

The

DELTA SIG

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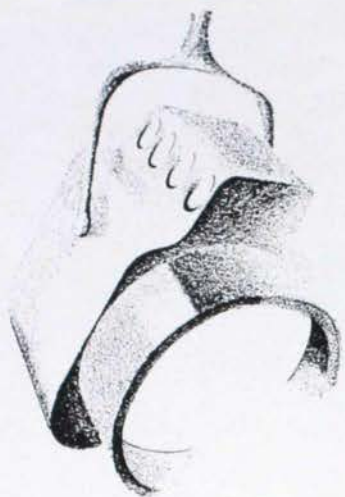


State University of New York, Albany, New York

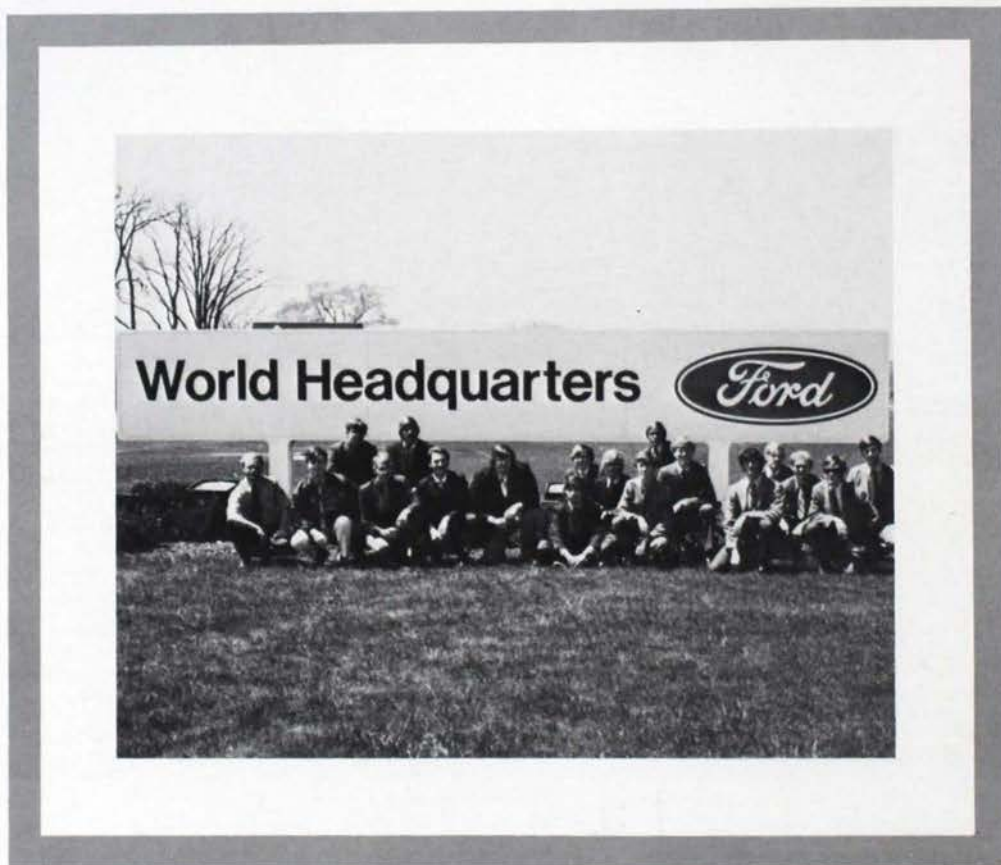
PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY

FOUNDED 1907

JANUARY 1972



in the professional spotlight



MEMBERS OF Theta Pi Chapter at Bowling Green State University are shown here outside the World Headquarters of Ford Motor Company in Dearborn, Michigan, during a recent field trip to the Detroit area.

The DELTASIG

OF DELTA SIGMA PI

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The Cover

Featured on the cover of this issue of the magazine is the ultra-modern campus of the State University of New York at Albany. Zeta Psi Chapter of the fraternity was installed on this campus in April 1967.

Member of



College Fraternity Editors Association

DELTASIG
OF DELTA SIGMA PI



from the desk of the Grand President

During the last several months, many interesting events have taken place which made me feel proud to be a member of the International Fraternity of Delta Sigma Pi.

Notable among these was a meeting between twelve of our chapter presidents, one from each Region, and representatives of the National Association of Manufacturers. The purpose of this meeting, which was requested by N.A.M., was to find means by which students and businessmen could meet and discuss ideas or problems of mutual interest. The ultimate goal was that these meetings be held at the community level in areas where our chapters are located. I was indeed proud that a prestigious association such as N.A.M. felt that Delta Sigma Pi was the type of student group that they would want to associate with for this purpose.

