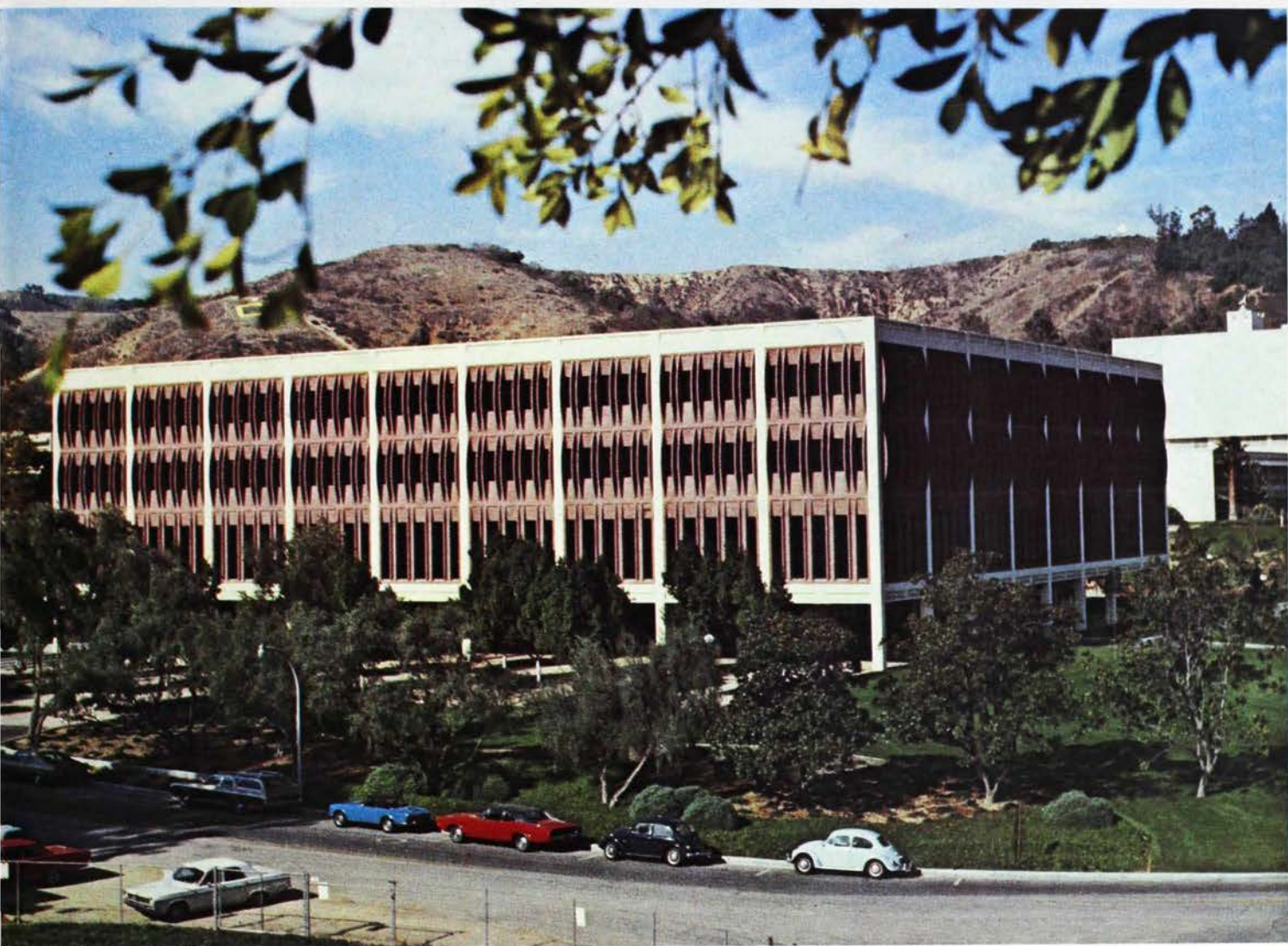


The

# DELTA SIG<sup>®</sup>

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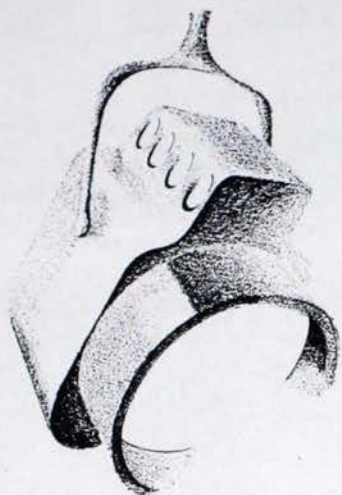


*California State Polytechnic College, Pomona, California*

**PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY**

FOUNDED 1907

**NOVEMBER 1971**



# in the professional spotlight



In the professional spotlight are members of Zeta Psi Chapter at the State University of New York at Albany who sold tickets and kept records for the State Fair to help raise \$1,100.00 for the International Students Scholarship Fund.

# The DELTASIG

OF DELTA SIGMA PI

**Editor**

**Charles L. Farrar**

**Editorial Advisory Board**

- Robert L. Howe, 3830 Random Lane, Sacramento, California 92825
- Firman H. Hass, 1503 Rosemont Road, Detroit, Michigan 48223
- James F. Kane, Dean, College of Business Administration, University of South Carolina, Columbia, South Carolina 29208
- Neal A. Rasmussen, 1330 Paxton Avenue, Cincinnati, Ohio 45208

**Postmaster:**

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**The Cover**

The cover for this issue of The DELTASIG features the modern library building on the campus of California State Polytechnic College at Pomona. Cal Poly at Pomona is the home of Eta Chi Chapter of Delta Sigma Pi.

Member of



College Fraternity Editors Association

# in the professional spotlight



## *from the desk of the Grand President*

Since returning from our Grand Chapter Congress in the Poconos, and between the vast mountains of administrative work necessary for the operation of our fraternity, I have given much thought to what I would say in this, the first of my articles as your Grand President. To begin with, I would like to express my appreciation for the honor given to me in being elected Grand President of our fraternity. However, I want to assure you that I realize along with this honor comes a solemn obligation on my part to continue the forward progress of our fraternity and to exert all of my capabilities toward this goal.

It was inspiring to see the participation of all of the delegates during the meeting of the Grand Chapter Congress, and the many suggestions given to the Grand Council will prove very helpful. These suggestions have not gone unheeded, and already the accounting records are being revised and simplified under the chairmanship of Regional Director Leon Harding; our communications and publications are being reviewed and improved by a committee chaired by Director of Education for Business Tim Gover; and the committee for participation with NAM is busily at work under the chairmanship of Past Grand President John Marko. These are but

a few of the committees working toward the fulfillment of your requests, and of course our hard-working Central Office staff are gearing themselves to even greater productivity to meet the challenges you have presented.

As you can see from the above, your national organization is actively at work on your chapter's behalf; however, the end result of these efforts will depend upon the active participation of each chapter and alumni club in the attainment of our membership goals. It was heartening to note that during the last fraternity year the downward trend of the average number of members per chapter had been stabilized. It is now the challenge of each chapter and alumni member to diligently seek out worthy members for their chapters and alumni clubs, and to bring this average number of new members back to the levels we previously enjoyed. Only through adequate new members can we assure the continued existence of any chapter or alumni club, since they are the brothers who will continue to build upon the foundation which you and your predecessors have established.

Obtaining adequate new members for our chapters and alumni clubs should be our *number one goal* for the coming year, and to this, I pledge you all of my assistance.

Thomas M. Mocella  
Grand President



# The DELTASIG

OF DELTA SIGMA PI

## 28<sup>th</sup> GRAND CHAPTER CONGRESS

POCONO MANOR, PENNSYLVANIA

THE 28th GRAND CHAPTER Congress of Delta Sigma Pi held at the Pocono Manor Inn, Pocono Manor, Pennsylvania, was gaveled to order at 2:00 P.M. on Tuesday, August 31, by Grand President Warren E. Armstrong. The invocation was offered by Charles P. Foote, director of the Southwestern Region. The meeting was officially opened according to the ritual of the fraternity. Members of the Grand Council and The Central Office staff were then introduced by Grand President Armstrong. Present were Past Grand President M. John Marko, Director of Alumni Activities Edward H. Langer, Director of Education for Business H. Nicholas Windehausen, Regional Directors Harold L. Cannon, H. Melvin Brown, Leon H. Harding III, Andrew T. Fogarty, Thomas M. Mocella, Roy N. Tipton, LaVerne A. Cox, Walter D. Nelson, Charles P. Foote, William E. Wilson and R. Nelson Mitchell, Executive Director Charles L. Farrar, and Executive Secretary Ben H. Wolfenberger. Also introduced was Robert E. Matthews, undergraduate of the year 1971. Executive Director Charles Farrar then introduced Field Secretaries M. Lee Bell, Jr., and Leonard L. Larsen.

Fifteen Golden Council members in attendance were then introduced, including six Past Grand Presidents. The Past Grand Presidents were H. G. Wright, Kenneth B. White, Robert G. Busse, J. Harry Feltham, Homer T. Brewer and Joe M. Hefner. The other Golden Council members were Frank C. Brandes, Robert J. Elder, Herbert W.

Finney, Robert O. Hughes, Monroe M. Landreth, Jr., Robert O. Lewis, Robert A. Mocella, Frank L. Strong, and Charles I. Sutton.

The roll call of chapters and alumni clubs by Executive Director Charles Farrar then followed with 104 delegates present.

The next order of business during the opening business session was the presentation of various official reports. These included the reports of Grand President Armstrong, Executive Director Farrar, Director of Alumni Activities Langer and Editorial Advisory Board Chairman Timothy D. Gover. In the absence of Committee on Life Membership Chair-

man John T. Tate, and Committee on Investments Counseling Chairman Marion Sprague these reports were presented by Grand President Armstrong. Robert O. Lewis, president of the Delta Sigma Pi Educational Foundation, was then invited to the stage to present a report on the activities of the Foundation during the biennium.

The opening business session on Tuesday was concluded with the presentation of the report of the Committee on Nominations by Past Grand President Joe M. Hefner. The meeting was then recessed in order for the members and delegates from each of the 12 regions to assemble with their respective regional directors.



CAUGHT IN THIS scene are the delegates and over 300 members who attended the 28th Grand Chapter Congress at Pocono Manor Inn, Pocono Manor, Pa.



FOUNDER HAROLD V. JACOBS, right, and his son, James, visit with Grand President Armstrong following Brother Jacobs' luncheon address during the Grand Chapter Congress at Pocono Manor.

Following dinner the members, their wives and children were all invited to the Grand President's reception.

Wednesday morning had been set aside for recreation. Tournaments were arranged for golf, shuffleboard and table tennis, with Anthony Fernandez, Robert Howe and Harry McMahon serving as chairmen of the respective tournaments.

Although all the ladies attending the Grand Chapter Congress met the previous afternoon at a tea, the first business meeting for the Pink Poodles, the ladies' auxiliary, was held at noon on Wednesday with President Lois Mocella presiding. Following the luncheon the ladies attended an art show presented by Mrs. Englehardt, a local artist. Starting from the beginning, she demonstrated her techniques in painting still life pictures. Once completed, the picture was then awarded to a lucky lady by lottery. The picture was won by Marilyn Elder of Detroit.

A highlight of the program on Wednesday was recorded during the luncheon when Founder Harold V. Jacobs arrived. He received a standing ovation as he was escorted into the dining room by Grand President Armstrong and Past Grand Presidents Wright, White, Feltham, Brewer and Hefner. Accompanying Brother Jacobs was his son, James, a successful businessman in South Fallsburg, New York.

The Wednesday afternoon session for the fraternity members was devoted to three educational seminars conducted by Past Grand President Marko, and Regional Directors LaVerne A. Cox and Andrew T. Fogarty. Assisting each of the moderators were a number of delegates from chapters achieving 100,000 points in the 1970-71 Chapter Efficiency Index.

The "Pocono Derby" in the Manor Hall Auditorium during the evening was the scene of happiness for the members. Each member was provided with a specified amount of stage money and a racing program and invited to wager on six different horse races. Members of the Grand Council were kept busy accepting the bets and then paying off the members following the race. The grand prize for the largest winnings went to James E. Stauder, young son of Ray Stauder of Detroit. The prize for the next highest winnings went to Gene Crowder, *Sacramento State*; Sam Mascheri, *De Paul*; and Martin Stein, *Washington Alumni Club*. John Crowley, *Rutgers-Beta Rho*, earned the prize for having the most



PAST GRAND PRESIDENT and Grand Secretary-Treasurer Emeritus H. G. Wright receives a standing ovation from the members and guests during a luncheon at the 28th Grand Chapter Congress.

marked money. Other prizes were awarded to Mike Coleman, *St. Ambrose*, and John McCoy, *Virginia Tech*.

During the derby, members were invited to be initiated into the Yellow Dog organization. At the same time the ladies were initiating new members who had not previously attended a Grand Chapter Congress into the Pink Poodle organization. The Yellow Dog initiation was conducted by former Field Secretary and now District Director Kenneth L. Vadovsky, and Ray Stauder, a member of the Greater Detroit Alumni Club.

The Thursday morning program began with the District Directors' seminar, conducted by Southern Regional Director Roy N. Tipton, assisted by Executive Secretary Ben H. Wolfenberger.

Later in the morning the members witnessed the initiation of Honorary Member at Large A. Wright Elliott into the fraternity. Brother Elliott is the

senior vice president of the National Association of Manufacturers. In keeping with the whole theme of undergraduate participation at this Grand Chapter Congress, undergraduate members from chapters achieving 100,000 points in the Chapter Efficiency Index conducted the initiation, with the exception of the Head Master's role.

On Thursday afternoon the ladies were conducted on a tour of Memory Town at nearby Mount Pocono.

Following lunch, the undergraduate members were again divided into three discussion groups for the educational seminars conducted by Thomas M. Mocella, H. Melvin Brown and R. Nelson Mitchell. Like the previous day, a number of undergraduate delegates also participated with the moderators in conducting these panel discussions. Also on Thursday afternoon, Regional Director William E. Wilson and Stephen R. Szekely, a member of the Chicago Alumni Club, conducted a similar program for the alumni club delegates.

The highlight of the Grand Chapter Congress came on Thursday evening with the 28th Grand Chapter Congress banquet. Acting as toastmaster, Grand President Armstrong opened the program by introducing Western Regional Director R. Nelson Mitchell who offered the invocation. Members of the Grand Council, The Central Office staff and their wives seated at the head table were introduced, along with Mrs. Jane Elliott, wife of the Honorary Member at

*Continued on page 17*



EXECUTIVE DIRECTOR Charles Farrar is shown here presenting a special Certificate of Appreciation to Past Grand President M. John Marko for his outstanding contribution to the fraternity since his initiation in 1942 by Beta Rho Chapter.

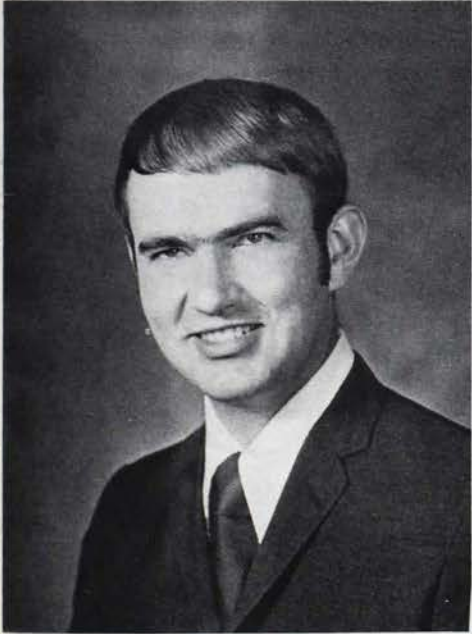
# GRADUATE STUDY GRANTS

*Awarded to*

## UTAH and OHIO STATE MEMBERS

THE SECOND ANNUAL graduate study grants to be awarded by the Delta Sigma Pi Educational Foundation have been made to Brothers Jack R. Calton, a member of Sigma Chapter at the University of Utah, and Paul E. Veit, a member of Nu Chapter at Ohio State University. These grants are made annually to members of the fraternity for graduate study by the Delta Sigma Pi Educational Foundation.

During the 1970-71 academic year Brother Calton served Sigma Chapter at the University of Utah as president. He has also served on the Student Advisory Cabinet and has had a hand in formulating major university policy decisions. In addition to these time-consuming responsibilities and his high scholastic standing, he has managed to work about 20 hours a week. During college he has



JACK R. CALTON, a member of Sigma Chapter at the University of Utah, is one of the recipients of the Educational Foundation's graduate study grants.

worked as a metallurgical accountant for Kennecott Copper Corporation, an account executive for Centau Securities, and an accountant with Robison, Hill and Company, a local CPA firm.

Upon graduation from the College of Business at the University of Utah he was awarded the Delta Sigma Pi Scholarship Key, emblematic of his graduation as the highest ranking member of the graduating class. Majoring in accounting, he graduated first in a class of more than 250 students. He is a member of three honorary fraternities—Beta Gamma Sigma, Phi Kappa Phi and Phi Eta Sigma.

He has been accepted for graduate study at the University of Utah and is enrolled in the MBA program there this fall.

Brother Paul E. Veit is a member of Nu Chapter at The Ohio State University. A native of Gahanna, Ohio, he majored in accounting and graduated summa cum laude with a bachelor of science in business administration degree. He ranked second in a graduating class of 639.

During his college career he earned 100 per cent of all college expenses working as a life guard, supervisor of pool personnel, accountant and newsboy, and in landscape service, sales, and merchandising.

He is a member of Pacesetters honorary society, Beta Gamma Sigma, Beta Alpha Psi, and Phi Eta Sigma. He was active in student government, having served as vice president of the Administrative Science College council and vice president of the Town Students Association. He also was a member of the Task Force on College Governance. During the year 1970-71 Brother Viet served Nu Chapter as treasurer.

He enrolled this Fall in the School of

Business at the University of Minnesota and will pursue the MBA degree there while serving as a Teaching Assistant in the Department of Accounting.

These grants have been made possible through the generosity of many members and friends of Delta Sigma Pi who have contributed and continue to contribute to the Delta Sigma Pi Educational Foundation. Although closely related to the fraternity, the Delta Sigma Pi Educational is a separate organization chartered in the State of Illinois. All gifts to the Foundation are tax-deductible.

Members wishing to contribute to the Delta Sigma Pi Educational Foundation should make their checks payable to the Foundation and send them to M. John Marko, President, Delta Sigma Pi Educational Foundation, 1341 North Avenue, Elizabeth, New Jersey 07208.



ANOTHER WINNER of the second annual graduate study grant made by the Educational Foundation is Paul E. Veit, a member of Nu Chapter at Ohio State University.

# NEW AWARD

## RECOGNIZES OUTSTANDING

### ROBERT E. MATTHEWS

A NEW AWARD in Delta Sigma Pi has been established to recognize the most outstanding undergraduate member of the senior class of Delta Sigma Pi as evidenced by his scholarship, Fraternity service, extracurricular activities, demonstration of responsibility to self and others, and the representation of his conduct according to the highest standards of ethics and integrity. The award shall be made annually.

Each undergraduate chapter in the fraternity is required to nominate its candidate and send his name and supporting data to the cognizant Regional Director who has the responsibility of appointing a committee to select a Regional winner. Once a Regional winner has been chosen a national committee consisting of the members of the Executive Committee of the Grand Council, the Executive Director and the two immediate past award winners will make the final selection from the finalist in each region.

The delegates to the 28th Grand Chapter Congress at Pocono Manor Inn,

Pocono Manor, Pennsylvania, approved an amendment to the Constitution and Bylaws of the fraternity providing that the two most recent winners of the award shall also serve on the Grand Council of the fraternity for a term of two years.

