities planned. May 9 will be the date of our first "Rose" Dance. Glenda Ford will be crowned our "Rose" Queen with a dance to follow in her honor. The occasion will also mark the first anniversary of the Chapter's founding. In addition, we also had several parties and will have a Chapter picnic soon.

The Brothers at Eastern would like to wish all the Chapters continued success in the remaining year.—VINCENT V. GAINOR

## RUTGERS—Beta Omicron

**BETA OMICRON CHAPTER**, though a small chapter of 18 brothers, had a very successful rush for second semester with seven new prospective members. The elected officers for second semester were John Hartmann, president; Frank Molinari, senior vice president; Bob Pastena, vice president; Greg Nikiper, treasurer; Jerry Luongo, secretary; and Bob Gilmore, chancellor. The social chairman was Mike Vaccari and the professional chairman was Bob Norris.

The professional program started out with a talk by Detective Nazzanetta on drug use and abuse, which was very informative to

the Brotherhood. Other events included a tour to Wall Street, New York City, and Newark Airport. There were professional meetings held with a stock broker and a bank executive from Fidelity Trust.

The social program was very vigorous and organized this semester. We started out with a few open houses before our Rush Smoker, the most successful of which was one held on February 20 in conjunction with Delta Phi Delta sorority at our house. We saw a show and had dinner in New York City as our Spring Formal. Also, a Friday Thirteenth Party and a Pledge Party were held.

The Brothers have recently become more involved in campus activities, with Mike Vaccari joining the staff of the campus newspaper and Joe Zuccarello becoming a member of another campus publication. Kenneth Goldstein ran for Junior Senator of the school.

Our athletic program directed by both Don Palamara and Mike Vaccari carried us through a rather mediocre basketball season, but we had a successful softball season to help us forget.

Finally, the brothers intend to rent a summer house at the Jersey Shore this summer so that the brothers can better keep in contact over the summer months.—KEN GOLDSTEIN

## EAST TEXAS STATE

**DELTA PHI CHAPTER** at East Texas State University held its formal initiation on February 8, 1970, in the business building. Present at the initiation was Regional Director Charles P. Foote of the Southwestern Region. Initiated into the Delta Phi Chapter were Scott Bivings, Larry Bradley, Greg Cooper, Tony Gallucci, Don George, Mark Gerigk, Steven Hale, Bill Herman, Jim Kepner, Kevin Lovell, Larry Mink, Roy Rabenaldt, Stan Romack, and Doug Smith. Neal Higgins and Larry Fellman, economic and finance faculty, were also initiated at a later date.

R. E. Gordon, initiated as an honorary member, presented a speech at a banquet held for the new members at the Ramada Inn, in Greenville, Texas. New officers were also installed. Edwin Jones was elected as president of the Delta Phi Chapter; Mike Conaway, chancellor; Danny Sturdivant, senior vice president; Marvin Bosley, vice president; Bruce Margrave, secretary; Mike Cooper, historian; and Ashby Toumlin, treasurer.

Our first formal rush was held this semester in the chapter house. Members spoke to prominent rushees. Film slides were shown with the program, and speeches were given about brotherhood and fraternalism. As a result, the Delta Phi Chapter has 22 spring pledges.

Our annual "Rose Ball" was celebrated in Dallas, Texas, at the Adolphus Hotel on February 21, 1970. Miss Windy Wolf, a Dallas sophomore attending East Texas State University was crowned "Rose."

With a long semester ahead, be aware and watch the Chapter Efficiency Index because Delta Phi Chapter is up to stay.—DONALD C. GEORGE

## ARIZONA

GAMMA PSI CHAPTER at the University of Arizona is presently holding our spring semester smokers. This semester looks to be even more promising than last semester's fine turnout. The events for the semester have been planned and include a Pledge Luncheon, Pledge Member softball game, hamburger fry, formal, and other events.

One of the major events coming up that all the Brothers are looking forward to is the annual Big Brother picnic. In association with the Big Brothers of America in Tucson we have a picnic each spring with 20 or 30 fatherless boys. This is a tremendously satisfying experience and one that I would highly recommend to any chapter that would like to have an additional function during the semester.

Another promising high point is a possibility of having a joint formal with our Brothers in the chapters at Arizona State University and Northern Arizona University. This is being looked into with much enthusiasm.

We decided to put a new twist in our professional speakers schedule and recently had a speaker who spoke on the Grape Boycott. A question-answer period followed and the whole evening proved to be very enlightening. We are looking forward to having more industrial controversial speakers.

Gamma Psi Chapter wishes to extend best wishes to all the other chapters and hopes they have a fine semester.—STEVE MOORE

## NEW MEXICO STATE

GREETINGS, BROTHERS! It is a pleasure to write this article on Epsilon Upsilon Chapter at New Mexico State University. The reason for this is the prevailing atmosphere locally. We all feel as successful business leaders must feel; content and optimistic about the future.

A chapter visit by Regional Director Bill Wilson and District Director Bob Rowe during the Fall semester proved to be a very fruitful contact. We cite this visit as the turning point in our chapter's move to better and greater things. Their thorough evaluation of the chapter and subsequent recommendations have proved invaluable.

The first evidence of our prevailing prosperity is in the newly elected chapter officers, all dynamic and responsible personalities. They are: President Bryan Gleaton, Senior Vice President Jerry Davies, Vice President Leonard Leasear, Secretary Bob Clark, Treasurer Brad Watkins, Historian Doug Henderson and Chancellor Troy Ray.

The second evidence of our success is the Spring activities regarding pledge recruitment. The chapter's efforts yielded 29 pledges. I would like to enumerate the methods that were employed. Perhaps some chapters can profit in the future by effectively utilizing them. Ideas from our Regional Director and District Director and Deltasigs on the faculty were fully employed. During Spring registration, materials on the fraternity were passed out at the College of Business Administration dean's table in Corbett Center. Tables were set up in Guthrie Hall, home of the College of

Business Administration, where Brothers were available for answering questions and passing out materials on the fraternity, including a letter from President Gleaton to all College of Business males.

Letters were also sent out to prospective pledges inviting them to all planned activities. Personal contact by the Brothers with the prospective pledges was emphasized. Deltasigs on the faculty spoke to their classes about the fraternity and the local recruitment of qualified males. Posters announcing Spring rush functions were evident throughout the College of Business. Prior to pledging, three meetings were held with prospective pledges—orientation, a smoker at the residence of the chapter advisor, Dr. Reilly, and a football game that was exceptionally well attended. During the first two weeks of this semester all Brothers wore coat and tie as a part of our program.

On behalf of the chapter, I would like to dedicate this article to our graduating seniors. Best wishes! Till next time, Adios!

## BALL STATE

EPSILON XI CHAPTER at Ball State University had the privilege of taking a guided tour through the Merchants National Bank Data Center recently. The meeting was especially rewarding to those of us who had never actually seen a computer in operation.