An equally inspiring meeting was with our founder Harold Jacobs in Albany, New York, at which time our Zeta Psi Chapter initiated his son James as an honorary member. As usual, Harold was able to convey a wealth of information about the early founding, purposes and ideals of our fraternity, and held all those in attendance spellbound with his tales.

Also, in recent months I have attended a number of meetings where alumni of the chapter were present for homecoming or other purposes. The pride exhibited by these alumni in their chapter, many years after having attended their schools certainly should have been an inspiration to the Undergraduates. While being an inspiration, it should also prove to be a mandate to each individual chapter to assure the continued growth of their chapter by providing for future leadership and membership. All too often a chapter may become comfortable with its present membership, and fail to realize that a good division of new initiates among student class levels is necessary for the chapter's continued existence.

While raising the average number of new members per chapter is our "Number One" goal for the coming year, in doing so I urge each chapter and alumni club to keep in mind that selecting the quality of members who can provide the future leadership of the chapter or alumni club is equally as important. Hopefully, each of us through these efforts can always look forward with anticipation and pride to visiting "our" chapter at any future homecoming or meeting.

My very best wishes to all of the brothers for a most happy and rewarding New Year.

Thomas M. Mocella

Thomas M. Mocella
Grand President

Drug Usage & FRATERNITY RESPONSIBILITY

Following is the text of an editorial which appeared in the September, 1971, issue of the Shield & Diamond of Pi Kappa Alpha. Although written for the members of Pi Kappa Alpha Fraternity, it is no less appropriate for members of Delta Sigma Pi. We acknowledge with appreciation to Mr. Love and Pi Kappa Alpha the special permission granted to reprint the article.

TODAY THE USE of marijuana has reached epidemic proportions in every small town, big city, and college campus in the country. What is the role of the fraternity in all this—should each chapter just turn its back on the drug issue or is there some positive action it can take?

First, let's talk about narcotics a little. The most widely used one is marijuana, or "pot." It is normally smoked, and has a generally uninhibiting effect which ranges from euphoria to hallucinations. It can have unpredictable effects, however, and distort certain senses. Habitual smokers develop a psychological dependence on marijuana—they count on the "lift" it gives them—and though there is controversy about how habit-forming pot is, the fact remains that people who enjoy smoking it intend to continue doing so. The physical harm it causes has not been fully established, but the fact that it is used as a psychological crutch should be warning enough.

What about going from pot to stronger, more dangerous drugs? Well, progression does not necessarily follow. Still, a person who enjoys smoking pot might easily be tempted to try stronger drugs, especially if he is with people who use them. Heroin is strongly addictive, creating a physical dependence which is nearly impossible to break. LSD can result in a "bad trip," which causes physical injury to the user and others, and may create permanent mental disorders. The above are just a few examples of what may lay in wait.

Challenge for Fraternity

In spite of all the arguments in favor of drug-taking ("mind expanding," "an increased sense of reality," "you just love everybody"), we need only to look at the countless drug control centers set up around the country and see some of the desperately sick young people who are trying to break the "habit," to convince us that the use of drugs is a terribly serious matter—one on which our fraternity *must* take a stand!

What shall it be? Should we get behind stronger legislation? Help set up drug clinics in our own community? Where should our main thrust be?

Let's go back first to the reasons behind the whole Greek system. Fraternities originally came into being to promote brotherhood and leadership—both academic and social. Ideally, fraternity men were the ones to provide strong leadership at their school, which came from their having a strong sense of purpose and a deep personal commitment—strengths which had been deepened by their fraternity.

But during the last decade there have been great changes on our nation's campuses. The focus of interest of college students has shifted, and one of the most noticeable effects has been a drop in interest in fraternities. The first to go were the ones which had degenerated into drinking societies and purely social clubs—they were expendable. At the other extreme are fraternities with extremely high standards and possessing many leaders, which have earned a solid place on campus.

Between these two extremes lie the majority of our chapters—trying to pick the right road to follow, one that will allow them to maintain high standards and yet attract a good number of pledges. Drug usage has an impact on this.

Trying to be loyal to their founders' goals of brotherhood, scholarship, leadership, and a strong sense of commitment, and yet knowing that there will be fewer young men on campus this fall interested in pledging *any* fraternity, our chapters are concerned that if they hold on to their original goals too firmly they may not be able to attract what seem like the best prospects, and there is the resulting concern that a chapter cannot stay on campus.