Robert E. Matthews, the delegate of Eta Pi Chapter at Wayne State College and the North Central Region was chosen to receive the first award. A native of Whiting, Iowa, he is the son of Mr. and Mrs. Elvin M. Matthews. He graduated from Whiting Community High School ranking fifth in his class. He then entered Wayne State College where he majored in business administration. While at Wayne State he was a resident counselor in his residence hall and was later elected president of that hall. Named to the Dean's list his first two semesters in school, he entered student government and was chosen sophomore senator at large. As a senior he was elected president of the Wayne State student body. He was also elected to Blue Key Honor Society and was later

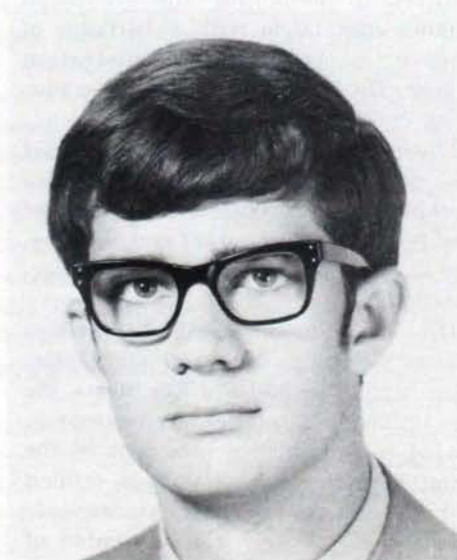
elected treasurer of that organization.

Bob was a charter member of Eta Pi Chapter. During the remainder of his academic years following his initiation into the fraternity he served as senior vice president, chancellor, vice president for professional activities and president. He was also chosen to represent his chapter as the official delegate to the North Central Regional Meeting in Mankato, Minnesota, in 1970. During the same year he was chosen one of six members from throughout the fraternity to represent Delta Sigma Pi at the annual Congress of American Industry of the National Association of Manufacturers in New York City. Upon graduation from Wayne State he was chosen the "Outstanding Graduating Senior in Business Administration". He has now assumed a position with the Federal Bureau of Investigation in Washington, D. C.

Leonard A. Leassear, the delegate of Epsilon Upsilon Chapter and the Intermountain Region was chosen to be the first runner-up in the selection of the



RUNNER-UP IN THE voting for the Undergraduate of the Year award is Leonard A. Leassear, the nominee of Epsilon Upsilon Chapter at New Mexico State University and the Intermountain Region.



THOMAS J. O'BRIEN, a member of Epsilon Psi Chapter at Christian Brothers College and the nominee of the Southern Region, was the second runner-up in the voting for the Undergraduate of the Year.



REPRESENTING Alpha Pi Chapter at Indiana University and the East Central Region in the voting for the Undergraduate of the Year is Barry G. High who was chosen fourth.



# UNDERGRADUATE MEMBER *named first winner...*



Undergraduate of the Year. A resident of Pineland, Texas, he graduated from Bryant High School there and then attended Alabama A & M College prior to enrolling at New Mexico State University. A captain in the U. S. Army he is completing his college degree under the "bootstrap" program. Initiated into the fraternity by Epsilon Upsilon Chapter, he has served as vice president of pledge education and has worked unceasingly to improve the fraternity on the New Mexico State campus.

Following is a brief summary on each of the remaining eight finalists who were considered for the Undergraduate of the Year award.

Representing the Southern Region was Thomas J. O'Brien, a member of Epsilon Psi Chapter at Christian Brothers College in Memphis. He was initiated into the fraternity in April 1969 and was later elected chairman of the chapter's public relations committee. The following year he was elected president of Epsilon Psi Chapter. He was also an active member of the college golf

team and served as a resident assistant in the dormitory. A semifinalist candidate for the Rhodes Scholarship, he graduated from Christian Brothers College summa cum laude with a B.S. degree in economics. He also was awarded the Delta Sigma Pi Scholarship Key emblematic of his graduating with the highest academic average in the School of Business.

Barry G. High was chosen fourth in the selection of the award. A native of South Bend, Indiana, he attended John Adams High School and Purdue University prior to enrolling at Indiana University. At Purdue he was a student senator for three semesters, a member of the Interclub Council and an organizer and the first president of the Political Club. He was also chairman of the Student Activities Council and a member of the Gables Fine Art Club. Upon enrolling at Indiana he was initiated into Delta Sigma Pi by Alpha Pi Chapter. Majoring in accounting, he was later initiated into Beta Alpha Psi.

Barry has spent more than two years

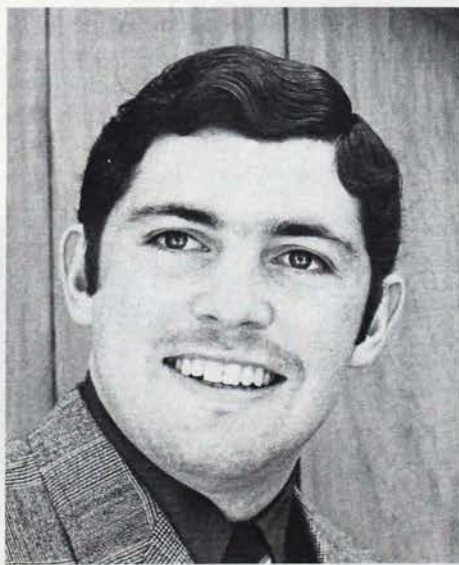
in the U. S. Navy as a Seabee. Gaining valuable experience there, he was chosen to participate in the Herman B. Wells Seminar in Leadership, a course limited to the most promising seniors in the School of Business.

Stephen P. Yambor was initiated into the fraternity by Beta Xi Chapter at Rider College and was chosen by the chapter there and the Mideastern Region selection committee to compete in the selection of the Undergraduate of the Year award.

During pledgship Steve was elected president of the pledge class. Immediately after his initiation he was elected secretary of the chapter and was subsequently elected senior vice president and president. He was also elected a student senator, was a member of the Finance



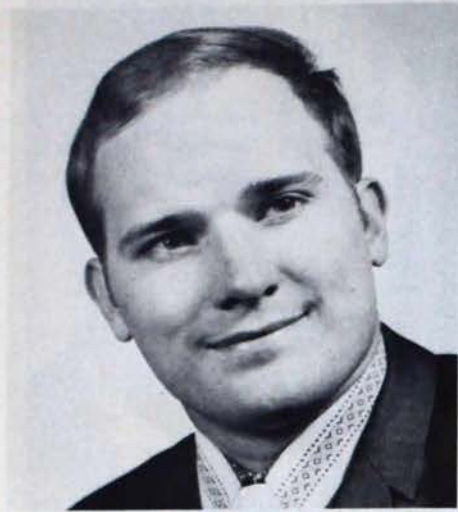
CHOSEN FIFTH IN the selection of the Undergraduate of the Year award is Stephen P. Yambor, a member of Beta Xi Chapter at Rider College. He represented the Mideastern Region.



DAVID CATTALINI, a member of Epsilon Phi Chapter at Sacramento State College and the nominee of the Western Region was chosen sixth in the voting for the Undergraduate of the Year award.



SEVENTH PLACE IN the voting for the Undergraduate of the Year award went to James R. Parrish, a member of Delta Rho Chapter at Ferris State College and the nominee of the Central Region.



THE MIDWESTERN REGION was represented in the final selection of the Undergraduate of the Year award by Guy A. Almeling, a member of Alpha Beta Chapter at the University of Missouri.

Society, the International Relations Club and the Senior Class Committee. While actively participating in extracurricular activities he has continued to maintain a high academic average.

David Cattalini is a member of Epsilon Phi Chapter at Sacramento State College and represented the Western Region in the final selection of the award. Born in Vallejo, California, he attended St. Vincent's High School there after which he enrolled at Solano College where he received the A.A. degree. He then enrolled at Sacramento State where he was initiated into Delta Sigma Pi. Dave was elected assistant pledge master and treasurer of the chapter. He was also elected president of Beta Alpha Psi.

He is married and the father of one child, a son, Jeffery. Majoring in accounting he plans to enter the professional accounting field having already accepted a position with Ernst and Ernst in Sacramento.

Born at Grand Rapids, Michigan, James R. Parrish attended Forest Hills High School there. Upon graduation he enrolled at Ferris State College where he was initiated into Delta Sigma Pi by Delta Rho Chapter. He was appointed by the chapter to investigate the possibility of a career day sponsored by the fraternity at Ferris State and drafted the proposal to the president of the college that gained administrative approval for this event. Jim served his chapter as president and was also elected vice president of the accounting club. Active in student government, he was elected trea-



JAMES A. HOWD, JR., a member of Epsilon Rho Chapter at the University of Tampa, was chosen to represent the Southeastern Region in the final selection of the Undergraduate of the Year.

surer of the all college student government and was one of two student members of the Student Activities Budget Request Committee. In addition to these offices he was elected to represent the fraternity on the School of Business Student Advisory board.

Representing the Midwestern Region among the finalists in the selection of the Undergraduate of the Year award was Brother Guy A. Almeling, a member of Alpha Beta Chapter at the University of Missouri at Columbia. An accounting major, he is a member of the Student Advisory Committee to the Accounting Department and a member of the Student-Faculty Liaison Committee. He was also president of Beta Alpha Psi.

Initiated into Delta Sigma Pi in 1969, he served the chapter as secretary of his pledge class, secretary of the chapter, chancellor and senior vice president. He is married and has held numerous part time jobs during college. Guy has accept-



THE SOUTHWESTERN Region was represented in the Undergraduate of the Year final selection by Monroe P. Dierschke, Jr., a member of Eta Theta Chapter at Angelo State University.

ed a position with Arthur Andersen and Company in St. Louis.

James A. Howd, Jr. is another "bootstrapper" who was chosen to represent his chapter and the Southeastern Region in the final selection of the award. Born in Peoria, Illinois, Jim has attended the USAFI, Troy State and American University prior to enrolling at the University of Tampa. At Tampa he was initiated into Delta Sigma Pi by Epsilon Rho Chapter and has been chairman of numerous chapter committees. In addition to the fraternity he is also business manager of the Minaret, the campus newspaper and a member of Alpha Chi, Omicron Delta Epsilon, and Pen and Sword, a social society at the University.

While taking a leading role in numerous campus activities he has maintained a near 3.6 average out of a possible 4 points.

*Continued on page 22*



UNDERGRADUATE OF THE Year 1971 Robert E. Matthews, a recent graduate of Wayne State College and a member of Eta Pi Chapter addresses the delegates during the 28th Grand Chapter Congress.

# THETA PHI CHAPTER

## INSTALLED AT UNIVERSITY OF SOUTH FLORIDA

THE CHAPTER ROLL of Delta Sigma Pi reached 177 with the installation of Theta Phi Chapter at the University of South Florida in Tampa on Sunday, April 18, 1971. It also increased to nine the number of chapters of the fraternity in the State of Florida. Other chapters are Beta Eta at the University of Florida, Beta Omega at the University of Miami, Gamma Lambda at Florida State University, Delta Iota at Florida Southern College, Epsilon Rho at the University of Tampa, Zeta Phi at Florida Atlantic University, Eta Upsilon at the University of West Florida, and Theta Sigma at Florida Technological University.

The program for the day began with the registration of the members and guests held in the Union Center. Following a tour of the sprawling campus, all returned to the Union Center for an informal luncheon. The initiation followed during the afternoon. Grand President Warren E. Armstrong headed the ritual team which consisted of a number of undergraduate members from Beta Eta, Gamma Lambda, Epsilon Rho, Zeta Phi and Theta Sigma Chapters. Also on hand to assist with the installation were Southeastern Regional Director George E. Ragland, Executive Director Charles L. Farrar, Director of Alumni Activities Edward H. Langer, District Director Howard P. Abel, Past District Director Michael Pantya, and Chapter Advisor Harold C. Allen.

The installation banquet was held at the Causeway Inn South. Regional Director George E. Ragland, serving as toastmaster, began the program with the introduction of Reverend Robert W. Haywood, University Chapel Fellowship, who offered the invocation. Mr. Robert Harrell, Director of Community Development of the Tampa Chamber of Commerce, then extended greetings to the new chapter and the newly initiated

members. Vice President and Dean of Student Affairs Herbert J. Wunderlich then reviewed the brief history of the College of Business Administration, after which Larry A. Taylor, historian of Sigma Delta Beta, presented the events surrounding the founding of the fraternity and its progress to the installation date.

Climaxing the day's activities was the presentation of the charge and charter to Theta Phi Chapter President Michael G. Hoagland by Grand President Warren E. Armstrong. Chapter Advisor Harold C. Allen was then called upon to extend greetings to the new members and to make a special presentation. At that time, Executive Director Farrar presented the fraternal greetings which had been received from throughout the fraternity. The installation program was concluded with the traditional presentation of the chapter gavel, after which the members and their wives or dates continued to enjoy the evening with dancing.



MICHAEL G. HOAGLAND, president of Theta Phi Chapter at the University of South Florida accepts the chapter charter from Grand President Warren E. Armstrong.

History of the University of South Florida

The University of South Florida was founded December 18, 1956, by the State Board of Education, following more than two years of preparatory study by the State Legislature, the Board of Education, and the State Board of Control. When it opened to a charter class of 2,000 freshmen on September 26, 1960, it became the first state university in the United States to be totally planned and initiated in this century. It also represented the first step in a broad and comprehensive expansion of the State University System of Florida.

More than 8,500 students have now graduated from the University of South Florida. Enrollment for the fall of 1970 reached 16,644. It is expected by 1975 that the enrollment will have exceeded 27,000 students.

The main campus is located on a 1,672 acre site eight miles northeast of downtown Tampa. The physical plant includes 32 major academic and residence buildings valued at more than \$50 million. The buildings are of similar, modern architectural design and all are completely air conditioned.

The University is organized into five colleges which are: basic studies in which all freshmen and sophomores enroll, business administration, education, engineering, and liberal arts. Master's degrees are offered in more than 50 areas of business, education, engineering, and liberal arts. The first Ph.D. program was established in 1968. The following year programs were instituted in chemistry and education.

The University also maintains a campus at St. Petersburg which opened in September, 1965. This campus provides an opportunity for residents of Pinellas County to complete all or a portion of their course work in selected areas with-

out leaving the county. The academic program at St. Petersburg is restricted to courses designed to serve students of junior, senior, and graduate standing. This campus also houses a Marine Science Research and Training Center. The Marine Science Institute of the University is an interdisciplinary venture involving faculty members of seven different departments in three colleges. The University of South Florida is accredited by the Southern Association of Colleges and Schools.

### College of Business Administration

The College of Business Administration, like the University, opened for classes in 1960. Dr. Charles Millican was named the first dean. There were six faculty members and approximately 100 students. In 1966 Dean Millican resigned to become the president of Florida Technological University in Orlando and Dr. Robert S. Cline was named to replace him. Also in 1966, the first three Master of Business Administration degrees were awarded. To date over 1,700 students have received the Bachelor of Arts degree in business and more than 60 have received the master's degree.

The undergraduate curriculum leads to a Bachelor of Arts in one of five major fields. These are accounting, economics, finance, management, and marketing. The Master of Business Administration degree is offered in three areas and the



CHARACTERISTIC OF THIS new, modern and ever expanding campus is the College of Business Building at the University of South Florida in Tampa where Delta Sigma Pi installed its Theta Phi Chapter.

Master of Science degree is offered in management.

The College has many students organizations which serve the different disciplines of the College. The activities of these organizations are coordinated with the Student Advisory Council. This Council is an elected board of students with one representative from each of the five disciplines and three members at large. The main purpose is to promote student-administration communications.

### History of Sigma Delta Beta Fraternity

Sigma Delta Beta Fraternity was founded on the campus of the University of South Florida on October 13, 1970. Prior to this, efforts had been in the direction of a local management club to meet the needs of the management majors in the College of Business. Upon soliciting responses of interested faculty and students the decision was made that a local professional fraternity would better satisfy the needs of all the business students. With this goal in mind, the ground work to form a local professional fraternity began with a long range objective of becoming a chapter of Delta Sigma Pi.

The first step taken was to approach Dr. Harold C. Allen, a member of Zeta Phi Chapter, to solicit his guidance and advice. Approximately 25 students attended the first meeting, after which officers were elected and bylaws adopted. At the following weekly meeting the membership voted to petition Delta

Sigma Pi for a chapter charter. On November 12, 1970, Executive Director Charles L. Farrar met with the members of the fraternity. Plans had been made for the pledging ceremony to be held at that time but an unavoidable circumstance precluded this. Southeastern Regional Director George E. Ragland, with the assistance of members of Epsilon Rho Chapter and Theta Sigma Chapter, did conduct the pledging ceremony for 50 members on December 4.

With the beginning of a new quarter, new officers were elected. Work continued on the petition which was completed in early February for hand delivery to the mid-year meeting of the Executive Committee of the Grand Council.

On Sunday, April 18, 1971, Sigma Delta Beta Fraternity became history when 51 members were initiated as charter members of Theta Phi Chapter of Delta Sigma Pi. These members were: James R. Alexander, Ely A. Arts, Rod E. Ashworth, James M. Babcock, Douglas E. Baird, Leonard A. Bieber, Stanley J. Birkin, Howard F. Bond, Steven R. Brantley, Ronald A. Breijo, Richard C. Busciaglio, Robert M. Caffee, Jr., John L. Caskey, Frank N. Copare, Richard M. Cowell, Richard W. DeTurk, Jr., Donald M. Eisenbrown, James R. Ethridge, Mathias J. Fischer, Glenn J. Frazho, Charles Gibson, Jr., Ward L. Harriman, Jimmy L. Hartsfield, William J. Hellard, Michael G. Hoagland, Norman A. Hough, David S. Hutchens, James T.

*Continued on page 32*



SOUTHEASTERN REGIONAL Director George E. Ragland, left, presents the chapter gavel to Michael G. Hoagland, president of Theta Phi Chapter at the University of South Florida during the installation ceremonies held in April, 1971.

# the alumni world

## Thomas J. Clifford is Named President of the University of North Dakota

BROTHER THOMAS J. CLIFFORD, a member of Alpha Mu Chapter at the University of North Dakota, has been named president of the University of North Dakota. Prior to assuming his new duties, he was dean of the College of Business and Public Administration at the University.



THOMAS J. CLIFFORD, until recently dean of the College of Business and Public Administration at the University of North Dakota, has been named president of that university.

A native of Langdon, North Dakota, he received the Bachelor of Science in Commerce degree and the J.D. degree from the University of North Dakota and the Master of Business Administration degree from Stanford University. He began his teaching experience as an instructor in accounting. Five years later he was named Dean of the College of Business and Public Administration.

During World War II, he was an officer in the U. S. Marine Corps. He is at present a director of the Red River National Bank, Arrowhead Corporation and the Annual Northwestern Bell Management Seminars. He has also served as Vice President for Finance of the University of North Dakota and chair-

man of the board of directors of the Northeast Mental Health Center. In community life, he has been campaign manager and chairman of the board of the United Fund of Grand Forks; chairman, Grand Forks Civil Defense Council; director, St. Michael's Hospital; a member of the industrial committee and taxation committee of the Greater North Dakota Association, and numerous other civic organizations.

His professional activities include membership in the American Bar Association, North Dakota Bar Association, American Institute of Certified Public Accountants, North Dakota Society of CPA's, American Management Association, American Accounting Association and the Independent Petroleum Association of America, and the presidency of North Dakota Research Council and North Dakota Economic Education Council.

In addition to Delta Sigma Pi, he holds membership in Beta Gamma Sigma, Beta Alpha Psi, Order of the Coif, Delta Pi Epsilon, Blue Key, and Phi Delta Phi. He is also a past District Grand Master of Kappa Sigma Fraternity.

## New Dean at Roosevelt University is George S. Goodell

GEORGE S. GOODELL was recently appointed dean of the College of Business Administration at Roosevelt University in Chicago. Brother Goodell is a member of Beta Pi Chapter at Kent State University and was co-advisor of the chapter prior to assuming his duties at Roosevelt.

Brother Goodell attended Carroll College, Waukesha, Wisconsin, where he earned the A.B. degree. He received the M.B.A. degree from the University of Chicago. He also holds the J.D. degree from Marquette University and the Ph.D. degree from Northwestern University.

He began his teaching experience in 1947 as an instructor in Marketing and Finance at Marquette. From 1951 to 1957 he was a lecturer in the evening division at Northwestern University. He was then named assistant professor of finance at Ohio State University, a position he held there until 1962 when he was promoted to associate professor. In 1966 he left Ohio State to become a professor of finance at Kent State University, a position he held until his appointment at Roosevelt University.