This year, for the first time in Epsilon Xi Chapter's history, we took a winter pledge class. With the supreme guidance and hard work of Brothers Mike Cox and Bruce Anglemeyer this was an extremely successful venture. The pledge class consisted of 10 excellent men, who are capable of maintaining the high standards of the fraternity.

We again, for the seventh consecutive year, are working to earn the 100,000 points necessary for the Chapter Efficiency Index. Brother David Fischmer, chairman of the Chapter Efficiency Index, is working hard to get all materials submitted to The Central Office for credit.

We would like to extend our congratulations to those graduating this spring and wish them continued success in all that they endeavor. For those who will return next year, we wish you a profitable summer and are looking forward to hearing from the chapters next fall.—STEPHEN JOE DEHAVEN

## INDIANA STATE

DELTA TAU CHAPTER has started the second semester off with much enthusiasm. We have initiated many new projects and activities which we hope will prove to be very worthwhile. Four highly profitable fundraising projects are being planned, including a car wash and a contract with a local trucking firm to wash their vehicles on a steady basis.

A trip to the Falstaff Brewery in St. Louis was scheduled for March 13. We were expecting a large turn-out of both members and pledges since we went by chartered buses. The trip had all the requirements for a successful tour.

The recognition jackets we ordered have arrived and have been distributed to the brothers. It has proven to be an excellent way to acquaint others with the fraternity

and many students and faculty have said they're the best looking jackets on campus. Fourteen brothers ordered jackets and we're sure the number will increase each semester.

We're working very hard to finalize plans for the purchase of a house for the fraternity. We've found a beautiful two-story colonial home that could be remodeled to suit our needs perfectly. We have established a permanent house committee and a house fund. We hope to acquire the house within the year.

This semester's rush program has been the most successful in our history. Letters were sent to all prospective rushees and information and sign-up sheets were available in the lobby of the School of Business. We're especially pleased with the quality of the rushees this semester. They are an exceptional group of men with higher than average cumulative grade points. Twenty-one men have been initiated into pledgeship, which will comprise one of the largest pledge classes Delta Tau Chapter has had. We're always excited about getting new members, especially ones with so many qualifications and potential.

Congratulations to Brother Harry Manford for being honored as the Indiana State University Outstanding Marketing Student of the Year. Brother Manford traveled to St. Louis to the 9th Annual Marketing Conference sponsored by the St. Louis Chapter of the American Marketing Association to receive the well-deserved award.

Plans have now been completed for our annual "Rose" Dance, to be held May 2 at the Imperial House. We're all looking forward to this big event as well as other social events to come.—RAYMOND H. ROBERTSON

## MISSISSIPPI

ALPHA PHI CHAPTER concentrated on professional meetings during the spring. At our first meeting of the second semester, Mr. Don Matuszak, Field Sales Representative of the IBM Office Products Division in Memphis, spoke to the chapter on the role of selling in the 70's. Along with his speech, he gave a demonstration of the programmed sales presentation which IBM used in selling Word Processing Systems.

Under the direction of Chapter Efficiency Index Chairman Lee Randall, the chapter worked to accumulate points in order to keep the number four ranking we received in December.

The chapter officers met with Delta Sigma Pi Executive Secretary Ben Wolfenburger on February 25, to discuss plans for the rest of the year.

In March, the chapter toured Chambers Manufacturing Plant in Oxford. Also during the month a representative of Ford Motor Company spoke to the members about the development of the Maverick.

In April, Alpha Phi Chapter initiated 20 new members. Professor Hal Furr of the Ole Miss Philosophy Department spoke at the banquet following the initiation ceremonies. In the middle of the month the brothers toured the newly completed U. S. Plywood Novoply plant in Oxford.

On May 8, the chapter ended its semester activities with a pre-exam social gathering.—BEN KIMBROUGH

## WAYNE STATE—Nebraska

ETA PI CHAPTER at Wayne State College has worked hard to achieve our goal of 100,000 points in the Chapter Efficiency Index. We are pleased with our performance to date, being first in the North Central Region, and fifth in the nation as of December. All of our activities this term are aimed at improving this standing.

The Brothers of Eta Pi Chapter have continued their participation in campus activities. In January, we were awarded the organization trophy for having 95% of the Brothers give blood during the 1969 Red Cross Blood Drive on campus. February was marked by our bowling team winning the intramural bowling championship, the first time that a fraternity team has won the trophy.

Our Rush program this term resulted in the pledging of 12 individuals. These pledges show promise of becoming outstanding additions to Eta Pi Chapter.

Two of the Brothers of Eta Pi Chapter deserve special mention for their activities. Brother Bob Matthews was recently elected President of the Student Senate by a majority of more than two to one. Brother Darrell Kempcke was the recipient of the first Golden Zipper award, presented at the North Central Region basketball tournament held in Lincoln during February.

We all looked forward to our "Rose" formal the last part of February, and to the initiation of pledges during March.—RAN-DALL M. ROGERS



MEMBERS OF EPSILON THETA Chapter at Chico State College are shown helping the Butte County Sheriff on the Annual Toy and Food drive for underprivileged families.

## OKLAHOMA

BETA EPSILON CHAPTER was honored to have Brother Ben Wolfenberger, Executive Secretary, speak at its February business meeting.

Our spring rush smoker of February 22 was an outstanding success. As a result, Deltasig has twenty-one new pledges, and we are sure they will make a valuable contribution to the fraternity. Those attending the smoker were introduced to our new Rose of Deltasig for 1970, Miss Debbie Baker, Debbie, a freshman from Duncan, Oklahoma, is majoring in education and has pledged Kappa Alpha Theta social sorority.

Our schedule of professional activities for the spring semester include the following speakers: Orin Bachrach, who spoke on "Small Business Management"; an address



MEMBERS OF Delta Tau Chapter at Indiana State University model the new jackets which have been purchased by members of the chapter.

from four members of the Young Presidents Organization; a representative from Anderson-Little, an Oklahoma City accounting firm; and John Leftwich, a broker from Bache and Company. We have already toured Scrivner-Boogart, an automated wholesale food distributor, and have other tours scheduled.

Beta Epsilon Chapter is continuing its program of luncheons and social events to promote closer relationship between members and alumni and faculty. Our chapter participated with other professional business organizations in the annual Norman community blood drive. The blood was donated to needy families in the Norman area. Despite active participation in campus activities, the scholastic aspect of fraternity life has not been neglected.

Several brothers have been nominated for membership in Beta Gamma Sigma business honor society. The Delta Sigma Pi Scholarship Key of Beta Epsilon Chapter will be awarded William G. Sneed, average of 3.83.