Chapter Leadership

Good, strong leadership has always been crucial to a fraternity. Such leadership can prevent use of drugs in the chapter, and this strong (not necessarily popular) stand may spread to other parts of the campus with a very beneficial effect. The fraternity which lets it be known that there is absolutely no drug usage allowed in the chapter will attract the pledges who will make the best fraternity men and leaders for the future. Such a fraternity must have top caliber officers, and must stand by the rules—any member who uses drugs in the chapter will be disciplined. Such high standards are difficult to establish, and even harder to maintain, but if the

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COLLEGE STUDENTS' IMAGE OF BUSINESS

W. Daniel Rountree

Zeta Upsilon Chapter, Virginia Polytechnic Institute

Brother Rountree is Assistant Professor of Marketing at Virginia Polytechnic Institute and State University. This article is the results of a study which he conducted among undergraduate members of Delta Sigma Pi.

DURING RECENT YEARS business has been made increasingly aware of its poor image among college students.

Morris Rosenberg at Cornell concluded that students are more likely to view business as a second best rather than a golden career opportunity. In their study of students' images of a selected group of professions and occupations O'Dowd and Beardslee created semantic profiles of a number of occupations. Business executives were portrayed as having both weaknesses and personal problems that offset to some degree their wealth and social status. Sales managers were portrayed as rather shallow and

extroverted, selfish, impulsive, somewhat undependable, and possessed of limited intelligence.

Fortune magazine sponsored a study of the Harvard University Class of 1966 and found, of approximately 1100 seniors, only 50 intended to accept jobs in business after graduation and only 20 per cent indicated business as an ultimate career objective.

The June 1969 issue of *Fortune* reports findings from its latest youth poll.

Young Americans are overwhelmingly (94 per cent of students and 92 per cent of non students) convinced

that business is too profit minded and too little concerned with the public welfare; a surprising majority of their parents share these views.

As the preceding comments indicate, business appears to have a steadily deteriorating unfavorable image among college students. These and other recent articles in business publications strongly indicate the validity of undertaking studies to determine the extent of favorable or unfavorable images of fields of study among business students. Attempts should also be made to discover attitudinal and value orientations which determine student images.

TABLE 1.—Mean Responses to Statements Indicating Delta Sigma Pi Members' Feelings About Fields of Study in Business (N/833)*

STATEMENT	ACCOUNTING	ECONOMICS	FINANCE	MANAGEMENT	MARKETING
	MEAN	MEAN	MEAN	MEAN	MEAN
1. This field is very interesting and challenging to me.	3.35	3.50	3.72	3.93	3.77
2. This field requires me to spend too much time and energy on insignificant or trivial material and assignments.	3.07	3.32	3.49	3.58	3.53
3. I respect and like to associate with students in this field.	3.94	3.81	3.96	4.01	4.03
4. This field is too abstract and theoretical for me. I feel it is inapplicable to the real world.	4.10	3.17	3.96	3.90	3.96
5. I admire many of the educators in this field, as persons, not just as professors.	3.78	3.63	3.72	3.78	3.76
6. I would have to invest more time and money in preparing for occupations in this field than I feel I could afford.	3.31	3.12	3.39	3.75	3.66
7. This field leads to occupations in which I'd like the life I'd lead outside the job.	3.12	2.94	3.57	3.95	3.67
8. I do not feel this field has a good reputation or high prestige among other students.	3.83	3.42	3.76	3.50	3.49
9. I feel material learned in this field has a great deal of practical application.	4.17	3.26	3.97	3.92	3.87
TOTAL SCORES	32.66	30.17	33.53	34.43	33.74

*Highest possible response = 5, lowest possible response = 1.

The Research Study

In 1968-1970 a research study was undertaken by the author. One of the purposes of that study was to determine business students' attitudes toward fields of study in business and their values of selected fields of business as an occupational choice. This article is drawn from that study and poses the questions:

What is the image of fields of study in business among student members of Delta Sigma Pi? How do the images of each field differ?

Images were defined as mental representations of any thing not actually present to the senses; mental pictures formed as a result of stimuli. Attitude statements were defined as statements which describe students' feelings about various fields of study in business. Value statements were defined as statements which describe students' feelings about opportunities provided by study in vari-

ous fields. Some statements were favorable and illustrated advantageous aspects of fields of study in business. Other statements were unfavorable, illustrating adverse aspects of fields of study in business. Students' opinions or responses to stimuli, in the form of attitude and value statements, indicated their image or mental picture of various fields of study in business.