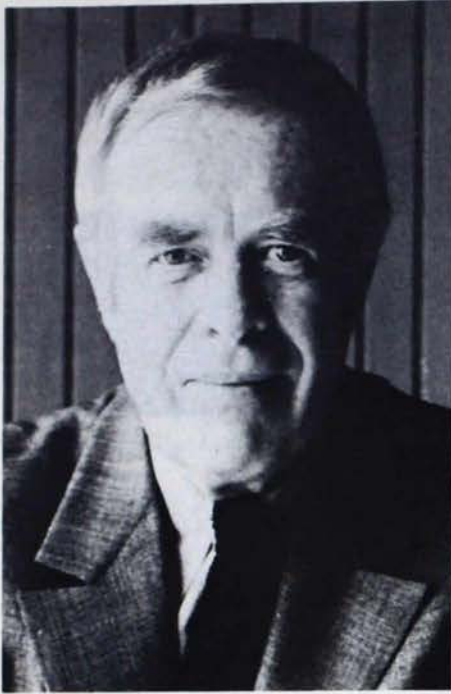
His business experience includes private practice of law in Sheboygan, Wisconsin; credit analyst for the U. S. Steel Corporation; assistant secretary, Illinois Bankers Association; and technical writer for the National Association of Bank Auditors and Comptrollers. He has also lectured at the Universities of Moscow and Leningrad and various Russian institutes on Financial Management and the Role of Profits in the American Economy. He is also the first person to be invited by the U.S.S.R. to lecture in the area of private finance. During the summer of 1966 he was special consultant to the U. S. Agency for International Development mission in Ecuador.

He is the author or co-author of numerous books or articles on a wide range of subjects in finance, economics and law.

He is licensed to practice law in Wisconsin and in Federal Courts. He also holds membership in the American Economic Association, American Finance Association, Midwest Economic Association, Midwest Finance Association and the Cleveland Society of Security Analysts.



RECENTLY NAMED Dean of the College of Business Administration at Roosevelt University in Chicago is George S. Goodell, who at the time of his appointment was co-advisor of Beta Pi Chapter at Kent State University.



**BROTHER WALLACE N. JAMIE**, director of International Public Relations for the Carnation Company, was recently honored by Toastmasters International when he received that organization's highest award, the golden gavel.

#### **Toastmasters International Honors Wallace Jamie with Highest Award**

**WALLACE N. JAMIE**, Carnation Company's Director of International Public Relations, received Toastmasters International's highest honor, the Golden Gavel, at the organization's 40th annual convention in Calgary, Alberta, Canada. Brother Jamie was cited for his outstanding contributions to the fields of communications, public relations, personnel management and training, community service, and as an administrator, author and lecturer.

Presenting the award for this world-wide educational and leadership development group was its president, Arthur M. Diamond of South Bend, Indiana. In attendance were Toastmasters from all over North America, as well as from most of the nations of the Free World.

Brother Jamie is the twelfth recipient of the Toastmasters International Golden Gavel. Some previous recipients have included such well known men as Walter Cronkite, Lowell Thomas, Greer Garson, Robert Moses and Dr. Ralph C. Smedley, Toastmasters International founder.

Toastmasters International is a non-profit educational organization which has helped more than one million men through its program of communication and leadership training. There are more than 3,500 Toastmasters Clubs in 51 countries and territories. World headquarters for the organization is in Santa Ana, California. Wallace Jamie has held assignments ranging from instructor in English at the Chicago Junior College to Deputy Commissioner of Public Safety at St. Paul, Minnesota, to lecturer on public

relations at UCLA. In 1947 he joined the world-wide organization of Carnation Company, was later assigned as General Personnel Director, and founded Carnation's public relations department in 1954. A former member of TI's Educational Advisory Committee, he is a member of the National Public Relations Committee of the Boy Scouts of America. He is also a member of the public relations committee of United Crusade, director of the Los Angeles Chapter of the American Red Cross, president of the Child Guidance Clinic, a Mental Health Association Board member and past president of the National Vocational Guidance Association of Southern California.

Brother Jamie is a member of Alpha Psi Chapter at the University of Chicago and an alumnus of the University of Chicago, the University of Southern California and Harvard University. He has also studied at Princeton, Cornell, Purdue, Northwestern, Arizona and Stanford. He is currently serving on the faculty of the University of California at Los Angeles, teaching beginning and advanced public relations courses.

#### **M. Lee Bell Joins Central Office Staff**

**M. LEE BELL, JR.**, a recent graduate of the University of Illinois at Urbana has joined The Central Office staff as a Field Secretary.

Born in Decatur, Illinois, he is the son of Mr. and Mrs. Marvin L. Bell of Oakley, Illinois. He attended Cerro Gordo High School and participated in the several high school bands, was a member of numerous student organizations, served on the debate team and graduated with class honors.

While at the University of Illinois he participated in the University band. A James



**M. LEE BELL, JR.**, a member of Upsilon Chapter at the University of Illinois at Urbana was recently named the fraternity's 14th Field Secretary.

Scholar, he was also a member of Phi Eta Sigma, freshman honor society, and a member of the Commerce Council. He was initiated into Delta Sigma Pi on December 7, 1968, by Upsilon Chapter. Lee served as vice president for pledge education, chancellor and president of the chapter, and was voted its most outstanding graduating senior. He was also chosen the chapter's delegate to the 27th Grand Chapter Congress at Mackinac Island, Michigan, and attended the 1970 Central Regional Meeting at Madison, Wisconsin.

The 14th Field Secretary of the fraternity, he joins Lonnie Larsen who was added to the staff last spring. Both Field Secretaries will be traveling throughout the fraternity during the academic year as a part of the fraternity's overall chapter counseling program.

#### **Herbert V. Prochnow is Chicago Rotarian of the Year**

IN RECOGNITION of conspicuous and meritorious service to civic, social, educational and religious activities on local, national and international levels, Brother Herbert V. Prochnow has been proclaimed the Chicago Rotary Club's Man of the Year.

Brother Prochnow was initiated into the fraternity by Psi Chapter at the University of Wisconsin at Madison on February 10, 1923. He rose from Assistant Cashier at the First National Bank of Chicago to President in 1962, and held that position until 1968. He is now Honorary Director of the Bank. He is also secretary of the Federal Advisory Council of the Federal Reserve System. He was president of the International Banking Conference in 1968 and is now consultant and honorary member; was special consultant to the Secretary of State, 1955-57; Deputy Under Secretary of State for Economic Affairs, 1955-56, to name but a few of his positions.

He has been a key figure in Chicago's growth in stature as an international banking center. He is the author of numerous books—serious and humorous. He received the Order of VASA (Sweden) and the Commanders Cross of the Order of Merit of the Federal Republic of Germany, as well as numerous awards in this country. He is a Trustee of the McCormick Theological Seminary and the Chicago Sunday Evening Club. He is also a member of and was president of the Chicago Council on Foreign Relations in 1966-67, and in 1964-65 served as president of the Chicago Association of Commerce and Industry.

He has been a member of the Rotary Club of Chicago since 1938, having served the club as treasurer and director. The Chicago Rotary Club was the first Rotary Club in the world to be established.

## **MERGERS**

Franklin E. Presfield, *Tulsa*, on May 28, 1971, to Carolyn M. Flanagan, at *Tulsa, Okla.*  
Michael P. Kelly, *Eastern Illinois*, on June 19, 1971, to Gloria Lynn Hey, at *Dixon, Illinois.*

## James D. Edwards is named Dean at Minnesota

JAMES D. EDWARDS, a member of Beta Zeta Chapter at Louisiana State University at Baton Rouge, was recently named dean of the School of Business Administration at the University of Minnesota at Minneapolis.

Born at Ellisville, Mississippi, he attended Atlanta High School, Atlanta, Louisiana, and Louisiana State University where he earned the bachelor's degree. He holds the master's degree from the University of Denver and the Ph.D. degree from the University of Texas at Austin. He is also a certified public accountant in Texas and Michigan.



THE NEW DEAN of the School of Business Administration at the University of Minnesota at Minneapolis is Brother James D. Edwards, a member of Beta Zeta Chapter at Louisiana State University at Baton Rouge.

Prior to being named dean at Minnesota he was on the staff of the College of Business at Michigan State University. He first joined the staff there in 1951 as an instructor in accounting. He was later promoted to professor and chairman of the Département of Accounting and Financial Administration. During 1967-68 he was a visiting scholar at Stanford University. In 1961 he was a visiting professor at the Institute Post-Universitario Per Lo Studio Del Organizzazione Aziendale, Torino, Italy.

He was four times appointed a member of the Citizens Committee for the State of Michigan by Governors Williams, Swainson, Romney, and Milliken. He is also currently chairman of the TRIM Committee, and a past vice president of the American Accounting Association; a member of the committee on Long Range Planning, American Accounting Association Committee on Professional Education; Michigan Association of CPA's; member of the National Board of Directors, National Association of Accountants; Advisory Committee on Professional Development, American Institute

of CPA's; and chairman of the CPA Examination Committee. During 1970-71 he was president of the American Accounting Association.

In addition to Delta Sigma Pi, he also is a member of Phi Kappa Phi, Beta Gamma Sigma, Beta Alpha Psi and Omicron Delta Kappa. He holds membership in the American Accounting Association, the National Association of Accountants, American Institute of CPA's, American Management Association, Midwest Economics Association, American Economics Association, the American Finance Association, and numerous others.

He is the author or co-author of 10 books and more than 30 articles in the field of accounting dealing with theory, history, programmed instructions and professional development.

## Union Carbide Names James S. Freeman General Manager of Employee Relations

JAMES S. FREEMAN has been appointed general manager of employee relations for Union Carbide Corporation. Brother Freeman joined Union Carbide in 1949 in the Industrial Relations Department of the corporation's chemicals plant at South Charleston, West Virginia. He continued in this area of Union Carbide's business, at one time serving as manager of industrial relations for three Union Carbide divisions. He became a vice president of the former Chemicals Division in 1966 and of the Chemicals and Plastics Operations Division when it was formed in 1967. He has been director of public relations for the corporation since 1968.

Brother Freeman was initiated into the fraternity by Beta Lambda Chapter at Auburn University, where he received the B.S. degree in 1948.

## Harold R. Nissley Publishes Arbitration Play

HAROLD R. NISSLEY, a member of Alpha Upsilon Chapter at Miami University, Oxford, Ohio, has just had his arbitration play published by the Industrial Management Society. "TV and Radio Workers of America versus the Ohio Electronics Company" has appeared in various parts of North America since 1968. Wherever it has appeared it has attracted record crowds for the sponsoring organization.

The play covers a wide range of factory worker grievances: a fair day's work; allowances; value analysis; Japanese competition; slow down; working conditions; and expert qualifications.

This three-hour play is based on a 23 hour arbitration hearing. And, like the original arbitration, the play is full of surprises and sarcastic humor. The play will appear for the third time at the 35th Annual Clinic of the Industrial Management Society which first sponsored it in 1968.

Brother Nissley has written nearly 100 management and engineering articles since his teaching experience at Miami University during the mid 30's—many of these articles in the field of arbitration. His arbitration experience goes back to 1944 and includes several permanent umpireships.

## Marion W. Sprague Elected President of Funding Systems Corporation

MARION W. SPRAGUE, formerly president of American Express Credit Corporation, has been elected president of Funding Systems Corporation, a leasing and financial services subsidiary of WPNB Corporation. Principal subsidiary of the holding company is Western Pennsylvania National Bank, which is headquartered in Pittsburgh.

Brother Sprague previously had been financial vice president of Uni-Serv Corporation. Prior to joining Uni-Serv, he was vice president and controller of Avis, Inc., and was an audit manager with Arthur Andersen and Company. He holds an undergraduate degree with honors in accounting from Texas Tech University and a Master of Business Administration degree from Northwestern University. He is a CPA in the states of Texas, Oklahoma, and New York, and is a member of the American Institute of Certified Public Accountants, and a director of the Long Island Chapter of the Financial Executives Institute. He is currently chairman of the fraternity's Investments Counseling Committee. He also serves as a member of the boards of directors of Colonial Commercial Corporation and General Computer Systems, Inc., and has been a member of the board of directors of Funding Systems Corporation since 1969.

A native of Parkersburg, West Virginia, Brother Sprague was initiated into Delta Sigma Pi by Beta Upsilon Chapter at Texas Tech.



HAROLD N. NISSLEY, a member of Alpha Upsilon Chapter at Miami University, has just completed the publication of his play, "TV and Radio Workers of America versus the Ohio Electronics Company". The arbitration play was published by the Industrial Management Society and is one of more than 100 management and engineering articles written by Brother Nissley since his teaching experience at Miami during the mid 30's.



NEW DEAN OF THE College of Commerce and Business Administration at the University of Illinois at Urbana is Brother Vernon K. Zimmerman, a member of Upsilon Chapter.

### PITTSBURGH

LAMBDA CHAPTER AND the Pittsburgh Alumni Club held their annual picnic at South Park. The Brothers and children had great fun riding horses and participating in games of baseball and potato sack running. The events were hilarious and the weather was perfect.

The Pittsburgh Alumni Club will make an award of \$100.00 at their Founder's Day Dinner in November 1971 to a worthy student of the Business or Economic School at the University of Pittsburgh. The recipient will be selected by the Alumni Club Executive Committee in conjunction with the proper university personnel. A similar award is expected to be made in 1972 to a student at the Duquesne University School of Business.

Donald L. Kersten has been elected president of the Pittsburgh Alumni Club. Don's magnetic personality and drive ensures the Club a very successful year. From all—our best wishes!

Your correspondent has been informed that Brother George A. Auer, Jr., has been appointed rate engineer for Columbia Gas of Pennsylvania, Inc., and five other companies in the Columbia System. Best wishes, George.

Brother Sandy Weintraub has also stepped into a new position as Director of the Western Pennsylvania Chapter of the National Cystic Fibrosis Research Foundation. No better man than Brother Sandy could fill this worthy post, with his tremendous dedication and drive.

Brother Michael Harvey has also made an important advance to Plant Manager for Seal-test Foods. Congratulations!

On September 17, Brother Chuck Franz will take a long-awaited trip to Italy, Greece, and the Near East. He will fly to Venice and thence board the cruise ship S.S. Carina, bound for Athens, Crete, Egypt, Rhodes, Corfu, and Dubrovnik, Yugoslavia. Oh, joy!—CHUCK FRANZ

### Vernon K. Zimmerman is Named Dean at the University of Illinois

DR. VERNON K. ZIMMERMAN, a member of Upsilon Chapter at the University of Illinois at Urbana, has been named dean of the College of Commerce and Business Administration at the University of Illinois at Urbana.

Born in Groveland, Illinois, he attended the University of Illinois at Urbana where he received the B.S., M.S. and Ph. D. degrees in accounting. He began his teaching experience as a teacher and research assistant in 1949 and was promoted to professor of accountancy in 1961. During the academic year 1960-61 he was a Fulbright Professor of Accounting and Business Administration at the Graduate School of Business in Vienna, Austria, lecturing in German.

His administrative experience includes being named associate dean of the College of Commerce and Business Administration and Acting Dean from September 1967 to June 1968. He has also been associate director and director of the Center for International Education and Research in Accounting at the University of Illinois; associate director of the office of International Programs and Studies and campus coordinator of the Tunisian Business Education Contract, University of Tunis. He has been acting dean of the College of Commerce and Business Administration since February 1, 1971.

Brother Zimmerman is a member of the American Accounting Association, American Institute of Certified Public Accountants, Midwest Economic Association, Beta Gamma Sigma, Beta Alpha Psi and Acacia Fraternities.

He has a long list of articles in various U. S. and foreign publications.

### BUFFALO

FOLLOWING A VERY successful "reincarnation" dinner on June 8, 1971, the Buffalo Alumni Club of Delta Sigma Pi once again became a living, breathing reality on August 1, 1971. Highlights of the dinner included attendance of Franklin A. Tober, a past Grand President of the Fraternity, and several Charter Members of Alpha Kappa Chapter.

Robert M. Drewniak presided over the meeting that followed the dinner and was later elected president of the Alumni Club. Other elected officers for the 1971-72 year are: Edward J. D. Zobrest, first vice president; Robert P. Cornwell, second vice president; Gary E. Smith, treasurer; and Richard H. McKee, secretary. Response from those Brothers personally contacted has been excellent; over 300 additional contacts have been made, and response from these is also expected to be good. Any interested Brothers living in the Buffalo area, especially those from chapters other than Alpha Kappa Chapter, are urged to contact one of the officers. Telephone numbers can be obtained from the Buffalo directory.

Planned activities for members of the Alumni Club for the Fall include: Alumni Family

Picnic, Sunday, September 12; Montecarlo/Mardi Gras, Saturday, October 23; and Alpha Kappa Chapter's Initiation Dinner Dance, Saturday, December 4, 1971.

We hope all our Brothers around the country will wish us luck during our maturation period. Judging from the interest shown so far, we expect to be strong and solidly entrenched before another year has passed.—RICHARD H. MCKEE

### PHOENIX

THE THUNDERBIRD ALUMNI Club participated in a combined river float with the Gamma Omega Chapter at Arizona State University on July 18, 1971. A good time was had by all with expectations for similar combined activities during the academic year. The Alumni plan to lend assistance in making our 20th annual celebration of Founder's Day at Gamma Omega Chapter an unforgettable event.

The Phoenix Alumni program is well underway with the purchase of block seating at all Arizona State University home football games and professional speakers from local banks and businesses. We are currently establishing an alumni-sponsored scholarship program in addition to our two-year-old Bruce Hoffman Memorial Fund.

Future plans call for an F.B.I. speaker at our monthly dinner on September 2, 1971, a Las Vegas party, and a Founders' Day luncheon, barbecue, and dinner.

If you are in the Phoenix area, stop in for the action.—JEFFREY GADD



J. RANDALL CARROLL, Georgia Tech, has been named commercial officer at the Trust Company of Georgia in Atlanta.



## Fraternity Mourns Death of Past Grand President John L. McKewen

THE ENTIRE fraternity mourns the death of Past Grand President John L. McKewen. Death came on July 27, at the Edgewood Nursing Home in Baltimore, Maryland, following an illness of six months.



Born in Baltimore on January 1, 1899, Brother McKewen attended St. Andrews Parochial School and the University of Mary-

land, both in Baltimore. He was initiated into Delta Sigma Pi on April 14, 1923, by Chi Chapter, which at that time was located at the University of Maryland and later transferred to Johns Hopkins University when the Maryland School of Commerce was moved to College Park from Baltimore. From 1938 to 1954 he taught accounting at Johns Hopkins University. A veteran of World War I, he served in the 29th Division of the Maryland National Guard.

In 1929 he started his own firm of Irving and McKewen which merged in 1962 with Peat, Marwick, Mitchell and Company following his retirement. He was a past president of the Maryland Association of Certified Public Accountants and the Maryland Chapter of the National Association of Accountants.

Long active in civic and fraternal groups, he was a member of the board of St. Agnes Hospital, the Baltimore Chapter of the American Association of Retired Persons and the Mont-faucon Post of the American Legion. He was also a member of the Hibernian Society, the Friendly Sons of St. Patrick, the St. Vincent de Paul Society, the Safety First Club of Maryland, the Advertising Club, the University of Maryland Alumni Association, the Knights of Columbus, the Order of Alhambra and numerous others.

Brother McKewen was the twelfth Grand President of the Fraternity. He was first elected Grand President at the Thirteenth Grand Chapter Congress in Philadelphia, Pennsylvania, in September 1939. He served in this capacity until 1945. He remained an active member of the fraternity until his death. He and his wife Marie rarely missed attending a Grand Chapter Congress and were well known by thousands of Deltasigs. It may truly be said of Brother John Leo McKewen, "the world is better because he dwelt upon it".

## Rodger D. Collons is named dean at Drexel University

DR. RODGER D. COLLONS, a member of Kappa Chapter at Georgia State University, became dean of the College of Business Administration at Drexel University in Philadelphia on July 1, 1971.

Born in Glen, Nebraska, Brother Collons received the B.S.C.E. degree from the University of Texas at El Paso and the J. D. degree from George Washington University. He earned both the M.B.A. and D.B.A. degrees from Georgia State University, with major emphasis on management.