Beta Epsilon again expects to achieve 100,000 points in the Chapter Efficiency Index. With a larger membership, we are looking forward to a successful future, and we wish all other chapters the same.—WILLIAM M. NEILSON

## FLORIDA ATLANTIC

ZETA PHI CHAPTER was honored during the Winter quarter with visits by Deltasig dignitaries—Executive Director Brother Charles Farrar, and earlier, Southeastern Regional Director Brother George Ragland. For many of our Brothers it was the first opportunity to meet these distinguished gentlemen and we extend a cordial welcome for more such inspirational visits in the future.

The Winter quarter was highlighted socially by the annual "Rose" dance, held at the Beach Club Hotel in nearby Fort Lauderdale. Donna Feck, a sister of Phi Gamma Nu, was crowned "Rose of Deltasig" for Zeta Phi Chapter at the gala affair. We were delighted by the great attendance of our alumni at the dance. Alumni attendance has increased tremendously, not only at social functions, but also at our initiations. We regret that Brother Harold Valentine Jacobs, one of the four founders of Delta Sigma Pi, has been unable for health reasons to attend our formal initiations recently. His presence added a lot to these ceremonies; we wish

him good health and hope for an early resumption of his visits.

Our book exchange got off to a good start and will be continued. In intramural sports Zeta Phi Chapter won the volleyball championship and is undefeated in basketball thus far. We plan to play softball in the Boca Raton City League; trying to improve our runner'ship finish last season.

The Brothers unanimously recommended to The Central Office that Dr. James Montgomery receive the Chapter Advisor award for his contribution to our success. And we note with pride that Brother Michael Pantya, who was instrumental in the founding of Zeta Phi Chapter, was honored with an award for his many years of meritorious service to the fraternity, by Brother Ragland during his recent visit. We have always been fortunate in our chapter advisor selections, and we salute also the unstinting service of Dr. John Orr and Professor Gary Luung.

Zeta Phi Chapter, with 73,300 points already confirmed, anticipates topping the 100,000 mark in the Chapter Efficiency Index for the fourth consecutive year.—DONALD H. SMITH

## SOUTH CAROLINA

BETA GAMMA CHAPTER at the University of South Carolina is now in the busiest portion of what has been a most enjoyable and rewarding semester. Plans for the Spring Formal, which promises to be one of the best ever, and the beach weekend which will follow have been completed. Plans have also been made for the Alumni Picnic which will be held at the Pine Island Club at Lake Murray with several athletic events and activities for the alumni, undergraduate brothers and their families. The second annual "Loving Cup" will be presented at the picnic for the most points earned in athletic competition between the Alumni Club and the Undergraduate Chapter. The Bacchus Award will also be presented.

This semester Beta Gamma Chapter has 12 neophytes who are only weeks away from completing their pledge program. They have had very successful fund raising and work projects. They also plan to give a steak supper for the Brotherhood. Highlights of the evening will include a dramatic presentation by the neophytes, and sports films.

Brother Ron Brune, professional chairman, has done a tremendous job in presenting a variety of interesting speakers and in organizing two tours. The tours were to Henderson Advertising Agency in Greenville, South Carolina; and to Carling Brewery, Atlanta Georgia.

Brother Tom Heh, social chairman, has done an outstanding job in planning and promoting the drop-ins which were held after the home basketball games, and the parties and outings which were held during the semester.

All indications are that this semester will be one of the most profitable and efficient in the history of the Beta Gamma Chapter. We would like to take this opportunity to wish good luck to all chapters in the Chapter Efficiency Index, and we feel that we are well on our way to the 100,000 points.—ROBERT E. DAVIS

proponents of aviation, stressing that airports be built in every major American City. "Americanism" was the key national program in the 1930's

In the 1940's the Jaycees adopted a national defense resolution endorsing selective service. By so doing, the Jaycees became America's first young men's group to back the principles of the draft. During World War II, as in later conflicts, Jaycees served in the armed forces. Eighty-five percent of the Jaycees were members of the military during World War II. They served also in Korea and now are serving in Vietnam.

The Jaycees have pledged an intensified drive during the '70's aimed at eliminating community problems that plague the nation. Cited as major targets for the stepped-up drive by the young men's service group are housing, education, employment, mental health and mental retardation, prisoner rehabilitation, and crime prevention.

On this, the 50th anniversary of the organization's founding, Jaycees' president, Andre LeTendre, called upon members to give added support to "Operation Opportunity," a people-to-people approach to get people to help themselves.

The "Operation Opportunity" program which is the focal point for the Jaycees thrust on community problems, is sponsored by the Jaycees, the Ford Foundation and the Sears-Roebuck Foundation.

In a letter to some 325,000 members in 6,500 chapters, he urged Jaycees "to become the bridge which leads from frustration to effectiveness, from instability to reliability, from mediocrity to excellence, from weakness to strength."

We are indeed grateful to Mr. John W. Fitzwater, Coordinator of Communications and Research at the United States Jaycees Headquarters and his staff for their assistance in making the 1970 "Rose of Deltasig" contest a success.

# Delta Sigma Pi

## 1970 Regional Meetings

### EASTERN

Albany, N.Y.—October 16-18  
Holiday Inn

### MIDEASTERN

Baltimore, Md.—October 2-4  
Baltimore Hilton Hotel

### SOUTH CENTRAL

Winston-Salem, N.C.—November 6-8  
Holiday Inn-Central

### SOUTHEASTERN

Fort Lauderdale, Fla.—October 9-11  
Statler Hilton Hotel

### EAST CENTRAL

Cincinnati, Ohio—October 16-18  
Imperial House

### CENTRAL

Madison, Wis.—October 9-11  
Park Motor Inn

### SOUTHERN

Memphis, Tenn.—October 23-25  
Quality Motel-West

### NORTH CENTRAL

Mankato, Minn.—October 9-11  
Inn Towne Motel

### MIDWESTERN

Oklahoma City, Okla.—October 2-4  
Hotel Oklahoma Motor Inn

### SOUTHWESTERN

Austin, Tex.—September 4-6  
Chariot Inn

### INTERMOUNTAIN

Albuquerque, N.Mex.—October 16-18  
Hilton Hotel

### WESTERN

Hayward, Calif.—October 23-25  
Doric Hayward Motor Hotel



Representing the Southern Region in the finals of the "Rose" contest was Miss Nancey Henderson, candidate of Beta Psi Chapter at Louisiana Polytechnic Institute.



Miss Pat Novotny, candidate of Alpha Delta Chapter at the University of Nebraska, was chosen "Rose" of the North Central Region.



Gamma Epsilon Chapter's "Rose," Miss Debbie Robertson, a junior at Oklahoma State University was chosen to represent the Midwestern Region in the finals of the "Rose" contest.