Data concerning students' images of fields of business was collected by means of mailed questionnaires to a random sample (1225 students) of the national student membership of Delta Sigma Pi. Useable responses were received from 833 students representing 110 colleges and universities located in 39 states. The breakdown of respondents according to their major field was: accounting 205, economics 49, finance 69, management 189, marketing 185, other fields 136. Responses to attitude and value statements were scored by assigning a numerical

value of five for the strongly agree response to favorable statements and a value of one for the strongly agree response to unfavorable statements. Thus the highest possible score for any statement was five and the lowest score was one. Individual statement scores were then summed to determine a respondent's aggregate score on each of the two series of statements.

Findings of the Study

Results of the questionnaire pertaining to students' attitudes toward fields of study in business are indicated in Table 1. Students' values of selected fields of business as occupational choices are indicated in Table 2. For each statement, in Tables 1 and 2, mean (average) scores are presented for each field of study. These scores are totaled to determine an aggregate score for each field.

Several distinct patterns of responses are revealed in this study.

Continued on page 77

TABLE 2.—Mean Responses to Statements Indicating Delta Sigma Pi Members' Feelings About Opportunities Provided by Study in Fields of Business (N/833)*

STATEMENT	ACCOUNTING	ECONOMICS	FINANCE	MANAGEMENT	MARKETING
	MEAN	MEAN	MEAN	MEAN	MEAN
1. This field leads to occupations which would <i>not</i> provide opportunities for me to use my special abilities or aptitudes.	3.18	3.01	3.45	3.91	3.64
2. This field leads to occupations which would provide me relative freedom from supervision in my work.	2.57	3.13	2.87	3.08	3.24
3. This field leads to occupations which would <i>not</i> provide me social status and prestige.	3.72	3.61	3.90	4.04	3.68
4. This field leads to occupations which would provide me a stable secure future.	3.98	3.37	3.74	3.82	3.48
5. This field leads to occupations which would <i>not</i> provide opportunities for me to be creative and original.	2.34	3.02	3.05	4.00	4.19
6. This field leads to occupations which would <i>not</i> provide opportunities for me to be helpful to others or useful to society.	3.54	3.83	3.73	4.03	3.91
7. This field leads to occupations which would provide me an opportunity to earn a high income.	3.84	3.38	3.90	4.06	3.89
8. This field leads to occupations which would provide opportunities for me to work mainly with people rather than with things.	2.53	2.63	3.04	4.36	4.09
9. This field leads to occupations which would <i>not</i> provide me a chance to exercise leadership.	3.02	3.04	3.38	4.29	3.80
TOTAL SCORES	28.73	29.02	31.07	35.61	33.93

*Highest possible response = 5, lowest possible response = 1.

With the Chapters



NEW MEXICO

GAMMA IOTA CHAPTER at the University of New Mexico is placing heavy stress upon professional activities in 1971. Our yearly business seminar, which is termed successful and worthwhile by those attending, is supplemented by a multitude of other activities. Professional tours include the new police building in Albuquerque and the Albuquerque Publishing Company. Professional speakers have included Police Chief Donald Byrd and Brother Robert R. Rehder, dean of the School of Business Administration at the University of New Mexico. Our chapter has also participated in flea market sales, raffles and benefit concerts.

The 1971 Spring pledge class brought in six enthusiastic new brothers who, with assistance from the chapter, raised approximately \$1,000.00 with two projects.

Chapter elections produced a dedicated group of officers who are as follows: President Bill Moye, Senior Vice President Don McLeod, Vice President Bob Hodge, Chancellor Gary Baker, Secretary Rod Deguero, Treasurer Leroy Wolfe, Historian Phil Perea, Vice President-Professional Activities Joe Young and Chapter Advisor John Ingles.

In a special election, Jim O'Connor, past president of Gamma Iota Chapter, was recommended for appointment to District Director. John Ingles, new chapter advisor, is strengthening the bond between the Albuquerque Alumni Club and Gamma Iota Chapter with a series of monthly breakfasts with speakers to which all members are invited.—ROBERT E. BAKER

FLORIDA TECH

THETA SIGMA CHAPTER at Florida Technological University exerted an all-out effort for Fall rush this year. Thirteen rush functions were held during the first few weeks of the quarter. These functions brought in nearly 50 rushees of which 20 were pledged, maintaining the high standards of men of commerce. These 20 pledges will be initiated in the next few weeks which will give us 27 new brothers for the year, well over our quota.