Rodger was formerly the Director of Administrative Sciences at West Virginia University-Kanawha Valley Graduate Center. Prior to that he had been chairman of the Division of Business and Economics at Columbus College, Columbus, Georgia. He has also had teaching and administrative experience at Georgia Southern College and Georgia State University. His additional experience includes membership of the Georgia and Virginia Bars, a licensed Patent Attorney, and as both a corporate Patent Attorney and a U. S. Patent Examiner.

A principal organizer of the American Institute for Decision Sciences Brother Collons is presently on the Board of Directors, secretary, and the nominee for President-elect of this growing Institute.

Mr. Joseph F. Ford who has been serving as acting dean at Drexel during the past year will continue in the position of Associate Dean of the College of Business Administration.



RODGER D. COLLONS, former chairman of the Division of Business at Columbus College, Columbus, Georgia, and a member of Kappa Chapter at Georgia State University has been named dean of the College of Business Administration at Drexel University.

### CHICAGO

THE CHICAGO ALUMNI CLUB inaugurated the current season at the 28th Grand Chapter Congress in the Pocono Mountains. The weather, by Chicago standards, was terrific and all brothers and their families had a grand time. Our traditional cocktail party in honor of the Grand Council was a huge success. Especially gratifying was the election of Brother Tom Mocella to the office of Grand President of our fraternity. He is most deserving of this honor and we all know he will do a most outstanding job. The club also won the Attendance Trophy at the convention.

On Tuesday, September 14, "Round-Up Night" was held at the Beta Chapter House, offering fellowship and charcoal broiled steaks. We were pleased to welcome several new members into the club, including another Mocella—John. Special mention for their efforts goes to Ed O'Neil, Vice President of Activities; Tony Fernandez, our golf pro and head chef of the evening; Lew Whitehead,

Tony's No. 1 assistant; and John Pajkos, auctioneer.

October 12 was a professional night held in the Executive Suite of the Blackhawk Restaurant. The theme was Graphology and how it reveals your executive traits, hidden personality traits, and your innate abilities in handling others and getting along with them. Mr. Walter Ketel, president of Hallmark Personnel, Inc., was our guest speaker and Mr. Ted Franks (management consulting) was the associate speaker.

Our calendar for the balance of the 1971-72 year is Founders' Day Banquet, November 9; Wine Tasting Party, January 11; Dinner-Theatre Party, February 12; Past Presidents' Night, March 14; Undergraduate Night, April 11; Fiesta Party, May 13; and Golf Outing, Banquet, and election of Officers, June 8.

The welcoming hand of brotherhood is extended to all Deltasigs in the Chicago Metropolitan Area. Contact us at 42 East Cedar Street, Chicago, Illinois 60611.—DON F. HOLEM

# Third Annual Educational Foundation Grant Received by Jane Owens

THE THIRD ANNUAL Delta Sigma Pi Educational Foundation Scholarship was awarded to Miss Jane Owens, a recent graduate of Wayne High School, Wayne, Nebraska. Miss Owens is the daughter of Dr. and Mrs. Orvid J. Owens. Brother Owens is the dean of the School of Business and Behavioral Sciences at Wayne State College.

The Educational Foundation Scholarship is awarded annually to an outstanding high school graduate. The recipient must be a son, daughter, grandson or granddaughter of a member of the fraternity to be eligible for this award. The final selection of the award is made by the National Merit Scholarship Corporation. The candidate must score high

on the National Merit Scholarship Test, plan to follow a course of study in business and attend a college or university where there is a chapter of Delta Sigma Pi. Miss Owens has been selected for the University of Nebraska Honors Program and will attend the Lincoln campus.

She was quite active in high school organizations. Among these she was editor of the events section of the annual staff, a member of the school magazine staff, president of the German Club, parliamentarian of the Future Homemakers of America, vice president of the senior class, and a member of Thespians, the pep club, band, chorus and orchestra.

She was an honor roll student during all four years of high school, a member of the Nebraska All-State Orchestra, recipient of a music camp scholarship at the University of Kansas and an alternate winner for the University of Nebraska Regents Scholarship. She was also valedictorian of her class, graduating first out of a graduating class of 91.

Applications are now being accepted for the award to be made in 1972. If you know of an outstanding high school student who will graduate next spring who is interested in being considered for this award please have him or her complete the application below.



JANE OWENS, daughter of Brother and Mrs. Orvid J. Owens, Wayne, Nebraska, has been named to receive the Delta Sigma Pi Educational Foundation's Third Annual undergraduate scholarship.

## DELTA SIGMA PI EDUCATIONAL FOUNDATION SCHOLARSHIP PROGRAM

For sons, daughters, grandsons or granddaughters of the International Fraternity of Delta Sigma Pi. To be completed and returned on or before December 15, 1971 to:

M. John Marko  
Delta Sigma Pi Educational Foundation  
1341 North Avenue  
Elizabeth, New Jersey 07208

Please enter me in the DELTA PI EDUCATIONAL FOUNDATION SCHOLARSHIP PROGRAM for  1972  1973

I am the  son  grandson

daughter  granddaughter of a member of Delta Sigma Pi, and I expect

to complete high school in  1972  1973 and enter college in  1972  1973.

I took the National Merit Scholarship Qualifying Test in February, 1971;  I will take this test in February 1972. I understand that my scores on this examination will be used to evaluate my candidacy in the Delta Sigma Pi Educational Foundation Scholarship Program.

PLEASE PRINT

(Name of Student) (Street Address) (City, State, Zip Code)

(Name of Present School) (Street Address) (City, State, Zip Code)

(Name of Parent or Grandparent Member of Delta Sigma Pi)

(Chapter Affiliation)

I have applied

for admission to the following colleges or universities:

I intend to apply

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

I plan to pursue a course of study leading to a Bachelor's Degree in \_\_\_\_\_

I understand that: 1) the decisions of the National Merit Scholarship Corporation of Evanston, Illinois, will be final in the selection of scholarship winners and in the determination of student stipends, based on individual need, which accompany the scholarships; and that 2) winners of Delta Sigma Pi Educational Foundation Scholarship Program may accept up to a total of \$1,000 in other awards over the four scholarship years without affecting the stipend. Winners may accept additional scholarship awards beyond this amount with the understanding that if they do, their Delta Sigma Pi Educational Foundation Scholarship stipend will be reduced accordingly. However, no Delta Sigma Pi Educational Foundation award payment will be reduced to a point lower than the minimum stipend of \$500 per year. Students whose computed need is greater than the Delta Sigma Pi Educational Foundation Scholarship maximum of \$1,500 per year will be permitted to accept additional funds equal to the amount their need exceeds \$1,500. In all cases of other awards, the National Merit Scholarship Corporation should be notified.

(Signature of Student)

(Signature of parent or grandparent)



SOUTHWESTERN REGIONAL Director Charles Foote appears to be assisting the members during registration at the Grand Chapter Congress. The members from left to right are Richard Hoy, *St. Joseph's*; Steve Townsend, Frank Busch and Gerald Steele, *Louisiana Tech*; Foote; Jane Garcia and Timothy G. Spackey, *Indiana Northwest*.

*Continued from page 4*

Large. The members of the Golden Council and their wives were then introduced, after which Grand President Armstrong invited each member attending the Grand Chapter Congress to stand. He then invited each member attending a Grand Chapter Congress two or more times to remain standing. He continued until Past Grand President and Grand Secretary Treasurer Emeritus H. G. Wright was the only member standing. He received a standing ovation for attending 23 Grand Chapter Congresses.

A surprise guest, the Honorable Milton Shapp, governor of the Commonwealth of Pennsylvania, was then introduced.

Brother A. Wright Elliott was then introduced and delivered his address. The entire address is contained in a separate article.

In recognition of his outstanding service to the fraternity in numerous capacities, including two terms as Grand President, Past Grand President M. John Marko was presented with a special certificate of appreciation by Executive Director Farrar. Another special presentation was the Undergraduate of the Year 1971 award which was presented to Robert E. Matthews by Past Grand President M. John Marko.

Concluding the program for the banquet was the traditional drawing for the diamond badge for men, the pearl badge for ladies and a prize for children. Assisting Executive Director Farrar with the drawings were Alice Sehm Colwell, wife of the late Grand President Walter C. Sehm, Barbara Merrick, wife of the late William R. Merrick, director



PAST GRAND PRESIDENT M. John Marko is shown here presenting the Undergraduate of the Year award to Robert E. Matthews during the 28th Grand Chapter Congress banquet. Looking on is Grand President Armstrong and Executive Director Farrar.



MARY HARDING, wife of South Central Regional Director Leon Harding and Field Secretary Lee Bell handle the initial phase of the registration at the Grand Chapter Congress. From left to right are two unidentified ladies, David B. Schechtman, Frank J. Seurkamp and James A. Hanlon.

of the Southwestern Region, and Grand Secretary Treasurer Emeritus H. G. Wright. Winner of the diamond badge was Rudolph Tarabek, a member of the Pittsburgh Alumni Club. Betty Feltham, wife of Past Grand President J. Harry Feltham, won the pearl badge for ladies and Laurie Busse, daughter of Past Grand President Robert G. Busse, was the winner of the prize for children.

Following an early morning buffet breakfast the members assembled in the convention hall for the final business session. The first order of business was the election of the Grand President. Candidates LaVerne A. Cox and Thomas M. Mocella were requested to leave the auditorium while the voting took place. The candidates were then invited to return as Grand President Armstrong announced that Thomas M. Mocella had been elected the 24th Grand President. Named to escort him to the stage were all past grand presidents in attendance. Voting for the Director of Alumni Activities followed. William W. Tatum, a member of Gamma Tau Chapter at the University of Southern Mississippi and the Sacramento Alumni Club defeated Edward H. Langer and Herbert W. Finney. It was then announced that Harold L. Cannon had been elected director of the Eastern Region; H. Melvin Brown, director of the Mideastern Region; George E. Ragland, director of the Southeastern Region; Andrew T. Fogarty, director of the East Central Region; Kenneth L. Vadovsky, director of the Central Region; Walter D. Nelson, director of the Midwestern Region, and John A. Fincher, director of



A SPECIAL GUEST at the 28th Grand Chapter Congress was the Honorable Milton Shapp, governor of the Commonwealth of Pennsylvania, shown here addressing members and guests of the fraternity. From left to right seated are Warren E. Armstrong, and Charles L. Farrar.

the Southwestern Region. The newly elected officers, along with other members of the Grand Council previously elected, were then sworn into office by Past Grand President M. John Marko. Grand President Thomas M. Mocella then announced the appointment of Director of Education for Business Timothy D. Gover. A brief description of each officer is contained in a separate article.

Having transacted all official business, the 28th Grand Chapter Congress was adjourned for the farewell luncheon which followed.

During the luncheon members of the new Grand Council were introduced by Grand President Thomas M. Mocella.



EXECUTIVE DIRECTOR Charles Farrar consults with the ladies of the Pink Poodle organization regarding their program during the Grand Chapter Congress. He is speaking to Mary Harding while Lois Mocella, president of the ladies' organization, listens intently.



WIDELY KNOWN throughout the fraternity are two members of The Central Office staff who attended the Grand Chapter Congress at Pocono Manor, Pennsylvania. They are from left to right, Mrs. Elizabeth R. Sheard and Mrs. Jane Nelson. Seated with them is Mrs. Florence Dugan.

Tony Fernandez, chairman of the golf tournament, presented the first place prize to Lee H. Sievers. Other members receiving prizes were Robert G. Busse, Rocco Domino, Don Kottner, Bruno Lawson, Jerry Moriarty and Richard Ross. Prizes were also presented to Stephen Benvenuto and Robert Stipsak, who finished first and second in the shuffleboard tournament, by Robert Howe, chairman of the tournament. Harry McMahon, chairman of the table tennis tournament, presented first and second place prizes to Patrick M. Handlos and H. Nicholas Windeshausen.

Certificates of appreciation for service were presented to retiring members of the Grand Council. Past Grand President Warren E. Armstrong then received a diamond badge, traditionally presented to the immediate Past Grand President prior to the close of the Grand Chapter Congress.

The Alumni Club attendance award

was presented by Director of Alumni Activities William Tatum to the Chicago Alumni Club which had the most members from the greatest distance. Accepting the award was John E. Pajkos. Executive Director Farrar presented the undergraduate chapter attendance award to Zeta Kappa Chapter at Western State College (erroneously presented at the time to Epsilon Phi Chapter at Sacramento State College).

The 28th Grand Chapter Congress at Pocono Manor, Pennsylvania, officially closed with the singing of the "Rose of Deltasig". The 29th Grand Chapter Congress has been scheduled to be held at Wentworth by the Sea, Portsmouth, New Hampshire, in August 1973.

# SHAPING THE FUTURE in Business Education Relations

by H. I. Romnes, Chairman of the Board  
American Telephone and Telegraph Company

*This is the text of an address before the Industrial Conference Board on April 14, 1971. The article is printed with the special permission of Mr. Romnes and the Conference Board.*

FOR NEARLY A QUARTER-century to my knowledge we have heard predictions of a revolution in education—a revolution that has yet to come. This revolution, according to its prophets, would banish the blackboard and abolish the classroom. In their stead it would bring to the task of teaching the combined technologies of communications and the computer, vastly expanding the reach of education and enriching its materials of instruction.

As it has turned out, this has been a most reluctant revolution.

To be sure, we occasionally hear or read of a class of awesomely sophisticated ten-year-olds who are on intimate terms with a computer that may be a hundred miles or more from their schoolroom but that nonetheless knows each of them by his first name and regularly commends or gently chides each according to his progress. But most students still derive their instruction from "live" instructors in classrooms perhaps more architecturally imposing but essentially the same as those that you and I attended.

Revolution? Well, it just hasn't happened.

Partially, I suppose, we can ascribe this to the innate conservatism of educators. (As a businessman I have been waiting for a long time for the opportunity to say that.) But more seriously—and I say this at the risk of the displeasure of my own marketing people—if technology has not revolutionized education at the pace predicted by some of its more zealous prophets, perhaps it's just as well. Perhaps this is an area in which we ought to go slow. Better than I could state it, the caution I have in mind was expressed by Dr. Sterling McMurrin at a recent Education Market Workshop the Bell companies held out in Denver. "In our determination to bring the benefits of technology to education," Dr. McMurrin said, "we cannot ignore the possible depersonalization of instruction, the breakdown of the human rela-

tionships which, ideally at least, have traditionally characterized the schoolroom. . . . The means of instruction will inevitably influence the shape of both the ends and substance of education, but the ends of education, the purposes for which we establish and maintain our schools, must be continually defined and redefined on the basis of genuinely humane considerations."

It is this need—to define and redefine the aims of education in the context of human needs—that seems to me to provide a new communications opportunity in business-education relations. Surely the costs of education are too dear, its shortcomings too stark for us to risk neglect of technology's potential contribution to its improvement. It seems to me that businessmen and educators, teachers and technologists must meet on a common ground of concern, not alone with the *tools* of education but its *ends* as well.

And there is more at stake in our doing so than the development of pedagogical hardware. The basic vitality of the enterprises we represent may be at stake. I know mine is.

Among big city employers, we in the Bell System are not alone in finding a disturbingly high proportion of the young people who come to us for employment ill-equipped by education and background to meet the standards that high quality service to the public demands. And we are not alone in confronting the need for costly remedial efforts to overcome these inadequacies.

Like other employers, we are finding it increasingly necessary to add to our curricula, training courses in the rudiments of reading, writing and arithmetic—fundamentals that we have heretofore looked to the public schools to teach but which—for a tragically high proportion of our young people—they don't.

Why? It is in pursuit of the answer to that question that I see another communications opportunity in business-education relations. It is born out of a desperate necessity on the part of the community and a very real need on the part of business.

In our business we have made some admittedly hesitant, admittedly tentative steps toward meeting that need by



SHOWN HERE IS a number of Past Grand Presidents assembled with Founder Harold V. Jacobs during a luncheon given in his honor during the 28th Grand Chapter Congress. Shown from left to right are H. G. Wright, Warren E. Armstrong, Homer T. Brewer, J. Harry Feltham, Kenneth B. White and Joe M. Hefner.



SHOWN HERE IS ANOTHER view of the head table during the 28th Grand Chapter Congress at Pocono Manor Inn. From left to right are Lee Bell, Lee Hamilton, H. Melvin and Ruth Brown, Harold Cannon and LaVerne A. Cox.

doing what we can to strengthen the school system in the cities where we operate.

But these efforts are at best a stopgap, surely inadequate in the face of the massive educational problems confronting our country. What they have taught us, though, is that what is most urgently needed in most of our big city communities—and our smaller ones for that matter—is improved communication among the all-too-often contending groups with a stake in public education—students, parents, teachers, school administrators, neighborhood and minority group leaders, employers. Needed is a new consensus on what we as citizens expect of our schools, how those expectations are to be accomplished and what measures of success we ought to apply. This consensus does not now exist. Business can—and in my opinion should—make a contribution to its improvement.

There is one final opportunity for business-education communications that Dr. Meyerson's stopwatch permits me to suggest only cryptically.

For too long, I feel, businessmen have been disposed to see educators as merely spectators of society, overly given to moralistic judgments while unburdened by the necessity of facing the consequences of moral decisions. But surely it would take an uncommonly stubborn businessman to deny that educators today—in their confrontations with the young—are developing an experience of an aspect of the "real world" that we in



DISTRICT DIRECTOR Rocco A. Domino appears to be well pleased with the golf bag which he won during the golf tournament at the Grand Chapter Congress.



CAPTURED IN THIS scene is Past Grand President Armstrong as he introduces newly elected Grand President Thomas M. Mocella being escorted to the rostrum by Past Grand President M. John Marko.

business can hardly claim to know very much about—yet. What is more, there is hardly a business of any size today that does not turn to the world of education to help in the development of its human resources and for insights about the future direction of the world around us.

Over the past several years, events have vastly expanded the businessman's sense of what is—to use today's word—relevant to the aims of business. What is relevant to today's businessman encompasses virtually the entire spectrum of society's main concerns: the depletion of our resources, the destruction of our environment, the decay of our cities and the hope that somehow we can muster the will and the resources to master each of these enormous problems and fulfill our country's promise for all her people.

These vast stakes we in business and those of you from the world of education hold in common. There was a time when business *knew* that the main thing needed to be done to fix the colleges in this country was to get them to teach the *right* economics. Business leadership today—and educational leadership, too—calls for the candor and the courage to admit what we *don't* know. And it calls for a recognition that in the search for right answers we have much to learn from each other. It is because this conference appeared to me to afford just such a "communications opportunity" that I have looked forward to taking part in it.

# CORNERSTONE OF SUCCESS: THE CHAPTER FUND RAISING PROJECT

CHARLES R. BRIX, PRESIDENT

*Gamma Eta Chapter, University of Nebraska at Omaha*

ATTAINING 100,000 points in the Chapter Efficiency Index is but one of the measures of success for a chapter of Delta Sigma Pi. Maintaining a position of respect and influence in the College of Business Administration, establishing rapport with the local business community, and assisting fellow business students are among the others to be counted.

One of the underlying factors in the success of a chapter can be the fund raising project. Aside from the experience to be gained by the brothers in planning, organizing, and completing the project, many other benefits will be realized throughout the year as a direct result of the revenues received. Well organized and diligently followed to its successful financial conclusion, a single project at the beginning of the academic year can be the turning point in the life of the chapter. One of the immediate advantages is the freedom enjoyed by the Executive Committee in preparing the chapter calendar. Rather than contending with the necessity of scheduling activities dependent upon a series of contingent fund raising events, the professional and social programs can be confidently extended into areas previously unattainable.

Gamma Eta Chapter at the University of Nebraska at Omaha can count many of the previously mentioned measures of success among its own. Included in the elements responsible is the "Discover Omaha" fund raising project. Gamma Eta Chapter will return to campus this fall with the fourth in its series of coupon books. Each year has seen improvement in the quality of the booklet, increasing sales and profits, and a resulting expansion of the chapter activities. Gamma Eta Chapter was featured in "The Professional Spotlight" in the May 1971 issue of The DELTASIG as we presented the university with a \$1000.00 addition to the Delta Sigma Pi Wayne M. Higley Scholarship Fund, named in honor of our chapter advisor. This scholarship now totals \$3100.00

and was entirely funded through our yearly project. In addition to the assistance given a deserving student of business, it is a continuing means of enhancing the name of Delta Sigma Pi to the administration, faculty and students of the university.