Chosen among the finalists to represent the Intermountain Region was Miss Joe Ellen Bivona, candidate of Zeta Omega Chapter at Northern Arizona University.



fessions, and in political affairs. Granted that they will rock the boat, granted that they will ask embarrassing questions, granted that they will not understand "proper channels," granted that they will be difficult to lead, they still represent a great hope and a great opportunity. These young people must be brought into all levels of the organization and then be given important things to do. They cannot be regarded as threats to the men who approve their expense accounts; we cannot hold their hands and keep them from making some mistakes. We will find it difficult to motivate them, to measure their performance, and to reward them properly. But let's not be fearful or unimaginative!

7. *Business must have the courage and ingenuity to develop new organization structures.* The organization charts now being used never actually show how a job gets done. These charts show only that people are surrounded by protective boxes—and they also show who approves whose expense accounts. They never indicate the significance of the white space between the boxes; they don't imply lateral communications. Such charts give the impression that an organization is a nonchanging thing.

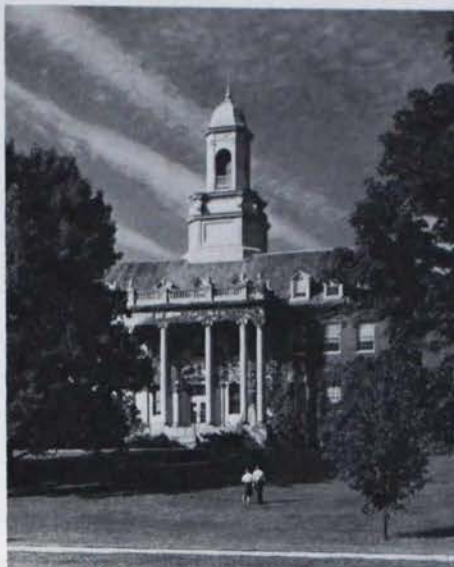
Perhaps business and industry will develop a kind of fluid management which has a minimum of restraints and a maximum of acceptance of its objectives. Such a concept would be difficult because it tends to destroy artificial status and because it removes opportunity for lethargy. And, too, it requires complete ability to create and accept change.

The creation or invention of such a corporate structure involves huge risk. But only as an organization is structured can it perform. Only as corporate objectives are identified can performance be evaluated.

As a final benediction, permit me, please, to oversimplify my message to men in business and industry who want to be helpful in contacts with college and university young men and young women:

"They don't need buddies—they have them. They don't need advice—they've heard most of it. They don't need leaders—they will develop their own. But some things they do need: They need courage for the untried, confidence for dark hours, and durable examples of men who, in the world of real people and real sit-

uations, think and act constructively and with proper response to social purposes."



DELTA SIGMA PI recently installed its Theta Iota Chapter at the University Connecticut. Shown here is the Wilbur Cross Library.

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part of the male students in the School of Business Administration in organizing local professional fraternity that might become a chapter of Delta Sigma Pi. In April of that year Paul Speltz, a senior marketing major met with Dean Robert O. Harvey concerning the steps necessary to start a chapter of Delta Sigma Pi on the campus.

A group of interested students were assembled and by mid April the Young Executives Club was born. Several meetings were held during April and May and elections of officers followed. A professional and social program were established.

By summer work had already begun on the preparation of the petition to Delta Sigma Pi. Both Paul Speltz and Dean Harvey, a member of Alpha Pi Chapter at Indiana University represented the Young Executives Club at the 27th Grand Chapter Congress of Delta Sigma Pi at Mackinac Island, Michigan.

In September, 1969, the Young Executives Club began where it had left off prior to the summer vacation. The professional and social program was organized and new officers elected. Just prior to Christmas Executive Director Charles L. Farrar visited the Young Executives Club and pledged the members to Delta Sigma Pi. On Sunday, March 8, 1970, the

following members became charter members of Theta Iota Chapter of Delta Sigma Pi: Paul W. Speltz, Sidney F. Gale, Mark C. Spencer, Philip M. Novak, Raymond S. Chang, William C. Wurtzell, David Carey, Thomas R. Frizzell, Raul O. Barriga, Frederick J. Brown, Edwin R. Feldman, Alphonse M. Grasso, John P. Holda, John T. Moore, David C. Oberg, Paul P. Truncali, Robert J. Wolf and Charles Yost.

Continued from page 126

- 5139 Joseph M. Elwell III, *Epsilon Phi*, Sacramento State
- 5140 Gary W. Wagner, *Zeta Omega*, Northern Arizona
- 5141 John W. Miller, *Eta*, Kentucky
- 5142 Gerard E. Boutin, *Alpha Kappa*, New York-Buffalo
- 5143 Leroy A. Steinke, *Iota*, Kansas
- 5144 Richard I. Moore, *Beta Sigma*, St. Louis
- 5145 Alfred J. Wetzel, *Beta Sigma*, St. Louis
- 5146 Daniel S. Dubin, *Zeta Psi*, New York-Albany
- 5147 Jimmy M. Sutton, *Delta Phi*, East Texas State
- 5148 Edward C. Antognoli, *Gamma Omicron*, San Francisco
- 5149 John R. Hanlon, *Gamma Rho*, Detroit
- 5150 Land D. Wall, *Beta Upsilon*, Texas Tech
- 5151 Donald M. Coll, *Beta Nu*, Pennsylvania
- 5152 Tony C. Parrotta, *Chi*, Johns Hopkins
- 5153 Leslie P. Daniel, *Eta Theta*, Angelo State
- 5154 Robert F. Ryan, *Delta Psi*, Suffolk
- 5155 Jack Poy Wong, *Delta Pi*, Nevada-Reno
- 5156 Ross R. McClave, *Alpha Rho*, Colorado
- 5157 Raymond J. Stauder, *Gamma Rho*, Detroit
- 5158 John J. Kelemen, *Eta Sigma*, Southern Illinois-Edwardsville
- 5159 Joseph J. Hutton, *Omega*, Temple
- 5160 Gary D. McDaniel, *Delta Epsilon*, North Texas State
- 5161 Steven J. Bonine, *Gamma Upsilon*, Babson
- 5162 George E. Eide, *Alpha Epsilon*, Minnesota
- 5163 Peter J. Cecchini, *Alpha*, New York U.
- 5164 William S. Wrench, *Delta Upsilon*, Texas Christian
- 5165 Arnold Sallaberry, *Gamma Xi*, Santa Clara
- 5166 Harold H. Hartwell, *Beta Lambda*, Auburn
- 5167 Stanley D. Juizin, *Beta Sigma*, St. Louis
- 5168 Emanuel Cassimatis, *Beta Sigma*, St. Louis
- 5169 Anthony E. Cassimatis, *Beta Sigma*, St. Louis
- 5170 Robert E. Klemann, Jr., *Eta Mu*, Northern Illinois