Our chartered professional tour to another midwestern city during each semester break and a well-rounded social program are but two of the more salient benefits directly attributable to our fund raising project.

The project will be described in the manner in which it is accomplished at Gamma Eta Chapter. Variations may be deemed necessary by the individual chapter in accordance with local circumstances.

"Discover Omaha" is a 2 1/2 by 4 1/2 inch booklet of coupons enabling the purchaser to redeem the individual coupons with various local merchants. Each coupon entitles the owner to discounts on food, merchandise, or service. Examples include: two pizzas for the price of one, two theater tickets for the price of one, two pitchers of beer for the price of one, or 10 to 20 per cent off the purchase price of clothing, records, formal wear rental, sporting goods, etc.

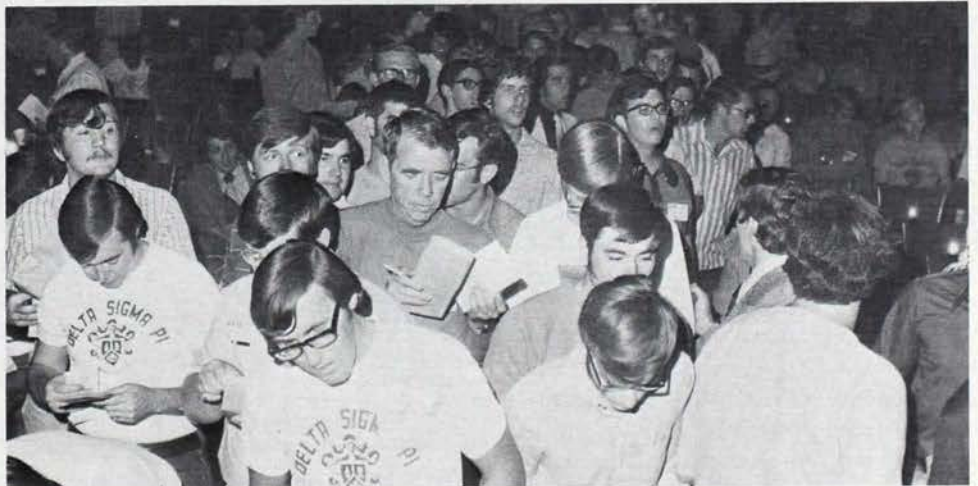
Each year we have maintained a minimum of 25 coupons in the book. If all

coupons are redeemed, the booklet will save the purchaser at least \$75.00. With a selling price of \$1.00, the booklet enjoys a very receptive market on campus. Since each coupon is valued at a minimum of \$1.00, the redemption of just one coupon repays the purchase price.

"Discover Omaha '70" returned \$2200 net to the chapter treasury, while costs were limited to less than \$300. This amounts to a 700 per cent return on the investment over a period of four months.

The project chairman is an appointee of the president. A committee of three to six brothers is appointed to assist him. The following is a partial list of the duties and responsibilities of this committee:

1. outline a timetable and scheduled date of completion
2. author a standard legal contract
3. compile a list of businesses that students are prone to patronize
4. approach business owners and managers and "Sell" them on the advantages of being included in the booklet
5. design an attractive cover
6. solicit bids from reliable printers
7. arrange for construction of



THE MORE THAN 300 delegates attending the Pocono Derby during the 28th Grand Chapter Congress appear to be concentrating on the horse on which they will place their wager.



SHOWN HERE IS a part of the head table at the 28th Grand Chapter Congress banquet. From left to right on the lower level are William E. and Joan Wilson, H. Nicholas Windeshausen and Leonard L. Larsen. On the upper level is R. Nelson Mitchell, M. John Marko, Lois and Thomas M. Mocella, Charles P. Foote and Robert E. Matthews.

- the booklet after printing
8. organize and conduct a comprehensive advertising campaign
9. control the distribution of the booklets and the collection of the proceeds
10. conduct an aggressive sales campaign

The selection of a competent, dedicated chairman and committee cannot be overemphasized. The completion of a marketable, sought-after product rests entirely with them. The committee begins to function immediately at the close of the spring semester. The compilation of a sufficient number of worthwhile contracts cannot be completed in a matter of weeks. Some contracts require a number of return visits and not all prospects will participate. Allowances must be made for delays in printing and the construction of the booklet.

After printing and cutting of the coupons is completed, the brothers of Gamma Eta Chapter hold a stapling party where the booklets are constructed. This activity climaxes a summer of preparation and just precedes the beginning of the fall semester.

Our sales campaign begins with the opening of school and continues through November. An effective advertising campaign includes posters in all university buildings, ads purchased in the school newspaper, a sales booth in the student center, and intensive personal selling. Posters and ads are of the same design

as the booklet cover, providing instant recognition.

Sales can be further stimulated through competition between members and pledges, the group selling the most booklets (on a per-man basis) enjoying a keg of beer supplied by the losers.

Not measurable in monetary terms is the experience gained by each member of the chapter through his participation in the project. All facets of business activity are involved: management, marketing, finance, and accounting. In addition, the chapter learns to function as a team, they observe their efforts come to fruition, and they participate in the rewards that accrue.



SHOWN HERE IS another view of the head table during the 28th Grand Chapter Congress banquet. On the lower level from left to right are LaVerne A. Cox, Leon and Mary Harding and H. G. Wright. On the upper level from left to right are Rosemary Fogarty, Ben H. Wolfenberger, Jane Elliott, Mildred Armstrong and A. Wright Elliott.

Continued from page 8

Representing the Southwestern Region in the finals was Monroe P. Dierschke, Jr., a member of Eta Theta Chapter at Angelo State University. A native of San Angelo, he attended Wall High School, Wall, Texas.

Majoring in accounting, he was active in the Student Association and was elected a member of Phi Eta Sigma. He was initiated into Delta Sigma Pi as a sophomore in 1969.

## PERSONAL MENTION

Andrew F. DeMeyer, *Tampa*, a navigator with a unit of the Pacific Air Forces, is now stationed at Ubon Royal Thai AFB, Thailand.

Jonathan R. Moyer, Jr., *Pennsylvania State*, has graduated with honors at Keesler AFB, Miss., and is now assigned to Chanute AFB, Ill.

Edward G. Schwebel, Jr., *Wisconsin*, has been awarded silver wings upon graduation from navigator training at Mather AFB, Calif. and is now assigned to George AFB, Calif.

Robert L. Levison, Jr., *Georgia*, has been decorated with the Joint Service Commendation Medal at Scott AFB, Ill., for his meritorious service with the Military Traffic Management and Terminal Service.

Thomas A. Scully, *Manhattan*, has been promoted to 1st Lt. in the Air Force and is now stationed at Ellsworth AFB, S. D.

Lawrence C. Lester, *Chico State*, has been promoted to sergeant and is now stationed at Ent AFB, Colo.

James F. Yawn II, *Columbus*, now stationed at Goodfellow AFB, Tex., has been promoted to airman first class.

M. Richard Edmunds, *Pittsburgh*, has been named director of admissions at Duff's Business Institute of Pittsburgh.

Robert A. Blair, *Pittsburgh*, has been promoted to Superintendent, Labor Relations and Personnel with the P & L E Railroad.



# School of Business at San Jose State occupies NEW BUILDING



DAVID TENCA, president of Theta Chi Chapter at San Jose State College, appears to be giving directions to Western Regional Director R. Nelson Mitchell during the installation ceremonies.

Bernard Michalek, *Pittsburgh*, was recently awarded the MBA degree from the University of Pittsburgh.

Calvin S. Soeda, *Michigan State*, has graduated from the Air University's Squadron Office School at Maxwell AFB and is now assigned to Keesler AFB.

Clarence W. Cole, *Texas-Austin*, has been assigned to the USAF Auditor General's staff in Washington, D. C., following graduation from the Air University's Squadron Officer School at Maxwell AFB.

Past Grand President Kenneth B. White, *Boston*, announces the formation of a partnership to conduct a general accounting and tax practice under the firm name of White and McGinty.

James C. Dumville, *Georgetown*, a weapons controller with the Aerospace Defense Command, has been assigned to Tyndall AFB, Fla.

Robert T. Gibson, *Rutgers-Beta Omicron*, upon graduation from the Air University's Squadron Officer School at Maxwell AFB has been assigned to Hancock Field, N. Y.

Jack R. Runkle, *Miami-Ohio*, has been decorated with his second award of the USAF Commendation Medal at Tan Son Nhut AB, Vietnam.

Robert C. Hearnden, *Tampa*, has joined Eli Lilly and Company as a salesman in Newark, New Jersey.

Michael R. Sandoval, *New Mexico*, has been appointed Secretary-Director of the Western American Life Insurance Company, in Albuquerque, New Mexico.

John J. Bogdansky, *Northwestern-Chicago*, President of Tamite Industries, Inc., manufacturers of custom formulated vinyl plastisols and related materials, has been elected Chairman of the Board of Tamite which is located in Miami, Florida. Brother Bogdansky has been in the field of plastics 10 years and was one of the founders of Tamite more than two years ago.

J. Randall Carroll, *Georgia Tech*, was recently elected commercial officer at Trust Company of Georgia, Atlanta, Georgia. Brother Carroll is a Life Member of Delta Sigma Pi, a member of the Atlanta Georgia Tech Club, and serves as a member of the

*Continued on page 31*

THE SCHOOL OF BUSINESS at San Jose State College will occupy this Fall a new building. The building was started on July 7, 1969, and was accepted by the State of California on August 16, 1971.

The business classroom and office tower represents about a \$4,300,000 budget with the exception of the equipment which was budgeted for \$310,000. The landscaping represents another \$134,000. There are 127,900 square feet of gross space in the buildings of which 76,872 square feet is assignable.

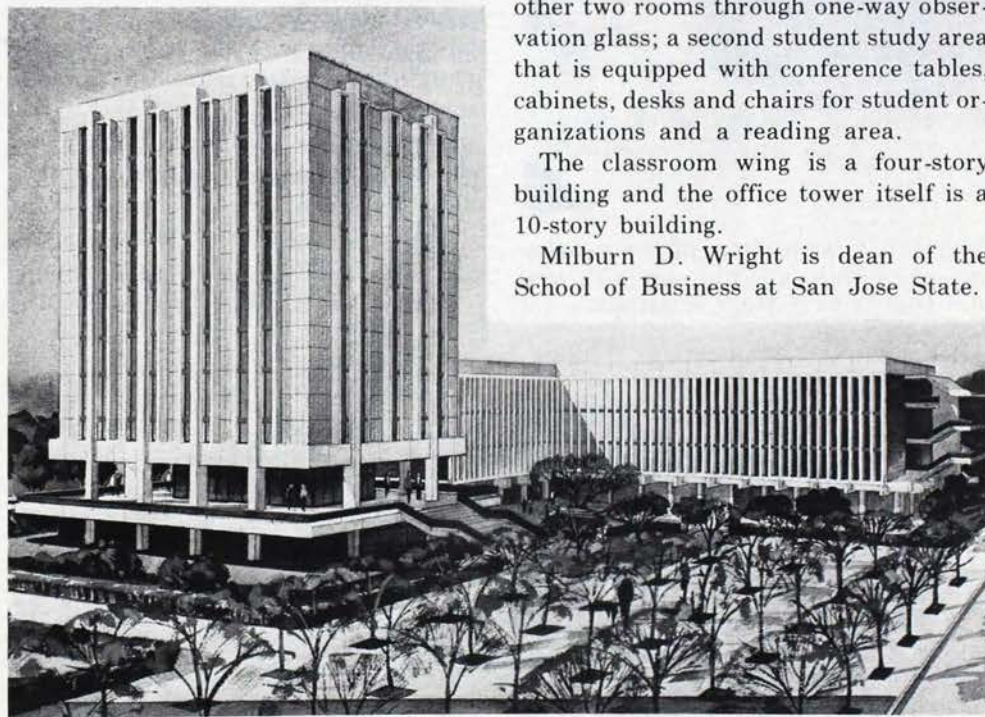
The School will have 2,292 FTE in the building during the fall of 1971 which includes both lecture and laboratory facilities. An additional 1,013 FTE will be added in the fall of 1972; this being primarily for lecture purposes. There are 29 lecture rooms, eight seminar rooms and nine laboratories for a total of 46 classrooms in the building. There are 84 one-man offices and 30 two-man offices in the office tower in addition to seven three-man offices which will be included

as part of the seven departmental office suites which will include the Dean's conference room, offices for two associate deans, a reception and secretarial area and a work room. In addition to the Dean's conference room, there will be two additional conference rooms in the office tower.

Interesting features of the new building include a large study for students where they may work when they are not in need of library materials; a 100-station raised floor counter-type seating with fully equipped audio visual facilities; a 50-station horseshoe counter-type case study room with the appropriate audio visual facilities; a data processing room with program stalls for time sharing facilities and a work area; a faculty lounge appropriately furnished; a complex of three rooms for use in courses in the behavioral area with the center room being a document, tape and records rooms which also will be used for observation of activities in the other two rooms through one-way observation glass; a second student study area that is equipped with conference tables, cabinets, desks and chairs for student organizations and a reading area.

The classroom wing is a four-story building and the office tower itself is a 10-story building.

Milburn D. Wright is dean of the School of Business at San Jose State.



PICTURED HERE is an architect's drawing of the new School of Business building at San Jose State College. The 10 story tower contains the faculty offices while the four story portion contains the classrooms. The School of Business at San Jose State is the home of Theta Chi Chapter.

# THE VILLAIN THEORY

by A. Wright Elliott, Senior Vice President  
National Association of Manufacturers

*The following is the text of an address delivered by Brother Elliott, 14th Honorary Member at Large, at the 28th Grand Chapter Congress banquet of Delta Sigma Pi at the Pocono Manor Inn, Pocono Manor, Pennsylvania.*

LET ME BEGIN BY expressing my most sincere appreciation for the high honor that has been bestowed upon me at this meeting.

The initiation ceremony this morning was very moving indeed—an experience that I shall never forget, and certainly, I am most deeply obligated to you all for the invitation to deliver these brief remarks this evening. Perhaps above everything else, I greatly enjoyed the opportunity of visiting with so many of you during the day today. Needless to say, I hope this opportunity will present itself at numerous times in the years ahead. Indeed, it is a memorable day, one I shall never forget.

In my very brief comments this evening, I would like to do two things:

First, comment on the massive wave of social discontent, or social criticism, which is shaking the foundations of this



BROTHER A. WRIGHT ELLIOTT is shown here as he presents a pearl badge to his wife Jane. Looking on is Millie Armstrong.

nation with vast implications, I think, for all of us and,

Second, offer to you the possibility of a joint national program effort involving Delta Sigma Pi and the NAM.

First, to comment on social discontent or put another way, on the conflict that seems to be so pervasive in our society today.

Most of us are of the opinion that the national pastime in the U. S. is baseball, although there are some who now opt for football around this time each year. And on that subject, let me digress briefly. Three weeks ago I made what for me was a significant bet on my favorite

pro team—the New York Jets. The first week the team lost Namath due to a knee injury. The second week the top defense was called to a different way of life and last week the team lost the number one fullback—buy in cheaply to a good bet.

Seriously, there is another pastime which has been rapidly gaining in popularity—not a sport, but the competition to participate in it is intense.

The pastime travels under several names, but perhaps can best be called: "Let's criticize those in power."

"Let's blame our problems on everyone else but ourselves."

All one needs to do to play is:

First, become almost a morbid pessimist, and

Second, select a target for massive attack, for hostile criticism. What is not always recognized is, that the underlying thread running throughout this criticism, or discontent, is what I call "The Villain Theory." "The Villain Theory" can be explained quite simply: It states that some particular group is accused of having the power to solve a problem, but that the group with the power to offer solution deliberately refused to use that power.

Moreover, the "Villain Theory" goes one step further. It actually alleges that those in power benefit from the continued existence of the problem. Some of the most current kinds of attacks operating under the "Villain Theory" would involve:

"Consumers vs. producers"

"Ecologists vs. alleged polluters"

"One generation vs. another" (and about this I will comment further later in my remarks).

These proponents of the "Villain Theory" see only one answer and a simple one at that—remove those in power from that position.

Also operating under the "Villain Theory," in my opinion, is another as opposed to the first group, almost "passive," or "non-activist," group. (And on this point I might expect to offend, though not purposely, some of you in the audience tonight.)

For the most well-known representative of this second group is Charles Reich, author of the popular book, "The Greening of America." Reich, and those who believe as he does, does not single out one group for criticism, for attack, but rather, brands all of our institutions as villainous. Indeed, it is our entire system in itself that is bad; all parts of our governmental system; our universities; the church; and of course, all business corporations.

This group, though strongly dissenting, protesting thoroughly as to where our society is, and is going, follows a much different strategy. Rather than attack, the strategy suggested, in effect, is to do nothing.

For Reich, in his book, states that because our system is as it is, that no one has the power to act; that the system crushes us, robbing us of our individuality, robbing us of ourselves. The strategy then, in essence is to do nothing, really—except to survive—to await the entrance onto the scene—of a new culture, a new consciousness, a new "lifestyle."

I must now, with apology, be very blunt in my comments. I feel that both groups, using different strategies, but both operating under the "villain theory," are, to use today's jargon, "copping out". Copping out on society . . . and, on themselves.



NEWLY ELECTED Grand President Thomas M. Mocella, right, is being escorted back into the convention hall by Past Grand President M. John Marko following his election at the 28th Grand Chapter Congress at Pocono Manor.



JAMES S. CHAPMAN, president of Alpha Upsilon Chapter at Miami University, is typical of the many delegates to speak on behalf of candidates for national office or on some other aspect of fraternity business during the 28th Grand Chapter Congress at Pocono Manor, Pa.

For I think that, while it either unleashes the harshest kind of criticism or results in a "waiting game" for a better world, that it avoids, indeed, consciously ignores, the tough, exceedingly difficult task of developing workable, systematic solutions to the real-life problems that confront us.

In branding others as the cause of problems; on running away from the problems themselves in either form the "villain theory" operates so as to divide us; so as to bring us into conflict; so as to ignore solutions, seeing only the problems.

Now, let me quickly say that I am not opposed to constructive criticism, to social discontent. Being dissatisfied with existing conditions is a characteristic which has been fundamental to most Americans. Dissent, in one way, built America. In one way, it is at the heart of free enterprise. It is not new with this generation; it is as old as mankind.

But I have spent so much of my time already this evening focusing on discontent because I am greatly concerned about what I see taking place, greatly concerned about the implications for the future. For I think that discontent in our society today largely without clearly defined objectives and purposes is not the type of dissatisfaction which can become the catalyst for national progress. And, social and economic progress, to enable increased human fulfillment must be our goal.

What concerns me most is this. I fear that we have reached a point in our society where massive discontent expressed in all of its various forms could, in effect, paralyze our will to act.

It seems as if an overwhelming majority of us seem content to take out on others our real frustrations at seeing unsolved problems, criticizing others for

trying, rather than asking what we can do.

It seems as if we are overwhelmed by, and focusing only on our problems, rather than boldly seeking our opportunities.

It seems as if we are almost committed, as a result of becoming consumed by this discontent, to maximize our differences, rather than to search for our similarities. It seems as if we are erecting false barriers between ourselves, building walls, blocking communication.

And all of this is certainly relevant to this phenomenon called the "generation gap."

I formerly believed that there had never before been a time in history with as much hostility among generations. I thought that the polarization between young and old was real, perhaps unavoidable, and even permanent. But my thinking has changed radically in the last two years. Today I find myself a full-fledged, and fully committed, member of what I think is today a distinct minority, one that denies there is a fundamental widening "value-gap" between young and old in our society.

However, I am concerned that too many people, many who should know better, utilizing the "villain theory"

mainly to achieve their own ends, state over and over again, that an ever-widening and irreconcilable gap does exist. I have even come to a position where I strongly question their motives.

What may have begun as a sincere, well-intentioned attempt to goad American society into badly needed reforms, may result not in the reforms that were sought, but rather in destructive, divisive pessimism; in a new, negative spirit that will infect the future with hate, divide one race from another, the city from the suburbs, the young from the old, and the rich from the poor.