- 5171 Loren V. Hendley, *Gamma Lambda*, Florida State
- 5172 Robert A. Robicheaux, *Beta Zeta*, Louisiana State-Baton Rouge
- 5173 John B. Cramer, *Alpha Rho*, Colorado
- 5174 David L. Owen, *Beta Kappa*, Texas-Austin
- 5175 James R. Iovino, *Epsilon Psi*, Christian Brothers
- 5176 John J. Coyle, *Zeta Pi*, St. Joseph's
- 5177 Richard J. Stronczek, *Epsilon Psi*, Christian Brothers
- 5178 Alan J. Erickson, *Gamma Kappa*, Michigan State
- 5179 Edward A. Cowen, Jr., *Zeta Rho*, Menlo
- 5180 Ira H. Zlatkin, *Eta Xi*, Philadelphia Textiles
- 5181 Ronald J. Pomaville, *Gamma Rho*, Detroit
- 5182 Lothar Jacobsen, *Beta Omicron*, Rutgers
- 5183 Vincent W. Andrews, *Gamma Pi*, Loyola-Chicago
- 5184 Paul W. Creasy, *Alpha Gamma*, Pennsylvania State
- 5185 Thoben F. Elrod, Jr., *Pi*, Georgia
- 5186 Lyman P. Brown, *Alpha Nu*, Denver
- 5187 James H. Rish, *Kappa*, Georgia State
- 5188 Sidney F. Strauss, *Zeta Lambda*, Georgia Tech
- 5189 Kenneth A. Kothmann, *Eta Theta*, Angelo State
- 5190 Robert I. Prichard III, *Alpha Sigma*, Alabama
- 5191 Gene R. Herrick, *Epsilon Iota*, Mankato State
- 5192 David W. Weill, Jr., *Delta Xi*, East Tennessee State
- 5193 George A. Cable, *Eta Sigma*, Southern Illinois-Edwardsville
- 5194 Robert W. Schneebeck, *Alpha Upsilon*, Miami U.
- 5195 Edwin D. Pierce, Jr., *Zeta Upsilon*, Virginia Tech
- 5196 Steven Siljestrom, *Alpha Nu*, Denver
- 5197 Ronald J. Berman, *Alpha Gamma*, Pennsylvania State
- 5198 Marion C. Cunningham, *Delta Epsilon*, North Texas State
- 5199 James J. Walter, *Delta Tau*, Indiana State
- 5200 W. J. Pecinonsky, *Epsilon*, Iowa
- 5201 David E. Bernard, *Zeta Sigma*, Southeastern Louisiana
- 5202 Douglas V. Culli, *Zeta Nu*, Texas A & I
- 5203 Robert N. Smith III, *Delta Upsilon*, Texas Christian
- 5204 James E. Pearman, Jr., *Zeta Upsilon*, Virginia Tech
- 5205 George C. Graham, *Alpha Iota*, Drake
- 5206 Joe W. Stephens, Jr., *Delta Epsilon*, North Texas State
- 5207 Gary E. Peters, *Gamma Eta*, Nebraska-Omaha
- 5208 Eloy P. Garcia, *Beta Kappa*, Texas-Austin
- 5209 D. L. Berrier, *Beta Eta*, Florida
- 5210 P. Michael Goth, *Beta Epsilon*, Oklahoma
- 5211 William R. Keber, *Alpha Gamma*, Pennsylvania State
- 5212 Elmer N. Cole, *Epsilon Phi*, Sacramento State
- 5213 Michael W. Price, *Zeta Upsilon*, Virginia Tech
- 5214 Laurence L. Hanney, *Delta Lambda*, Ithaca
- 5215 Fred M. Boese, *Alpha Lambda*, North Carolina
- 5216 T. George Aune, Jr., *Gamma Lambda*, Florida State
- 5217 Paul D. Barker, *Delta Rho*, Ferris State
- 5218 William T. Jennings, *Gamma Zeta*, Memphis State
- 5219 Carlos R. Vidal, *Delta Kappa*, Boston College
- 5220 Joseph J. Byrne, *Epsilon Tau*, Dayton
- 5221 Fred H. McCarty, *Mu*, Georgetown
- 5222 Thomas A. Dillon III, *Alpha Lambda*, North Carolina
- 5223 John S. Harnett, Jr., *Zeta Rho*, Menlo
- 5224 L. David Blodgett, Jr., *Delta Pi*, Nevada-Reno
- 5225 Gilbert L. White, *Beta Pi*, Kent State
- 5226 John N. Mongiello, Jr., *Delta Psi*, Suffolk
- 5227 Theodore G. Hoffman, *Epsilon Phi*, Sacramento State
- 5228 Rowland E. Hyle, *Delta Chi*, Washburn
- 5229 Charles M. Nelson, *Delta Phi*, East Texas State
- 5230 Wayne L. Gustafson, *Gamma Omega*, Arizona State
- 5231 Michael G. Klaus, *Eta Sigma*, Southern Illinois-Edwardsville
- 5232 Michael J. Farmer, *Delta Tau*, Indiana State
- 5233 Walter A. Morris, *Epsilon Phi*, Sacramento State
- 5234 William C. Lindelof, Jr., *Delta Omega*, West Liberty State
- 5235 Maurice I. Hasty, *Chi*, Johns Hopkins
- 5236 Arthur G. Meyer, *Eta*, Kentucky
- 5237 David R. Nixon, *Epsilon Mu*, Sam Houston State
- 5238 Bennie C. Rogers, Jr., *Zeta Iota*, Mississippi College
- 5239 Walter W. Herger, Jr., *Epsilon Phi*, Sacramento State
- 5240 Benton R. Carey, *Delta Phi*, East Texas State
- 5241 Steven C. Solomon, *Gamma Zeta*, Memphis State
- 5242 Stanley G. Petzel, *Zeta*, Northwestern-Evanston
- 5243 Charles J. Mattas, *Theta*, Detroit
- 5244 John L. Laska, *Gamma Lambda*, Florida State
- 5245 Robert H. Wilder, *Beta Lambda*, Auburn
- 5246 Coleman B. Phelps, *Alpha Nu*, Denver
- 5247 John E. Parrish, Jr., *Pi*, Georgia
- 5248 Lewis E. Burnett, *Gamma Omega*, Arizona State
- 5249 John R. Johnson, *Eta*, Kentucky
- 5250 Roy C. Bowers, *Lambda*, Pittsburgh
- 5251 James B. Rodgers, Jr., *Gamma Xi*, Santa Clara
- 5252 Louis M. Weverbergh, *Alpha*, New York U.
- 5253 Robert M. Hedges, *Gamma Lambda*, Florida State
- 5254 Barrett Gourley, *Beta Sigma*, St. Louis
- 5255 Albert W. Lacy, Jr., *Delta Omicron*, San Francisco State
- 5256 Eugene E. Stone III, *Beta Gamma*, South Carolina
- 5257 James D. Davner, *Beta Kappa*, Texas-Austin
- 5258 John D. Hayes, *Theta*, Detroit
- 5259 Kent L. Fissel, *Zeta Omega*, Northern Arizona
- 5260 Joe A. Marsh, *Delta Phi*, East Texas State
- 5261 Gary F. Mueller, *Upsilon*, Illinois
- 5262 Diedrich A. Stackelbeck, *Alpha Rho*, Colorado
- 5263 Donald M. Zaksek, *Zeta Phi*, Florida Atlantic
- 5264 Salvador G. Cardinale, *Delta Nu*, Loyola-New Orleans
- 5265 Thomas R. Little, *Gamma Kappa*, Michigan State
- 5266 John T. Nottoli, *Gamma Pi*, Loyola-Chicago
- 5267 Robert J. Chapel, *Lambda*, Pittsburgh
- 5268 Robert J. Williams, *Alpha Beta*, Missouri-Columbia
- 5269 Ernest J. White, *Mu*, Georgetown
- 5270 David E. Kodner, *Gamma Psi*, Arizona
- 5271 Phillip R. Semon, *Beta Psi*, Louisiana Tech
- 5272 John B. McCoy, *Zeta Upsilon*, Virginia Tech
- 5273 Gregory B. Brown, *Gamma Kappa*, Michigan State
- 5274 James V. Holland, *Zeta Mu*, Texas-Arlington
- 5275 Donald Hannum, *Omega*, Temple
- 5276 Dilworth C. Strasser, *Sigma*, Utah
- 5277 Robert L. Mitchell, *Gamma Rho*, Detroit
- 5278 Larry N. Laminger, *Eta Nu*, Missouri-St. Louis
- 5279 Stephen W. Chatham, *Epsilon Mu*, Sam Houston State
- 5280 G. Lynn Barnett, *Beta Kappa*, Texas-Austin
- 5281 Howard L. Bradley, Jr., *Upsilon*, Illinois
- 5282 Hammel L. Carrell, *Epsilon Eta*, Eastern New Mexico
- 5283 Allen I. Kutchins, *Gamma Pi*, Loyola-Chicago
- 5284 Donald E. Cross, *Zeta Sigma*, Southeastern Louisiana
- 5285 Douglas A. Simpkins, *Alpha Gamma*, Pennsylvania State
- 5286 E. Joseph Dorzweiler, *Alpha Beta*, Missouri-Columbia
- 5287 Robert J. Gover, *Epsilon Omega*, Eastern Illinois
- 5288 Randell D. Lindgren, *Alpha Nu*, Denver
- 5289 James L. Simpson, *Zeta Sigma*, Southeastern Louisiana
- 5290 Eugene M. Wilson, *Alpha Theta*, Cincinnati
- 5291 Frederick L. Cole, *Beta Nu*, Pennsylvania
- 5292 Barry L. Smith, *Zeta Nu*, Texas A & I
- 5293 Theodore F. Ballman, *Alpha Theta*, Cincinnati