I fear we could be rapidly approaching a point of "no return." It need not be.

Youth is not alone in seeing problems, and in wanting change. Indeed, from within the business community itself, changes have, and will continue to take place, with rapidity. I believe the majority of people in every sector, and every institution of our society, young and old; business and labor; government and private sector, want desperately to move forward, and with a fresh, new resolve.

Perhaps what is needed is a new national psychology, a new spirit, that enables us to see our problems, not as symbols of failure, but rather, as symbols of tasks still undone, requiring further action. We must, I think, generate a new national mood, a pervasive spirit throughout our society that will allow us to focus on opportunities, rather than problems; on the future, rather than the past; on searching for ways to bring all people more closely together, rather than emphasizing their differences.

We should acknowledge our successes more openly. We should with pride admit that we have done well. For it is only because we now take it for granted that our economic system can provide the quantities of life, that we can become and in fact have become so vitally conscious of shortcomings with respect to quality of life. To repeat: to say that we



IN THIS SCENE on the campus of Indiana University Northwest at Gary can be seen the Academic Building, Library and Gary Main Building. Indiana University Northwest is the home of Delta Sigma Pi's Theta Psi Chapter.



FRAMED IN THIS archway is a portion of the San Jose State College campus where Delta Sigma Pi recently installed its Theta Chi Chapter.

have done well, is not to say that we cannot do more. But let us not deny that we have come farther—and in a shorter period of time—of any society in history.

Frankly, I am tired of, and increasingly repelled by, those who point only to our failures, who focus only on our problems. These "prophets of doom" are guiding their legions to a point where all faith in our national ability to succeed could be lost. Many of these individuals are believers in the "villain theory," and some are motivated by a spirit of viciousness. The "villain theory" is adversely affecting the spirit—the will—of this nation, and it is up to all of us to contribute our best thoughts and efforts to eliminate this nonproductive game. Such an effort—as small as it might appear at its inception—can be launched here this evening.

Therefore, to my second major point.

Is it possible for Delta Sigma Pi and its members, and NAM and its members, to combine our talents and resources, to act mutually so as to begin to make a real difference? We believe that it could be done most effectively by first jointly creating a series of many Business-Campus Action Committees. We are convinced that many students, and many businessmen, want to be more deeply involved, want to be engaged, and that action does, in fact, speak louder than words. And this engagement should

take place as we come together—to mutually define problems, and then take action on them.

These Action Committees would have student and business leadership. On campuses with chapters of Delta Sigma Pi, we would expect that student leadership would come from you, and through you, from other interested campus organizations and individual students whom you can identify and involve. It would be NAM's responsibility to identify local business community leadership.

Since each Committee would plan and implement its own programs, I would not be so presumptuous as to detail a precise blueprint of specific goals. These would be set locally. I can say that we hope that students will be interested in increasing both the quantity and quality of meaningful dialogue with businessmen, on all topics, and I think that we should search for new ways and new environments for that dialogue to take place. And, secondly, we would hope that students and businessmen will actively participate with mutual responsibility to seek solutions to mutual problems.

One such action project might seek to identify the weaknesses and strengths of the public and private social services in a community so as to bring about more effective use of manpower, greater responsiveness to human needs. Others

may be concerned with environmental issues; others with various aspects of health, and health care; one might be designed to create profit-making opportunities to solve social problems; still others with political involvement. Innovation should be the watchword, boldness should mark our every effort.

We believe that cooperative projects involving students and businessmen will result in a reduction of emotion and conflict. We believe that such project successes will benefit society, and in so doing counter the "villain theory." The NAM and its members obviously cannot do this alone.

We need your participation because this is a voluntary partnership; no rules exist even to tell us how to organize and get started. The first step seems to be to determine which chapters are most eager to accept this challenge. I hope you will consider this proposal at your first meeting after school commences. Once you let your Central Office know of your interest, we will identify local business leadership for you, and create the opportunity for the first meeting. Based upon the experience gained from a few pilots, it may be possible for the NAM and your Grand Council Committee, which will be deeply involved, to develop guidelines to assist other chapters and NAM members.

Before closing how forward I look to having 12 members at our Annual Meeting in December.

As we look to the future, the opportunities are great, the responsibilities are even greater. Together we will do justice to both. We look forward to working with you.



NEWLY ELECTED Director of Alumni Activities, William W. Tatum, Jr., is shown here announcing the winner of the alumni attendance trophy. Assisting him is Grand President Mocella.

# 12th chapter in California is installed at San Jose State College



THE INSTALLATION OF Theta Chi Chapter at San Jose State College, at San Jose, California, on Saturday, May 8, 1971, now brings to 12 the number of chapters of Delta Sigma Pi which have been installed in the State of California. Other chapters in the State of California are Rho at the University of California at Berkeley, Phi at the University of Southern California, Gamma Omicron at the University of San Francisco, Gamma Xi at the University of Santa Clara, Delta Omicron at San Francisco State College, Delta Sigma at Loyola University, Epsilon Theta at Chico State College, Epsilon Phi at Sacramento State College, Zeta Rho at Menlo College, Zeta Tau at California State College at Hayward, and Eta Chi at California State Polytechnic College at Pomona.

The day's activities began with the registration of the members and guests at the College Union, followed by a tour of the college campus. After an informal luncheon the members of Sigma Chi Sigma and Delta Sigma Pi returned to the College Union where the initiation ceremonies were held. On hand to participate in the initiation were Grand President Warren E. Armstrong, Western Regional Director R. Nelson Mitchell, Director of Education for Business H. Nicholas Windeshausen, Executive Director Charles L. Farrar, Chapter Advisor Robert W. Travis, Golden Council Member Royal D. M. Bauer, District Director Richard R. Burkhart, and members of Gamma Omicron Chapter, Delta Omicron Chapter, Epsilon Phi Chapter, Zeta Rho Chapter, Zeta Tau Chapter and the San Francisco Alumni Club.

The installation ceremonies were held at the Governor's House at the Hyatt House Motel in San Jose. Following a reception, Regional Director R. Nelson Mitchell began the banquet program with the introduction of Michael P. Downey who offered the invocation. A special prayer was then offered for the late Brother Constantine Danellis, form-

er District Director, Epsilon Phi Chapter Advisor and Theta Chi Chapter Advisor. Brother Danellis had been instrumental in the organization of Sigma Chi Sigma. His untimely death on April 18, 1971, was a shock to the members of the chapter and a great loss to all who knew him. All the members present were delighted to have Mrs. Danellis as a special guest at the banquet.

Dr. Dirk Wassenaar extended greetings to the new members and the chapter. This was followed by a brief history of the School of Business by Dr. Robert W. Travis, chapter advisor. Preceding the presentation of the charge and charter by Grand President Warren E. Armstrong, Senior Vice President Thomas A. Finnegan reviewed the past and future of Theta Chi Chapter. Theta Chi Chapter President David J. Tenca accepted the chapter charter with words of gratitude for all who had made it possible for the chapter to be installed at San Jose State. Following the presentation of fraternal greetings from Director of Education for Business H. Nicholas Windeshausen and Executive Director

Charles L. Farrar, the traditional presentation of the chapter gavel was made to Brother Tenca by Regional Director R. Nelson Mitchell.

## History of San Jose State College

The 19 California State Colleges comprise the largest system of public higher education in the Western hemisphere and one of the largest in the world. Current enrollment exceeds 250,000 full and part-time students who are served by a faculty that numbers approximately 13,000. These Colleges offer over 1,200 accredited degree programs at both the undergraduate and graduate levels, maintain 93 nationally accredited professional schools and overseas programs for California students in 13 foreign countries.

Although San Jose State College, the oldest, was founded over a century ago, the California State Colleges were not drawn together as a system under an independent Board of Trustees until after 1960. Founded in 1857, in San Francis-



SHOWN HERE IS a portion of the head table at the Theta Chi Chapter installation banquet held at the Hyatt House in San Jose, California.

co, the college operated under the San Francisco School System as Minn's Evening Normal School. The school was acquired by the State of California in 1862 when legislation was passed to establish the California State Normal School. In 1870 the legislature voted to move the school to San Jose. It operated as San Jose State Normal School until 1920 when the name was changed to San Jose Teacher's College. A name change was again initiated in 1935 when it was renamed San Jose State College.

San Jose State's size is not only mirrored by its more than 70 buildings and 25,000 students, but also by its international participation in higher education. Under an Exchange Program students have the opportunity to study in many foreign countries.

Just passed in the State Assembly and Senate Education Committee is a bill that would change the name to San Jose State University. This bill is a reflection of the College's importance and prominence in the field of education.

#### History of the School of Business

The School of Business offers undergraduate and graduate curricula leading to bachelor's and master's degrees. In the undergraduate program students follow a three-dimensional program: a broad range of subject matter outside the field of business, a basic business core appropriate to all areas of business, and a concentration of business subjects related to the student's field of interest.

The School of Business participates with other schools of the college in offering the following inter-school major programs: aeronautical operations, business and industry, industrial design and industrial administration. The School also co-operates with the Geography Department in offering a minor in urban studies. A Master of Urban Planning degree program became operative in 1970.

In the academic year 1969-70, the School of Business awarded 756 baccalaureate degrees, the fifth largest of any college in the nation. This represents approximately 16.2 per cent of all degrees granted by the college. In addition, a total of 138 master's degrees in business were included.

The undergraduate program has been fully accredited by the American Association of Collegiate Schools of Business



TOWER HALL is a landmark on the San Jose State College campus. San Jose State last May became the home of Delta Sigma Pi's 12th chapter in the State of California.

since May, 1967. On July 7, 1969, construction began on a new School of Business building. The building features a 10 floor faculty office tower. The classrooms are housed in a four floor L-shaped wing attached to the office tower. The building has 145,000 square feet of floor space and cost \$3.8 million dollars.



THIS 10 STORY structure is the office wing of the new School of Business building at San Jose State College which was first occupied in mid August.

#### History of Sigma Chi Sigma Fraternity

In September, 1970, 16 newly arrived students in the School of Business at San Jose State discussed the overall business approach and recognized the lack of a definite spirit of togetherness. Numerous business associations were available to the students but these clubs only appealed to specific interests. These students wanted an organization that included the entire business area and also one that would develop a spirit of unity among the members. With these objectives in mind the students approached Dr. Constantine Danellis who informed them of Delta Sigma Pi. These students decided to form a business fraternity one that would be modeled after an average chapter of Delta Sigma Pi.

On September 30, 1970, an informal meeting was held at which time it was decided to officially form a professional business fraternity. The first official meeting was held on October 26. One week earlier several of these students along with Brother Danellis were invited to attend the 1970 Western Regional Meeting in Hayward, California. There were 16 members present at the first meeting during which officers were elected. Brothers Danellis and Robert W. Travis, both former chapter advisors

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# 179th Chapter is Installed at Indiana University Northwest

THE 179TH CHAPTER of Delta Sigma Pi was installed at Indiana University Northwest at Gary, Indiana, on Saturday, May 15, 1971. Other chapters in the state are Alpha Pi at Indiana University, Delta Tau at Indiana State University at Terre Haute and Epsilon Xi Chapter at Ball State University.

On hand for the installation were Grand President Warren E. Armstrong, East Central Regional Director Andrew T. Fogarty, Executive Director Charles L. Farrar, Executive Secretary Ben H. Wolfenberger, Field Secretaries Leonard L. Larsen and John B. McCoy, Grand Secretary-Treasurer H. G. Wright, and members of Beta Chapter, at Northwestern University; Alpha Omega Chapter at DePaul University; Delta Tau Chapter at Indiana State University; Theta Xi Chapter at Wisconsin State University and the Chicago Alumni Club.

The program began with the registration of the members and guests held in the Academic Building. A walking tour of the campus then followed. Following a luncheon in the Student Union, the 38 charter members were officially initiated into Delta Sigma Pi. The installation banquet was held at the Holiday Inn-East in Gary. Regional Director Andrew T. Fogarty began the program with the introduction of Chris Georgieff, Jr., who offered the invocation. Following dinner, Dr. Robert J. McNeill, chancellor of Indiana University Northwest, extended congratulations to the new members and a warm welcome to the campus. Dr. Sidney P. Feldman, chairman of the Division of Business, was then called upon to present a brief history of education for business on campus. Larry L. Fraley, treasurer of Sigma Beta Epsilon, continued the program with a review of the events leading up to the installation of the chapter.

The climax of the day came when Grand President Warren E. Armstrong

presented the charge and charter to Theta Psi Chapter President Timothy G. Spackey who accepted on behalf of the entire membership.

Concluding the program was the presentation by Executive Director Charles L. Farrar of the many greetings which had been received from throughout the fraternity and the traditional presentation of the chapter gavel to President Spackey and Chancellor Earl L. Spencer.

## History of Indiana University Northwest

Indiana University Northwest is the end result of a process of growth and change that began in 1922 when the University offered its first formal classes in Lake County as part of a program sponsored by the Gary Public School System.

In 1932 Indiana University initiated the Calumet Center in East Chicago. When Gary College was founded in 1933, the University discontinued classes in Gary except for a few advanced courses. In 1948, at the request of the Gary School Board, the University assumed the management of Gary College, which became the Gary Center of Indiana University. Gary Center classes were held after school hours and in the evenings at the Horace Mann High School until

1949, when all the facilities were moved to the City Methodist Church. In 1955 the City of Gary sold 27 acres of Gleason Park to Indiana University for the purpose of establishing a Gary Center campus, the present site of Indiana University Northwest.

In 1963, Indiana University reorganized its various extension centers into regional campuses, thus the Gary and Calumet Centers became the Northwest Campus of Indiana University. Soon after this reorganization, the first degree programs were authorized and the Northwest Campus became a four year college. The first commencement for the campus was held in 1967.

The academic program of Indiana University Northwest consists of a Division of Arts and Sciences; the Division of Business; the Division of Education; the School of Health, Physical Education, and Recreation; the School of Music; the Division of Nursing; and the Graduate Library School.

There are 19 degree programs presently offered at the Northwest campus which is accredited by the North Central Association of Colleges and Secondary Schools. During the 1971 Spring Semester, 4,535 students were enrolled at Indiana University Northwest.



SHOWN HERE IS THE Academic Building on the campus of Indiana University Northwest where Delta Sigma Pi recently installed its 179th undergraduate chapter.



A WORD OF WELCOME was extended to the fraternity by Holiday Inn-East in Gary, Indiana, on the occasion of the installation of Theta Psi Chapter.

### History of the Division of Business

The Division of Business at Indiana University Northwest was established in 1966. Consistent with the objectives of its parent campus it provides the same high level of business education that has developed at Indiana University at Bloomington.

The Division has grown to nearly 400 students, including 55 graduate students. To meet the needs of the growing student population the faculty has grown from nine, four full time and 5 part time, in 1966 to 26. This expansion has permitted the Division to offer the students a more varied program, thus allowing each student to pursue his own area of interest within his major concentration. A core of courses covering each of the functional areas of an enterprise is required for each student.

At present the Division of Business offers three major concentration areas for the degree of Bachelor of Science in Business. They are marketing, management and administration, and accounting. In the near future programs in finance and quantitative methods are planned. In addition to the undergraduate programs the Division also offers the Master of Science in Business Administration.

### History of Sigma Beta Epsilon

The prospects of forming a professional business fraternity at Indiana University Northwest began in October, 1970, in a meeting of the Business Student-Faculty Advisory Council. This four year old Council, designed primarily to improve communications between students and faculty, also functions to promulgate student needs.

In reality, the concept of the fraternity originated several weeks earlier with the arrival of Dr. Charles W. Reilly. He came to Indiana University Northwest from New Mexico State University where he had served as Chapter Advisor to Epsilon Upsilon Chapter of Delta Sigma Pi. Among his several duties in his new position, he was named Administrative Assistant for student affairs in the Division of Business and also served as a faculty member of the Advisory Council. These factors served to initiate within the Council the idea of founding a business fraternity with the ultimate objective of becoming nationally affiliated.

Toward this end, a group of students, with the encouragement and guidance of Brother Reilly, started promoting the fraternity concept. Recognizing that a regional, commuter type campus generally attracts students dedicated to scholarship, the committee determined that professional aims should be emphasized. To

provide further direction in organizing, the organizational committee met in mid-November with Field Secretary John B. McCoy. Thus, on December 2, 1970, a formal organizational meeting was held with 30 prospective members in attendance. The impact on campus of the fraternity was immediate and well received. At the following meeting prospective names for the newly organized fraternity were submitted. The membership voted in favor of Sigma Beta Epsilon, meaning "Students for Business Excellence".

During December the members participated in the High School Day on campus, were hosts at the Conference on Solid Wastes, and decorated the old Student Lounge for the Indiana University Board of Trustees meeting, in addition to holding several professional meetings for the entire membership.

Following a busy first month of organization and the Christmas holidays, the fraternity held a membership drive which signaled a new enthusiasm. It was then suggested that an objective business-like decision regarding national affiliation could be made only if the fraternity were aware of the various alternatives. On March 3, a formal vote was taken for national affiliation, which was unanimous in favor of Delta Sigma Pi. Following the election of some additional officers and the addition of new faculty members, the members of Sigma Beta

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THETA PSI CHAPTER President Timothy Spackey, center, is shown here as he discusses fraternity affairs with Grand President Warren E. Armstrong and East Central Regional Director Andrew T. Fogarty.



"Committee of 20" Georgia Tech National Alumni Association. He also is a director of the Atlanta Tipoff Club and the Atlanta Hawks Booster Club.

James T. McGee, Jr., *New Mexico*, has been appointed a career sales and service representative of the New Mexico general agency of National Life Insurance Company of Vermont at Albuquerque, New Mexico. Brother McGee is the president of the Albuquerque Alumni Club of Delta Sigma Pi.

William H. Boulineau, Jr., *Auburn*, has been named Outstanding Airman in his unit at Hickam AFB, Hawaii. Brother Boulineau, a sergeant, is assigned to a unit of the Air Force Communications Service which provides global communications and air traffic control for the USAF.

First Lieutenant John L. Leavesley, *Pennsylvania State*, has been assigned to a unit of the Air Force Communications Service, at MacDill AFB, Florida, which provides global communications and air traffic control for the USAF.

John F. Mauldin, Jr., *Georgia*, has a new position as Assistant to the Administrator at Northside Hospital, Atlanta, Georgia.

First Lieutenant Paul W. Creasy, *Pennsylvania State*, has been awarded silver wings upon graduation from U. S. Air Force navigator training at Mather AFB, California, and is being assigned to Westover AFB, Massachusetts, for flying duty with a unit of the Strategic Air Command.

J. Wesley Bergey, C.L.U., *Pennsylvania State*, has recently been elected President of the Lehigh Valley Life Underwriters Association.

Peter J. Ciulla, *Wisconsin*, a general agent for National Life Insurance Company of Vermont, is one of 24 selected field executives of the firm chosen to participate in the annual general agents' management seminar in Montpelier, Vermont. This series of a three-year sequence of meetings centers on general agency financial, manpower, and field management aspects. The general agents, from Maine and New York to Washington, Oregon, and California, also hear from home office executives on sales, and company's life insurance, and mutual funds and services.

Bennie W. Bock II, a member of Beta Kappa Chapter at the *University of Texas* at Austin has recently opened his own office for the general practice of law in New Braunfels, Texas. Prior to entering private practice, he was Assistant Attorney General of Texas, serving in both the Enforcement Division and Bond Division. He was also legal counsel for the Senate of Texas, Committee on State Affairs, in both the 1969 regular and special sessions and the 1971 regular session.

Palmer F. Daugs is retiring as home secretary for Congressman Bob Kastenmeier after more than 13 years of service. Brother Daugs is a member of Delta Chapter at *Marquette University*. Although he is retiring from his political role, he plans to resume duties as a life underwriter for the National Life Insurance Company of Vermont, a business he has maintained for many years in his home town of Lake Mills, Wisconsin.

## Wisconsin State University at Whitewater occupies new College of Business and Economics building

THE COLLEGE OF BUSINESS and Economics at Wisconsin State University at Whitewater moved into its own new building in January 1971. The business students and faculty have long awaited the completion of their own facility and feel now as though a dream has been fulfilled. The burning of Old Main and the frustrating experiences following the fire tend to make students and faculty even more appreciative of the new quarters than would have been the case otherwise.