- 5294 William S. Creighton, Jr., *Gamma Phi*, Texas-El Paso
- 5295 James L. Payne, *Upsilon Mu*, Sam Houston State
- 5296 John R. Sabo, *Epsilon Psi*, Christian Brothers
- 5297 Robert L. Pohl, *Epsilon Tau*, Dayton
- 5298 Melvin E. Hyde, *Kappa*, Georgia State
- 5299 Michael J. Pausic, *Lambda*, Pittsburgh
- 5300 Enrique Ugalde, *Zeta Phi*, Florida Atlantic
- 5301 John W. Lynch, *Gamma Sigma*, Maryland
- 5302 Leland A. Kennedy, Jr., *Zeta Phi*, Florida Atlantic
- 5303 William R. Coleman, *Epsilon Phi*, Sacramento State
- 5304 Mahlon Hartley, *Beta Gamma*, South Carolina
- 5305 Michael M. Weil, *Beta Kappa*, Texas-Austin
- 5306 Richard D. Dymalski, *Epsilon Phi*, Sacramento State
- 5307 Eugene G. Battenfeld, Jr., *Epsilon Rho*, Tampa
- 5308 Harland P. Dodge, *Xi*, Michigan
- 5309 Mark R. Hickman, *Alpha Rho*, Colorado
- 5310 James A. Schultz, *Alpha Epsilon*, Minnesota
- 5311 Peter S. Marzolf, *Delta Theta*, Oklahoma City
- 5312 Steven L. Canan, *Alpha Omicron*, Ohio U.
- 5313 John S. Schultz, *Gamma Kappa*, Michigan State
- 5314 William E. Kuntz, *Alpha Rho*, Colorado
- 5315 Charles M. Chayka, *Epsilon Upsilon*, New Mexico State
- 5316 John L. Kummer, *Beta Eta*, Florida
- 5317 Michael C. Crossman, *Delta Sigma*, Loyola-Los Angeles
- 5318 Bennie W. Bock II, *Beta Kappa*, Texas-Austin
- 5319 John D. Converse, *Epsilon Upsilon*, New Mexico State
- 5320 Vincent R. Valicenti, *Zeta Psi*, New York-Albany
- 5321 Donald J. Gallo, *Zeta Eta*, St. Peter's
- 5322 James W. Ellis, *Zeta Tau*, California State-Hayward
- 5323 Claude W. Massey, *Kappa*, Georgia State
- 5324 Robert P. Frucella, *Alpha Kappa*, New York-Buffalo
- 5325 Kenneth E. Redman, *Delta Chi*, Washburn
- 5326 James D. Smalley, *Epsilon Rho*, Tampa
- 5327 J. Robert Holcomb, *Gamma Phi*, Texas-El Paso
- 5328 Robert M. Horne, *Gamma*, Boston U.
- 5329 Ralph G. Lunan, *Epsilon*, Iowa
- 5330 George J. Stadler, Jr., *Beta Nu*, Pennsylvania
- 5331 William L. Mullins, *Alpha Zeta*, Tennessee
- 5332 John C. Young, *Epsilon Upsilon*, New Mexico State
- 5333 Douglas R. DeMuth, *Eta Rho*, Wisconsin State-LaCrosse

CUT AND MAIL TO: DELTA SIGMA PI, 300 SOUTH CAMPUS AVENUE, OXFORD, OHIO 45056

**DELTA SIGMA PI**

**SPECIAL APPLICATION FOR AN ACTIVE LIFE MEMBERSHIP**

From \_\_\_\_\_ Chapter \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ ZIP \_\_\_\_\_

I am enclosing my check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ payment(s) of \$5.00 each.