The exterior of the building is striking in its simplicity. The lines are simple and clean cut. It is not difficult to assume that within these walls an efficient business-like operation is in progress. The architects described the building this way, "It is conceived to house an electronic citadel of knowledge through its extensive computer system and multiple interlocks."

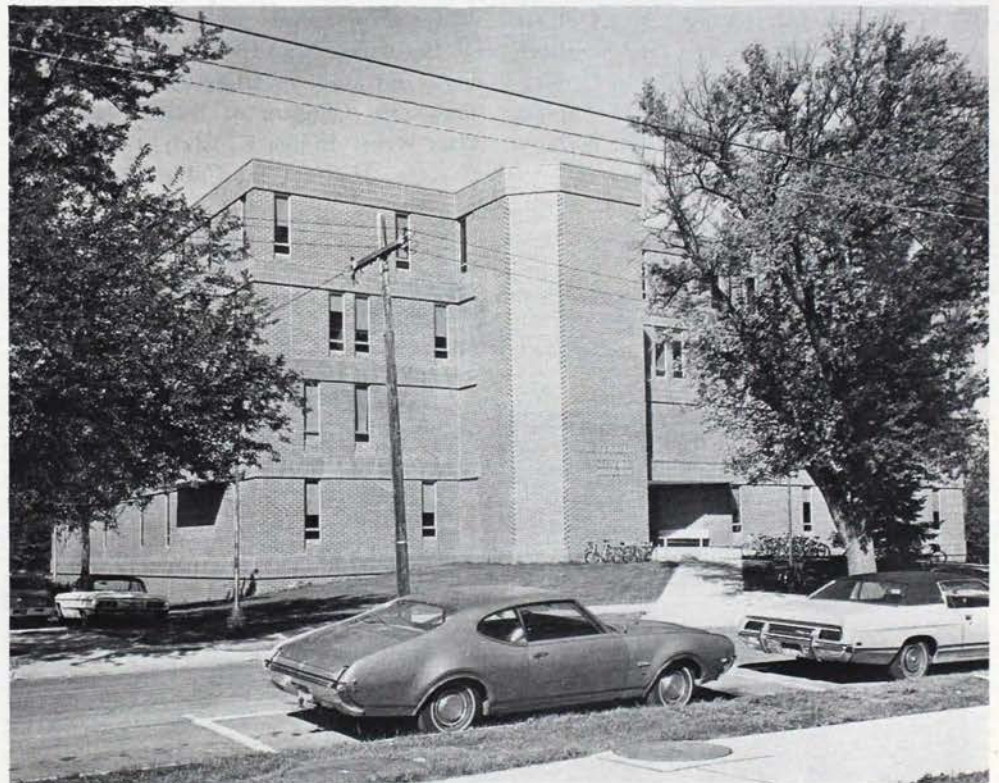
The building comprises five floors with a gross area of 78,000 square feet. There are three floors of classrooms in-

cluding teaching laboratories for accounting, marketing, management, finance and economics. The fourth and fifth floors are devoted to faculty offices, dean's office and a faculty research library. Two student lounges are provided on the first and second floors.

New furniture and new equipment were provided throughout the building. Provision has been made for closed circuit TV and computer terminals in the classrooms and laboratories. Lighting, both natural and artificial, is excellent. Work space and equipment is especially designed to provide the best in learning and teaching situations.

Easy access to the building is provided by two sets of wide stairways, one front and one back. In addition there is a limited access elevator. Halls in the building are spacious, thereby eliminating crowding even at peak hours.

Business students and faculty at Whitewater look forward to many years of successful learning and teaching in these excellent facilities.



THE COLLEGE OF BUSINESS and Economics at Wisconsin State University at Whitewater recently occupied its new building, Paul A. Carlson Hall.

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of Deltasig chapters, were invited to become the fraternity's advisors. Also during this meeting the name Sigma Chi Sigma was chosen for the new fraternity.

Later, the bylaws of the new fraternity were adopted and then submitted to the student council for approval. Official recognition was granted on November 3, 1970. With formal recognition, the fraternity could now hold meetings on campus. The membership had then grown to 25 members. On March 20, 1971, the members of Sigma Chi Sigma were pledged to Delta Sigma Pi by Western Regional Director R. Nelson Mitchell, Constantine Danellis, and several members of Zeta Rho Chapter at Menlo College.

On May 8, 1971, the goal of national affiliation was realized when the following members were initiated as charter members of Theta Chi Chapter of Delta Sigma Pi: Charles A. Coffman, Philip A. David, Grand N. Deem, Loring J. DeMartini, Richard I. Philip A. David, Grant N. Deem, Loring J. DeMartini, Richard I. E. Ewing, Thomas A. Finnegan, Steven W. Garrett, Earl G. Glenn, Lawrence E. Goodall, Jr., James C. Hellman, William H. Hoffman, Dan E. Holden, Thomas W. Johnson, Gary I. Kelmenson, Robert F. Loudy, Dennis W. Magnusson, John W. Nichols III, Aage A. Nielsen, Michael L. Roby, Rocco D. Seminar, Raymond W. Sprung, Jr., Arlan C. Stutler, David J. Tenca, Thomas R. Thelen, David P. Tobin, Jr., Stephen R. Wolkow and Milburn D. Wright.



FEATURED HERE IS one of the classrooms in the new School of Business Building at San Jose State College.

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Epsilon were pledged to Delta Sigma Pi on March 17 by Executive Director Charles L. Farrar.

After a busy Spring semester Sigma Beta Epsilon Fraternity at Indiana University Northwest passed into history. On Saturday, May 15, 1971, 38 members were initiated as Charter Members of Theta Psi Chapter of Delta Sigma Pi. They were: James E. Blair, Charles W. Boyette, Michael W. Cable, Ronald N.

Casassa, Billy J. Culver, Ronald L. Dill, James C. Elman, Larry L. Fraley, Lee G. Freel, Kenneth G. Fuss, Chris Georgieff, Jr., Robert A. Goetschell, John M. Hall, William D. Hall, Peter G. Harmon, Donald J. Kielbasa, Lawrence J. Kordys, Thomas M. Krafft, Doyne M. Lamb, John W. Loscuito, Robert M. Manolakis, Duane W. Morrison, Robert E. Mulroe II, Edward J. Nalborczyk, Richard W. Nicholson, Ben C. Novoa III, Thomas J. Pabian, Earl W. Pierce, Jr., John S. Rajkowski, Ernest J. Sampias, Timothy G. Spackey, Earl L. Spencer, Robert W. Swanson, David L. Swistek, Kent I. Tool, Carl Veeck, Andrew W. Walla, Jr., and Walter E. White.

*Continued from page 10*

Iooss, Steven N. Jersey, Charles W. Landry, Ralph J. Lazar, Robert D. McAliley, Clinton F. Metrin, Richard L. Meyer, Blaine W. Neville, Harold H. Paslay II, Harold D. Price, Gary L. Richardson, Kenneth A. Robinson, Rodney C. Sherman, Donald J. Shingler, Jr., Harry J. Swanson, Larry A. Taylor, Gerard Thompson, Edward R. Throckmorton, Luis Vigil, Jr., Charles E. Webber, Jr., Harold R. Welch, Harry Richard West II, Chance J. Williams, and Jeffrey L. Winters.



THE OFFICE OF Dean Milburn D. Wright in the new School of Business building at San Jose State College is shown here.



A FAVORITE SPOT for students in the new College of Business and Economics building at Wisconsin State University at Whitewater is the Student Lounge shown here.

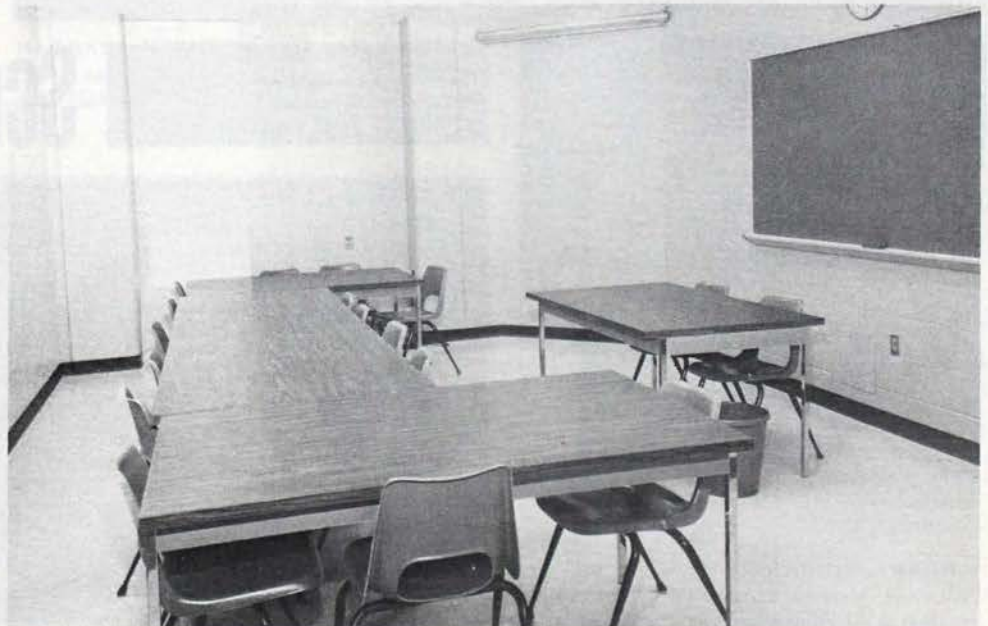
## LIFE MEMBERS

- 5967 Raymond J. Pallof, *Lambda*, Pittsburgh
- 5968 Richard L. Rogers, *Epsilon Phi*, Sacramento State
- 5969 Graeme T. Rowswell, *Alpha Mu*, North Dakota
- 5970 Norman Quan, *Delta Nu*, Loyola-New Orleans
- 5971 Roger L. Swanson, *Epsilon Theta*, Chico State
- 5972 Harry T. Meech, *Epsilon Omicron*, Western Michigan
- 5973 Richard L. Matteucci, *Gamma Iota*, New Mexico
- 5974 George P. Bohn, *Gamma Pi*, Loyola-Chicago
- 5975 Charles F. Hinz, *Theta Xi*, Wisconsin State-Whitewater
- 5976 Thomas H. Wurzbach, Jr., *Gamma Lambda*, Florida State
- 5977 Darrell A. Salvador, *Epsilon Phi*, Sacramento State
- 5978 Robert M. McMullin, *Sigma*, Utah
- 5979 Mearl M. Kerns, Jr., *Zeta Tau*, California State-Hayward
- 5980 John B. Switzer, *Gamma Iota*, New Mexico
- 5981 Russell S. Livingston, *Beta Iota*, Baylor
- 5982 George E. French, *Gamma Kappa*, Michigan State
- 5983 John G. Walker, Jr., *Beta Lambda*, Auburn
- 5984 Frank B. McKeogh, Jr., *Epsilon Sigma*, LaSalle
- 5985 Dwayne V. Newell, *Epsilon Iota*, Mankato State
- 5986 Richard T. Wiley, *Alpha Theta*, Cincinnati
- 5987 Ronald L. Reed, *Zeta Lambda*, Georgia Tech
- 5988 Edward J. Ising III, *Zeta Theta*, Western Kentucky
- 5989 Robert B. Miller, Jr., *Delta Chi*, Washburn

- 5990 Larry M. Halford, *Delta Theta*, Oklahoma City
- 5991 Jack H. Wigginton, Jr., *Beta Kappa*, Texas-Austin
- 5992 A. Zuheir Safiyeh, *Zeta Theta*, Western Kentucky
- 5993 James L. Bagby, *Delta Rho*, Ferris State
- 5994 Robert H. Jackson, Jr., *Beta Gamma*, South Carolina
- 5995 Larry D. Ramsey, *Delta Epsilon*, North Texas State
- 5996 Richard K. Brown, *Zeta*, Northwestern-Evanston
- 5997 Kirby J. Bubenik, *Epsilon Mu*, Sam Houston State
- 5998 Raymond G. Heisel, *Beta Pi*, Kent State
- 5999 Calvin H. McKinney, *Gamma Iota*, New Mexico

- 6000 Gary B. Caskey, *Beta Psi*, Louisiana Tech
- 6001 Stephen J. Sabo III, *Eta Sigma*, Southern Illinois-Edwardsville
- 6002 Alan F. Pacer, *Upsilon*, Illinois-Urbana
- 6003 Tommy N. Weaver, *Beta Upsilon*, Texas Tech
- 6004 John G. Andreae, *Epsilon Theta*, Chico State
- 6005 Carlton S. Mahlmann, *Delta Eta*, Lamar
- 6006 William J. Reddan, Jr., *Beta Rho*, Rutgers
- 6007 Henry J. Spence, *Epsilon Pi*, Monmouth
- 6008 John M. Wachowicz, *Upsilon*, Illinois-Urbana
- 6009 Charles H. Stalter, Jr., *Beta Omicron*, Rutgers
- 6010 Stephen C. Anderson, *Beta Epsilon*, Oklahoma
- 6011 Duane S. Maddox, *Sigma*, Utah
- 6012 Robert D. Mackie, *Alpha Epsilon*, Minnesota-Minneapolis
- 6013 Larry D. Horton, *Delta Chi*, Washburn
- 6014 John P. Snyder, *Gamma Iota*, New Mexico
- 6015 Raymond S. Streit, Jr., *Gamma Lambda*, Florida State
- 6016 Peter J. Lewis, *Eta Upsilon*, West Florida
- 6017 Timothy J. Sherer, *Alpha Omicron*, Ohio
- 6018 James S. Spurrier, *Delta Chi*, Washburn
- 6019 Frank E. Presfield, *Beta Chi*, Tulsa
- 6020 Harry R. Turpin, *Gamma Tau*, Southern Mississippi
- 6021 Robert J. Seger, *Delta Tau*, Indiana State
- 6022 Charles C. Tucker, *Gamma Omega*, Arizona State
- 6023 Nicholas R. Vasselo, *Theta Rho*, Duquesne
- 6024 Dennis W. Beville, *Delta Tau*, Indiana State

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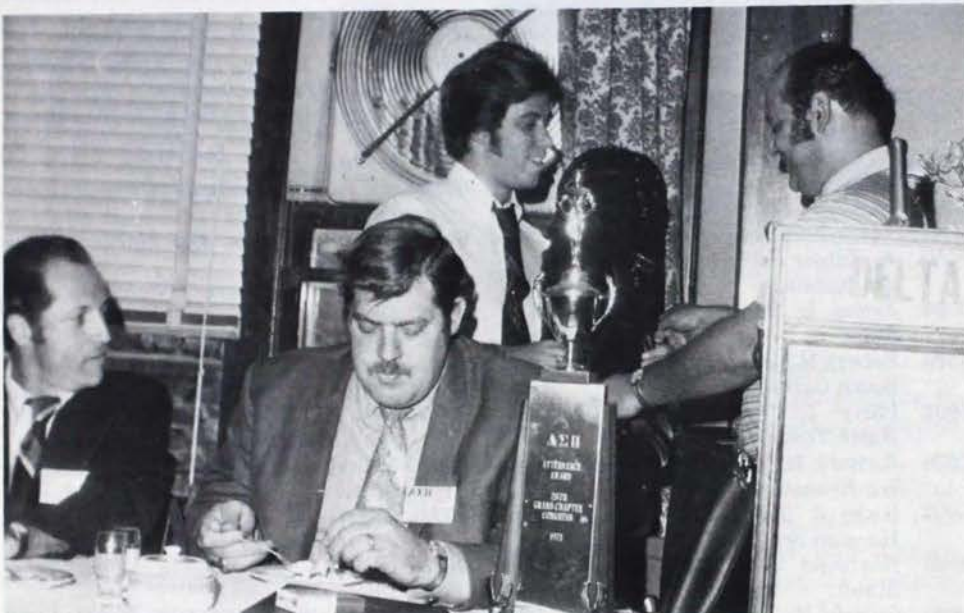
TYPICAL OF THE many classrooms and seminar rooms in the new College of Business and Economics building at Wisconsin State University at Whitewater is this Seminar Room.



GRAND PRESIDENT Mocella is shown here presenting the alumni attendance award to John E. Pajkos, a member of the Chicago Alumni Club delegation.



PATRICK M. HANDLOS, a member of Psi Chapter, receives from District Director Harry McMahon a badminton set for winning the table tennis tournament at the 28th Grand Chapter Congress.



LEE H. SIEVERS, a member of Gamma Rho Chapter at the University of Detroit is shown here receiving a MacGregor golf bag from golf tournament chairman Tony Fernandez for his first place finish in the golf tournament at the 28th Grand Chapter Congress.

DISTRICT DIRECTOR Robert Ho gratulates Robert Stipsak upon his second place in the shuffle board tournament during the Grand Chapter Congress at Pocono Manor, Pa.



BARBARA MERRICK, widow of the late William R. Merrick, director of the Southwestern Region, is shown here as she assists with the drawing of the pearl badge for ladies attending the Grand Chapter Congress.



## Scenes from The Gr



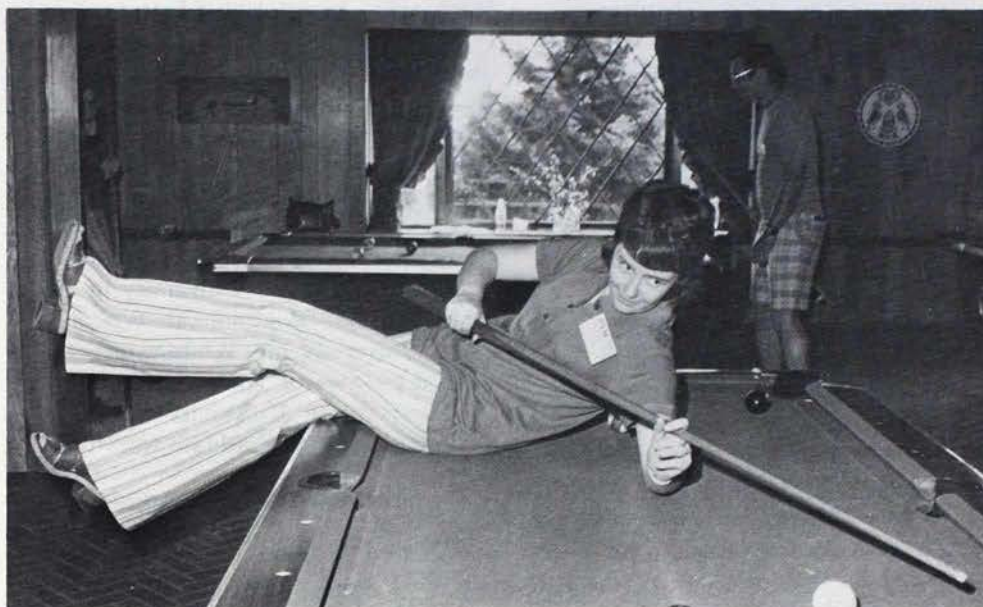
AN INTERESTING ASPECT of the Grand Chapter Congress sports activities was the horse race party. Shown here are some of the more than 300 members who attended.



VERY MUCH A PART of each Delta Sigma Pi Grand Chapter Congress are the ladies in the Pink Poodle organization, some of whom are shown here during their biennial business meeting luncheon.



MRS. ENGELHARDT is shown here during an art demonstration for the ladies attending the Grand Chapter Congress at Pocono Manor. The painting was later won by Mrs. Marilyn Elder in a drawing.



BARBARA HAMILTON appears to be showing her expert skill at the game of billiards during the recreation hours at the Grand Chapter Congress. She is the wife of Beta Rho Chapter Delegate Gabriel D. Hamilton.

## Chapter Congress



PAST GRAND PRESIDENT Warren Armstrong is shown here presenting to his wife Millie the diamond badge which he has just received from Grand President Thomas M. Mocella in recognition of his contribution to the fraternity as Grand President.