**RECORD OF \$5.00 PAYMENTS**

1. <input type="checkbox"/>	_____	6. <input type="checkbox"/>	_____
2. <input type="checkbox"/>	_____	7. <input type="checkbox"/>	_____
3. <input type="checkbox"/>	_____	8. <input type="checkbox"/>	_____
4. <input type="checkbox"/>	_____	9. <input type="checkbox"/>	_____
5. <input type="checkbox"/>	_____	10. <input type="checkbox"/>	_____

- 5334 Michael J. Carpiano, *Beta Rho*, Rutgers
- 5335 John E. Plumley, Jr., *Zeta Tau*, California State-Hayward
- 5336 Denis I. Whitacre, *Alpha Theta*, Cincinnati
- 5337 Milton J. Gearing, Jr., *Gamma Kappa*, Michigan State
- 5338 Gregory W. Husby, *Delta Rho*, Ferris State
- 5339 Alexander H. Lord, *Alpha Gamma*, Pennsylvania State
- 5340 John F. Ryan, Jr., *Zeta Lambda*, Georgia Tech
- 5341 Duane R. Johnson, *Delta Chi*, Washburn
- 5342 Howard G. Nelson, *Beta*, Northwestern
- 5343 Dewey E. Ertell, Jr., *Alpha Kappa*, New York-Buffalo
- 5344 Ray S. Myatt, Jr., *Alpha Zeta*, Tennessee
- 5345 John B. McCoy, *Zeta Upsilon*, Virginia Tech
- 5346 David K. Warman, *Beta Phi*, Southern Methodist
- 5347 Edward K. Smith, *Lambda*, Pittsburgh
- 5348 Clifford L. Riles, *Gamma Lambda*, Florida State
- 5349 John J. Kozma, *Zeta Phi*, Florida Atlantic
- 5350 William R. Stenzel, Jr., *Epsilon Phi*, Sacramento State
- 5351 Morris F. Noble, *Beta Omega*, Miami
- 5352 Meredith S. Ussery, *Gamma Iota*, New Mexico
- 5353 Paul F. Naughton, *Epsilon Sigma*, LaSalle
- 5354 Joseph D. Warren, Jr., *Delta Eta*, Lamar Tech
- 5355 Richard J. Althoff, *Theta*, Detroit
- 5356 Arthur C. Downs, Jr., *Gamma Omega*, Arizona State
- 5357 Donald F. Ferguson, *Gamma*, Boston U.
- 5358 Kenneth E. Andrews, *Gamma*, Boston U.
- 5359 Charles E. Preimsberg, *Gamma Omega*, Arizona State
- 5360 James H. Gardner, *Beta Upsilon*, Texas Tech
- 5361 Peter D. Braun, *Gamma Sigma*, Maryland
- 5362 Curtis A. Rowland, *Beta Psi*, Louisiana Tech
- 5363 Ronald E. Ellis, *Delta Chi*, Washburn
- 5364 Paul W. Misicko, *Lambda*, Pittsburgh
- 5365 Thomas W. Chamberlain, *Beta Zeta*, Louisiana State-Baton Rouge
- 5366 Michael D. Reichgut, *Chi*, Johns Hopkins
- 5367 John C. Marsh, *Alpha Omicron*, Ohio U.

### Dividends

- To Brother and Mrs. Jeffrey C. Harm, *Kent State*, on July 16, 1969, a son, Andrew.
- To Brother and Mrs. Steven L. Goulart, *California State-Hayward*, on January 15, 1970, a son, Gregory.
- To Brother and Mrs. James D. Williams, *California State-Hayward*, on October 8, 1969, a daughter, Cynthia L.
- To Brother and Mrs. George F. Buchanan, *Auburn*, on October 23, 1969, a son, Gregory Todd.
- To Brother and Mrs. Charles B. Miller, *Northwestern*, on October 19, 1969, a daughter, Diana Lyn.
- To Brother and Mrs. Bart Creasy, *Western Kentucky*, on February 3, 1970, a daughter, Karen Jean.
- To Brother and Mrs. David Cattalini, *Sacramento State*, on February 11, 1970, a son, Jeffrey David.
- To Brother and Mrs. Duane Raine, *Washburn*, on January 29, 1970, a son, Eric Scott.
- To Brother and Mrs. Wil Beach, *Washburn*, on February 8, 1970, a son, Justin Scott.
- To Brother and Mrs. David E. Wise, *Ohio State*, on January 26, 1970, a son, David Allen.

To Brother and Mrs. Sam Aragon, *New Mexico*, on November 26, 1969, a son, Scott Paul.

To Brother and Mrs. Jon T. Shumard, *New Mexico*, on October 16, 1969, a son, Jon Eric.

To Brother and Mrs. Don Hoepfner, *South Dakota*, on January 11, 1970, a daughter, Holly Sue.

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graduate school in which a recipient is enrolled, warrants its continuance.

The officers and directors of the Foundation express their sincere thanks to all the Brothers who through their contributions have made it possible to advance the work of the Foundation and the objectives of Delta Sigma Pi. Our work, though, is never done and we ask those who have helped in the past to continue their active interest not only by contributions, but by spreading the story of our work to other Brothers who may have missed this opportunity to help, and to friends (personal and business) who may wish to help the Delta Sigma Pi Educational Foundation. To all those who have not as yet shared in our continually expanding efforts, consider seriously the enrollment blank found in this issue.

A reminder also, that while June 1971 seems far in the future, it is imperative that those planning to enter a college or university in 1971 start planning now. To assist in the plans of those sons, daughters, grandsons and granddaughters of Deltasigs planning to follow a course of study in business at a college or university where there is a chapter of Delta Sigma Pi, complete the application herein for consideration in the Foundation's Scholarship program for high school students planning to enter a college or university.

## Mergers

Steven M. Medori, *Georgia Tech*, on December 20, 1969, to Georgia Anne Roche, at Atlanta, Georgia.

John A. Malone, *Dayton*, on February 14, 1970, to Kathleen Purcell, at Chicago, Illinois.

Michael C. Lindberg, *North Dakota*, on December 27, 1969, to Cheryl Linda Senf, at Enderlin, North Dakota.

Paul E. Turner, *Virginia Tech*, on September 6, 1969, to Sandra Jane Viar, at Great Falls, Virginia.

J. McAshley Dekle, *Georgia*, on February 14, 1970, to Barbara J. Haney, at Atlanta, Georgia.

David W. Tweed, *Southern Illinois-Edwardsville*, on June 14, 1969, to Linda Melicher, at Granite City, Illinois.

Leon C. Thouvenot, *Southern Illinois-Edwardsville*, on October 17, 1969, to Paula A. Spahn, at Granite City, Illinois.

James J. Odorizzi, *Southern Illinois-Edwardsville*, on November 29, 1969, to Theresa Koehn, at Edwardsville, Illinois.

Thomas L. Gardner, *Washburn*, on December 27, 1969, to Margaret Gotti, at Salina, Kansas.

Harmon I. Lippe, *Rutgers-Beta Omicron*, on February 22, 1970, to Joanne Peters, at Union, New Jersey.

David F. Les Calleet, *North Texas State*, on July 28, 1969, to Carol Forget, at San Antonio, Texas.

Giles C. Berry, *North Texas State*, on September 19, 1969, to Marina Diane Beardsley, at Denton, Texas.

LeRoy Heib, *South Dakota*, on January 24, 1970, to Julee Story, at Peterson, Iowa.

Jerry Linder, *Missouri-Columbia*, on June 7, 1969, to Jan Meierhoff, at St. Louis, Mo.

William Wonderlich, *Missouri-Columbia*, on January 31, 1970, to Chris Niemoeller, at St. Louis, Mo.

John Windham, *West Florida*, on December 31, 1969, to Patricia Ann Strain, at Pensacola, Fla.

Robert Cothorn, *New Mexico*, on December 27, 1969, to Sharon Jones, at Albuquerque, N.Mex.

Jim McGee, *New Mexico*, on August 9, 1969, to Karen E. Searle, at Albuquerque, N.Mex.

Joe Ray, *New Mexico*, on October 17, 1969, to Linda K. Adams, at Albuquerque, N.Mex.

John P. Snyder, *New Mexico*, on August 17, 1969, to Terris Ann Forni, at Placerville, Calif.

Lawrence M. Wilson, *New Mexico*, on August 28, 1969, to Janelle Laur, at Albuquerque, N.Mex.

James G. Heflebower, *Shepherd*, on May 11, 1969, to Susan R. Taylor, at Harrington, Del.

Marion E. Lanham, *Shepherd*, on January 23, 1970, to Sharon M. Pulse, at Hagerstown, Md.

Joseph T. Fitch, III, *Nicholls State*, on June 7, 1969, to Candy M. Rogers, at Marrero, La.

Peter J. Percopo, *Nicholls State*, on January 24, 1970, to Janet Y. Stortz, at New Orleans, La.

Mike C. Apple, *Nicholls State*, on December 27, 1969, to Christine A. Mayeaux, at New Orleans, La.

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continue to have a number of organizational meetings in order to improve the program and better plan for the coming year.

With the beginning of another school year plans were started for seeking affiliation with Delta Sigma Pi. The professional program had now been established and the fraternity was progressing well. To assist the fraternity in meeting the expense of becoming a chapter of Delta Sigma Pi a number of fund raising projects were held during the term.

On Saturday, March 7, 1970, the established goal of Sigma Omega Beta Fraternity was realized when the following members were initiated as charter members of Eta Omega Chapter: Thomas P. Thorpe, Fred G. Patterson, Sammy K. Wilcox, Tyree P. Felder II, Larry A. Bosserman, Emery S. Hite, Timothy M. Hanger, Richard W. Ailstock, Leland R. Bowman III, Mario L. Cavezza, Chester L. Cousins, Jr., Earl K. Edmonds, Jr., Anthony J. Gintout, John S. Goode, William M. Koogler, II, Bobby D. Lazenby, Emmett C. McMullen, Robert H. Meinhard, Misleh H. Misleh, Hubert D. Moore, Jr., Wilbert E. Patton, Robert K. Preissner, Malcolm H. Pryor, Thomas H. Ramsey, John T. Royall, Walter H. Snipes, Peter VanGraafeiland, John Velcebir III, William D. Whitehead and Roger I. Wilcox.



THE ACCOUNTING BUILDING at Virginia Commonwealth University is seen in this view from atop of the other campus buildings.

# DIRECTORY



## The Grand Council

**Grand President:** WARREN E. ARMSTRONG, *Gamma Iota-New Mexico*, P.O. Box 8306, Albuquerque, New Mexico 87108

**Executive Director:** CHARLES L. FARRAR, *Beta Psi-Louisiana Tech*, 330 South Campus Avenue, Oxford, Ohio 45056

**Executive Secretary:** BEN H. WOLFENBERGER, *Beta Upsilon-Texas Tech*, 330 South Campus Avenue, Oxford, Ohio 45056

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**Director of Central Region:** THOMAS M. MOCELLA, *Beta-Northwestern*, 250 North Lytle Drive, Palatine, Illinois 60067

**Director of Southern Region:** ROY N. TIPTON, *Gamma Zeta-Memphis State*, 5553 Santa Monica, Memphis, Tennessee 38116

**Director of North Central Region:** LAVERNE A. COX, *Alpha Delta-Nebraska*, School of Business, St. Cloud State College, St. Cloud, Minnesota 56301

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**Director of Western Region:** R. NELSON MITCHELL, *Chi-Johns Hopkins*, 7206 Fairfield Drive, Santa Rosa, California 95405

## The Central Office

330 South Campus Avenue, Oxford, Ohio 45056 Telephone A/C 513 523-4189.

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**Executive Secretary:** BEN H. WOLFENBERGER, *Beta Upsilon-Texas Tech*.

**Field Secretary:** ELLERY J. LACY, *Delta Eta-Lamar Tech*.

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## Grand Secretary Treasurer Emeritus

H. G. WRIGHT, *Beta-Northwestern*, 1218 41st Street, LaGrange, Illinois 60525

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GEORGE E. RAGLAND, *Gamma Zeta-Memphis State*, 7831 10th Avenue, St. Petersburg, Florida 33705

## Committee on Grand Council Procedures Guide

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**Member:** CHARLES L. FARRAR, *Beta Psi-Louisiana Tech*, 330 South Campus Ave., Oxford, Ohio 45056

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**Member:** M. JOHN MARKO, *Beta Rho-Rutgers*, 1341 North Ave., Elizabeth, N.J. 07208

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 President: RON F. CAGLE, P.O. BOX 30692, GEORGIA TECH, ATLANTA, GA. 30332  
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 Chapter House: 3340 WHITFIELD, CINCINNATI, OHIO 45220  
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 Chapter House: 657 VIRGINIA PARK, DETROIT, MICH. 48202

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 Advisor: DAVID B. JOHNSON, COLLEGE OF BUSINESS, LSU, BATON ROUGE, LA. 70803

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 Advisor: JOHN C. FOLKENROTH, 3231 2ND, APT. 41, LAKE CHARLES, LA. 70601

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 Advisor: BINFORD H. PEEPLES, 1566 CARR, MEMPHIS, TENN. 38104  
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 Chapter House: 211 CLARK ST., MANKATO, MINN. 56001

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 Chapter House: 1141 H ST., LINCOLN, NEBR. 68508

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 Advisor: PATRICK WELCH, ST. AMBROSE COLLEGE, DAVENPORT, IOWA 52803

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Advisor: DONALD DRIEMEYER, 2101 SHOREHAM DR., FLORISSANT, MO. 63033

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Advisor: OKLAHOMA (BETA EPSILON, 1929), NORMAN, OKLA.

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Advisor: ROBERT LINNELL, 528 S. QUEBEC, TULSA, OKLA. 74112

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Advisor: QUINN G. MCKAY, SCHOOL OF BUSINESS, TCU, FT. WORTH, TEX. 76129

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