CAUGHT BY SURPRISE, these Pink Poodles assisted the Central Office staff in packaging the more than 2,000 glasses that were given to each person attending the 28th Grand Chapter Congress. The ladies are from left to right Mary Harding, Rosemary Fogarty and Lois Mocella

# New Grand Council Elected at 28th

One of the final business transactions at each Grand Chapter Congress is the election of Grand officers. Elected for a two-year term is the Grand President and the Director of Alumni Activities. One-half of the Regional Directors are elected at each Grand Chapter Congress for a four-year term. The immediate Past Grand President continues to serve on the Grand Council for a two-year term. Also serving a two-year term is the Director of Education for Business who is appointed by the Grand President, and the two most recently named Undergraduates of the Year. The Executive Director and the Executive Secretary also serve on the Grand Council, and are hired by the Grand Council and the Executive Director, respectively.

Following is a brief resume of each member of the Grand Council.

## Thomas M. Mocella

Tom was initiated into the Fraternity by Beta Chapter at Northwestern University in Chicago. In the chapter he held the offices of treasurer, historian, professional chairman, and social chairman. At Northwestern Tom was president of the Commerce Club and the senior class. He was the recipient of the Delta Sigma Pi Scholarship Key, the Commerce Club Undergraduate Award, Commerce Club Degree Award, and the

H. G. Wright Scholarship Award.

Following graduation from Northwestern, he became a member of the Chicago Alumni Club where he served as treasurer, vice president, and president. He has held a number of offices in various civic and professional organizations. Among them are vice president, Chicago Junior Chamber of Commerce, presidential assistant, Illinois Jaycees; president, Chicago Financial Advertisers; vice president, Mail Advertisers of Chicago; member of the Executive Committee, Illinois Bankers Association; Bank Marketing Association; International Professional Display Association; and the Chicago Passenger Club. In 1959 he was named one of Chicago's Ten Outstanding Young Men. He is currently the Marketing Services Officer of the Harris Trust and Savings Bank in Chicago.

He and his wife, Lois, live in Palatine. He has three children—Michael, a doctoral student at the University of Illinois; Patricia, a junior at Wisconsin State University at Whitewater; and John, a member of Theta Xi Chapter at Wisconsin State University at Whitewater and a recent graduate from there.

## Warren E. Armstrong

Warren continues to serve on the Grand Council as the immediate Past Grand President. He was initiated into

the fraternity by Gamma Iota Chapter at the University of New Mexico, serving his chapter as president. In 1953 he was appointed District Director a position he held until 1961 when he was first elected to the Grand Council as Director of the Intermountain Region. In 1969 he was elected Grand President.

He is a veteran of World War II and has piloted his own plane since 1943. He is a past club president, zone chairman and district governor of the Lions Club. He is also a past post commander and district commander of the American Legion. A member of the Shrine, Warren is also a past president and commander of the Shrine Air Patrol. In 1961 he was named by the Jaycees as "Outstanding Young Man". He is presently secretary-treasurer of the State of New Mexico Aviation Board.

## Charles L. Farrar

Now beginning his 13th year with the Central Office, Charles first joined the staff as a Field Secretary. Two years later he was appointed Executive Secretary, a position he held until 1964 when he was named Executive Director.

Born in Monroe, Louisiana, he attended Louisiana Business College and Louisiana Tech University where he received the bachelor of science in business administration degree. It was at Louisi-



**Warren E. Armstrong**  
University of New Mexico  
Past Grand President



**Charles L. Farrar**  
Louisiana Tech University  
Executive Director



**Ben H. Wolfenberger**  
Texas Tech University  
Executive Secretary



**Robert E. Matthews**  
Wayne State College  
Undergraduate of the Year 1971

# Grand Chapter Congress

ana Tech that he was initiated into the fraternity by Beta Psi Chapter. In the chapter he served as The DELTASIG Correspondent, vice president for pledge education, and president. He is currently enrolled in the American Society of Association Executives master of business administration program at Florida Atlantic University at Boca Raton.

He is a member of various Masonic groups, including the Syrian Shrine at Cincinnati.

## Ben H. Wolfenberger

Ben is a native of Weatherford, Texas. He attended Weatherford Public Schools before entering the U.S. Army. Upon completion of his military service he enrolled at Weatherford Junior College, transferring to Texas Tech University in Lubbock where he received the B.B.A. degree in marketing.

At Beta Upsilon Chapter where he was initiated into the fraternity he was three times elected secretary of the chapter. Following graduation he was employed in Lubbock and Dallas. A former District Director, he joined The Central Office staff as a Field Secretary in August, 1965. He is now completing his fifth year as Executive Secretary, having been named to that position on January 1, 1967.

## Robert E. Matthews

Bob is the first Undergraduate of the Year and as such is the first undergraduate or recent undergraduate to serve on the Grand Council in this capacity.

A native of Whiting, Iowa, he attended Wayne State College, Wayne, Nebraska, where he was initiated into the fraternity as a charter member of Eta Pi Chapter. At Wayne State he served the chapter as senior vice president, chancellor, alumni chairman, professional chairman and president. He was also treasurer of Blue Key. During his sophomore year he was elected senator at large. A year later he was elected student body president.

Upon graduating from Wayne State he was named the Outstanding Graduate in Business. He has joined the FBI and is now located in Washington, D. C.

## William W. Tatum, Jr.

Billy West, as he is known throughout the fraternity, is a native of Hattiesburg, Mississippi. Graduating from Hattiesburg High School in 1955, he enrolled at the University of Southern Mississippi where he was initiated into Delta Sigma Pi by Gamma Tau Chapter. In the chapter he served as social and professional



**Thomas M. Mocella**

*Northwestern University*  
Grand President

program chairman and vice president for pledge education. He was twice elected the official delegate of his chapter to attend the Grand Chapter Congress in New York and Cincinnati-Oxford.

He graduated with a B.S. degree with a major in economics. After serving in the U.S. Army as a second lieutenant, he was graduated from the National Foundation of Funeral Service School of Management. He is currently vice president and general manager of Tri-West Construction Company and secretary and treasurer of Greater Sierra Construction Company, both of which specialize in apartment construction and which he helped organize. He is a member of the Stockton Kiwanis Club and the Sacramento Alumni Club.



**William W. Tatum, Jr.**

*University of Southern Mississippi*  
Director of Alumni Activities



**Timothy D. Gover**

*Southern Methodist University*  
Director of Education for Business



**Harold L. Cannon**

*Chico State College*  
Eastern Regional Director



**H. Melvin Brown**

*Johns Hopkins University*  
Midwestern Regional Director

### Timothy D. Gover

Tim was initiated into the fraternity by Beta Phi Chapter at Southern Methodist University and was twice elected secretary of his chapter. He received the BBA degree from SMU and the MS degree from the University of Illinois and has done additional graduate work beyond the masters degree.

Since 1963 he has been assistant professor of finance at Eastern Illinois University. There he was instrumental in organizing Epsilon Omega Chapter and served as its advisor until 1970. Prior to his appointment to the Grand Council he was serving as District Director, a position he has held since 1965.

He is also assistant to the director of the School of Bank Administration and a director of the Greenup National Bank. He is a member of the Chicago Alumni Club, Planning Executives Institute and the Midwest Finance Association. His wife, the former Marilyn Schof of New Orleans, is an accounting instructor at Lake Land College in Mattoon, Illinois, where they reside.

### Harold L. Cannon

A native Kansan, Hal received both the B.S. and M.S. degrees from Kansas State Teachers College at Emporia. After serving four years in the Navy he taught one year in Greeley County Community High School, Tribune, Kansas, and three years at Kansas State Teachers College. He then moved to Chico, California, where he was a member of the staff in the School of Business at Chico State College. It was there that he was initiated into the fraternity as a

charter member of Epsilon Theta Chapter.

He then taught for two years at the University of Minnesota at Minneapolis while earning the Ph.D. While at Chico and Minneapolis he did part-time work with various C.P.A. firms.

In 1965 he moved to Albany, New York, where he was instrumental in the establishment of Zeta Psi Chapter at the State University of New York. He served the chapter two years as advisor before being named District Director. When a number of new regions were created in 1969, Hal was elected Director of the Eastern Region, the position he currently holds.

### H. Melvin Brown

A graduate of Johns Hopkins University in Baltimore, Mel was initiated into the fraternity by Chi Chapter there in 1953. While in the chapter he was elected social chairman and president and also attended the 1955 Grand Chapter Congress as the official delegate of the chapter. Following graduation he became a member of the Baltimore Alumni Club and was later elected its president.

He was first appointed District Director in 1959. Two years later he was elected Director at Large. In 1963 he was again appointed District Director, a position he held until 1965 when he was elected Director of the Eastern Region.

After serving in the U.S. Navy, he was employed as Personnel Training Officer for the Veterans Administration in Baltimore. On May 1, 1971, Mel retired after more than 27 years of government service.

### Leon H. Harding III

Leon has again been appointed by the Grand Council as Director of the South Central Region. Born in Richmond, Virginia, he enrolled at Virginia Tech. Leaving there in 1961, he joined the U.S. Air Force, serving as a medic. Five years later he again enrolled at Virginia Tech where he received the B.S. degree in accounting. He continued graduate study in accounting there until the following year when he accepted a position with Peat, Marwick, Mitchell and Co. in Richmond. He is currently senior staff accountant with that firm in Roanoke, Virginia.

In Zeta Upsilon Chapter where he was initiated into the fraternity he served as Chapter Efficiency Index chairman. Prior to being appointed to the Grand Council he served as District Director.

### George E. Ragland

A native of Memphis, Tennessee, George attended Memphis State University, graduating with a B.S. degree in economics, Magna Cum Laude. At Memphis State he was president of Gamma Zeta Chapter and following graduation was president of the Memphis Alumni Club. From 1959 to 1966 he served as District Director in what is now the Southern Region. That year he was transferred by his company from Memphis to St. Petersburg, Florida, where he was again appointed District Director.

He was first appointed Director of the Southeastern Region to fill a vacancy caused by the resignation of the Regional Director, and was elected to fill the unexpired term of that office in 1969.



Leon H. Harding III  
Virginia Polytechnic Institute  
South Central Regional Director



George E. Ragland  
Memphis State University  
Southeastern Regional Director



Andrew T. Fogarty  
University of Cincinnati  
East Central Regional Director



Kenneth L. Vadovsky  
Eastern Illinois University  
Central Regional Director



After graduation he joined the Prentice-Hall Company, working as a Field Representative, Regional Recruiter and Field Supervisor prior to being promoted to his present position of Manager of the Southern Division of the company.

**Andrew T. Fogarty**

Born in Cincinnati, Ohio, Andy attended the University of Cincinnati where he was initiated into the fraternity by Alpha Theta Chapter. In his chapter he served as social chairman, professional chairman, vice president and president. Following graduation he joined the Cincinnati Alumni Club where he also served as treasurer, vice president and president.

After more than 13 years in various marketing and management positions with the IBM Company, he was named Vice President of the Ohio Casualty Group Insurance Company, Hamilton, Ohio.

During the past 21 years he has been active in numerous fraternity committees, including being chairman of several. He was first appointed District Director in 1959 and held that position until his election as East Central Regional Director eight years ago.

He is also active in civic and religious organizations and has completed 18 hours toward the M.B.A. degree at Xavier University.

**Kenneth L. Vadovsky**

A charter member of Epsilon Omega Chapter at Eastern Illinois, Ken served his chapter as secretary and chairman of the rush committee. Following his graduation in 1965 he joined The Central Of-

fice staff as a Field Secretary. Upon leaving the staff he was appointed a District Director, a position he continued to hold until his election as Regional Director.

Upon moving to Chicago he became a member of the Chicago Alumni Club where he served as vice president and president. He is presently a member of the Board of Directors of the Y.M.C.A. and the Junior Achievement Coordination Committee and a past vice president and secretary of the Knights of Columbus.

He is currently employed as the Assistant Personnel Manager and Public Relations Representative of Nabisco, Inc.

**Roy N. Tipton**

Roy was first appointed to the Grand Council in 1958 and served as Director of the then South Central Region until 1961 when he resigned for business reasons. He returned to the Grand Council as Director of the Southern Region in 1969. A graduate of Memphis State University, he was initiated into the fraternity there by Gamma Zeta Chapter. He served his chapter as president and was later a charter member and president of the Memphis Alumni Club. In 1951 he was elected president of the Memphis State Alumni Association.

He is currently credit manager of Pidgeon-Thomas Iron Company in Memphis. He has been active in the National Association of Credit Managers for many years and has served as director, treasurer, vice president and president of the Mid-South Unit.

**La Verne A. Cox**

A native of Bladen, Nebraska, LaVerne has received all of his formal education there, including the bachelor's, master's and doctor's degree which he received from the University of Nebraska at Lincoln. It was during the time that he was on the staff at Nebraska that he was initiated into the fraternity by Alpha Delta Chapter. He later served the chapter as advisor.

First appointed to the Grand Council in late 1961, to fill the vacancy created by the resignation of the then Midwestern Regional Director, he has continued to serve as Regional Director ever since. He is currently chairman of the Department of Management and Finance, School of Business, St. Cloud State College, St. Cloud, Minnesota. He was also instrumental in the establishment of Theta Tau Chapter there.

**Walter D. Nelson**

Elected Director of the Midwestern Region is Walter D. Nelson a member of Delta Theta Chapter at Oklahoma City University. Born at Perry, Oklahoma, Walt attended Wellington, Kansas, High School after which he enrolled at Wichita Drafting College. He then enrolled at OCU where he earned the B.S. degree. He has also completed 18 hours toward the MBA degree there.

He was first appointed District Director in 1967 and held that position until 1969 when he was appointed by the Grand Council to be director of the Midwestern Region. At Pocono Manor he was elected to fill the remainder of the



**Roy N. Tipton**

*Memphis State University  
Southern Regional Director*

**La Verne A. Cox**

*University of Nebraska  
North Central Regional Director*

**Walter D. Nelson**

*Oklahoma City University  
Midwestern Regional Director*

**John A. Fincher**

*North Texas State University  
Southwestern Regional Director*

two year term of office. In his chapter he served as historian and president.

Walt is an assistant professor of marketing and a research associate in the Business Research Center at Oklahoma City University.

**John A. Fincher**

Jack Fincher was elected Southwestern Regional Director to fill the unexpired term of Charles P. Foote, who resigned. Jack was initiated into the fraternity by Delta Epsilon Chapter at North Texas State University, serving his chapter as vice president, historian and ritual chairman. Following graduation he joined the Dallas Alumni Club where he served as treasurer, vice president and president. He was then appointed District Director and served in that capacity for six years prior to being elected Director of the Southwestern Region the first time.

Born in Port Arthur, Texas, he has lived most of his life in Texas and Louisiana. He now lives in Garland, Texas, a Dallas suburb. He is currently Assistant to the Comptroller, Rauscher-Pierce Securities Corporation.

**William E. Wilson**

Bill was elected Director of the Intermountain Region in 1969 at Mackinac Island, Michigan. Initiated into the fraternity by Gamma Omega Chapter at Arizona State University, he served his chapter as publicity chairman and president. Following graduation he joined the Phoenix Alumni Club and served as vice president. He also joined the staff of

Mountain Telephone Company where he is currently employed.

In 1963 he was appointed District Director of the fraternity for Arizona and served in that capacity until he was elected to the Grand Council. He and his wife, Joann, and their two children live in Scottsdale, Arizona.

**R. Nelson Mitchell**

Nelson was first elected to the Grand Council in 1965 at the 25th Grand Chapter Congress at West End, Grand Bahama Island. He was re-elected at the 27th Grand Chapter Congress and continues to serve as Director of the Western Region.

Born in Aberdeen, Maryland, he attended Johns Hopkins University in Baltimore and was there initiated into the fraternity by Chi Chapter. As an undergraduate he served as historian, chancellor, professional chairman and social chairman. In 1934 he moved to Chicago and became actively associated with Beta Chapter and the Chicago Alumni Club.

Following his service in World War II, Mitch was transferred to San Francisco where he helped to organize the San Francisco Alumni Club which he served as secretary-treasurer and later president. Prior to being elected Regional Director he had served as a District Director for six years.

Mitch is the Supervising Underwriter, Surety Division, The Travelers Indemnity Company in San Francisco. He is the past president of the Surety Underwriters Association of Northern California and a member of the Aahmes Temple Shrine.

Continued from page 33

- 6025 Harold E. Norman, *Delta Tau*, Indiana State
- 6026 Stephen D. Nolan, *Gamma Iota*, New Mexico
- 6027 Frank J. Dvorak, *Beta Zeta*, Louisiana State-Baton Rouge
- 6028 Rowland D. Hetrick, *Alpha Nu*, Denver
- 6029 Billy L. Myers, *Epsilon Theta*, Chico State
- 6030 Neil A. Parmenter, *Alpha Iota*, Drake
- 6031 Leon M. Langley, Jr., *Epsilon Nu*, Louisiana State-New Orleans
- 6032 Edwin R. Whatley, *Epsilon Upsilon*, New Mexico State
- 6033 David W. Evers, *Epsilon Omega*, Eastern Illinois
- 6034 Arden W. Inda, *Gamma Pi*, Loyola-Chicago
- 6035 Herbert C. Neuman II, *Eta Sigma*, Southern Illinois-Edwardsville
- 6036 William H. Wilbur, *Alpha Delta*, Nebraska-Lincoln
- 6037 Harry L. Tiedemann, Jr., *Chi*, Johns Hopkins
- 6038 James M. Meadors, *Gamma Lambda*, Florida State
- 6039 Jack L. Edmiston, *Epsilon Chi*, Georgia Southern
- 6040 Dieter Bergmann, *Gamma Pi*, Loyola-Chicago
- 6041 Joseph J. Marconi, *Theta Lambda*, Xavier-Cincinnati
- 6042 Thomas L. Vercrease, *Eta Chi*, California Poly-Pomona
- 6043 William A. Orender III, *Epsilon Omega*, Eastern Illinois
- 6044 John L. McLaughlin, *Upsilon*, Illinois-Urbana
- 6045 Michael R. Springer, *Alpha Omega*, DePaul
- 6046 Gerald R. Lucas, *Epsilon Theta*, Chico State
- 6047 Walter N. Kreil, Jr., *Beta Xi*, Rider
- 6048 Robert J. Tiffany, *Alpha Kappa*, State U. of New York-Buffalo
- 6049 Frank J. Parrino, *Beta Zeta*, Louisiana State-Baton Rouge
- 6050 William Mattes III, *Omega*, Temple



**William E. Wilson**  
Arizona State University  
Intermountain Region



**R. Nelson Mitchell**  
Johns Hopkins University  
Western Regional Director

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*The DELTASIG*

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- Executive Secretary:* Ben H. Wolfenberger, *Beta Upsilon-Texas Tech*, 330 South Campus Ave., Oxford, Ohio 45056
- Past Grand President:* Warren E. Armstrong, *Gamma Iota-New Mexico*, P. O. Box 8306, Albuquerque, N. M. 87108
- Director of Education for Business:* Timothy D. Gover, *Beta Phi-Southern Methodist*, 112 Wabash Ave., Mattoon, Ill. 61938
- Director of Alumni Activities:* William W. Tatum, Jr., *Gamma Tau-Southern Mississippi*, 6771 Havenside Dr., Sacramento, Calif. 95207
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- Director, Southwestern Region:* John A. Fincher, *Delta Epsilon-North Texas*, 1200 Mercantile Dallas Building, Dallas, Tex. 75201
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- 6099 William S. Ayres, *Epsilon Xi*, Ball State
- 6100 Michael D. Wymer, *Alpha Omicron*, Ohio U.
- 6101 Thomas M. Marion, *Theta Omicron*, St. Ambrose
- 6102 James N. Railey, *Theta Mu*, Columbus
- 6103 Howard E. Ruck, *Epsilon Omega*, Eastern Illinois
- 6104 Donald W. Barnes, *Zeta Phi*, Florida Atlantic



TONY FERNANDEZ, chairman of the 28th Grand Chapter Congress golf tournament at Pocomo Manor, Pennsylvania, is shown here presenting a set of MacGregor head covers to Gerald M. Moriarty for his first place tie with Richard Ross in the low gross contest. Brother Ross is in the background. Looking on are Andrew T. Fogarty and Walter D. Nelson.

# DELTA SIGMA PI

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