Since the last edition of *The DELTASIG*, elections were held and an outstanding slate of officers seated. They are expected to show excellent leadership. Bob Shaker was named president; Bill Hufford, senior vice president; Jim Huff, vice president-professional activities; Carl Wood, secretary; Boyd Christopher, treasurer; Erick Gamble, chancellor; and Duane Williams, Historian. Dr. Gordan

McAleer, longtime alumnus, became the faculty advisor. These officers have done much to ensure that Theta Sigma Chapter stays Number One at Florida Tech and keeps the highest rating in the fraternity.

Founders' Day was celebrated on October 30, 1971. This function was well attended as are all chapter functions. On November 13, over 50 brothers and guests went by bus to Busch Gardens in Tampa, Florida. This professional tour of the facilities and the discussions that followed were very enlightening and enjoyable.

Theta Sigma Chapter is happy to announce the reelection of brother Jim Brooks to the University Senate. Brother Brooks will again represent the College of Business.

The Chapter is well on its way to making another 100,000 points in its second official year.—WILLIAM DUANE WILLIAMS

NEW MEXICO STATE

EPSILON UPSILON CHAPTER had a membership of 34 brothers Fall semester. In addition, our pledge class numbered 18.

Once again, because of our close ties with the University, we were able to raise approximately \$800.00 working Summer and Fall registration of students.

Of the current membership, 95 per cent maintain higher grade points than that of the male average of the College of Business Administration and Economics.

As our chapter has grown we have become more involved in campus activities. This semester, on the ASNMSU Senate, we have three brothers helping make New Mexico State University responsive to the needs of its students. Brother Joe Seskey is treasurer of the Senate, while Brothers Pat Killough and Don Jones serve as Business Administration and Economics senators.

Brother Bryan Gleaton, past president of this chapter, is now using his talents as District Director for the Epsilon Upsilon and Gamma Phi Chapters. The selection of Brother Gleaton, in this correspondent's opinion, ensures a number one status for both chapters within the fraternity.

Juan Abalos, a 1971 graduate of Mayfield High School, Las Cruces, New Mexico, was chosen as the recipient of our chapter's Scholarship Award. Juan is currently enrolled in the College of Business Administration and Economics.

Alumni who have visited our chapter recently are Jerry Davies, Texaco; Doug Holley, Citizens Bank, Las Cruces; Tom Carter,

Metropolitan Life; and Dick Morrison, New Mexico State University. We also had a letter from Brother Fernando Soto, Arthur Andersen and Co., New York.

Epsilon Upsilon Chapter extends its greetings to all its brother chapters and wishes them a very successful year.—RAMON S. CHAVEZ

WEBER STATE

THE ETA LAMBDA CHAPTER of Delta Sigma Pi at Weber State College has been quite busily occupied in the Autumn quarter, 1971.

The majority of our efforts have been concentrated on our Fall rush. While not an extremely large rush, of 17 rushees we were privileged to pledge a group of 12 pledges on the evening of October 19. Of these, ten were students and two were School of Business faculty members. Our rush was highlighted by a Rush Luncheon on October 12 and a professional program that evening aimed at the interests of our new rushees.

Aside from the rush, the officers of the chapter have been engaged in plans for the upcoming initiation and professional meetings which we will have during the quarter. Two excellent professional meetings have been presented, and several others were scheduled before the Christmas break.—RICHARD H. TYSON

EASTERN ILLINOIS

EPSILON OMEGA CHAPTER at Eastern Illinois University through the hard work of all the brothers finished the 1970-71 school year with a great deal of satisfaction. We again achieved 100,000 points in the Chapter Efficiency Index, as we have done each of the seven years we have been a chapter of Delta Sigma Pi.

One of the highlights of the fall quarter was an exceptional professional program which included several tours and speakers. One talk was entitled "Commodity Trading on the Local Level," this was followed by a tour to the Chicago Mercantile Exchange and the Chicago Board of Trade. Future activities will include a talk on "An Analysis of the Job Market," and a tour to Pittsburgh Plate Glass Company, and Allis-Chalmers.

In this year's homecoming activities we finished 1st in the house division. The theme was entitled "Commercials."

The Brothers of Epsilon Omega Chapter wish all brothers and all newly elected and appointed officers of Delta Sigma Pi, a very prosperous and happy year ahead.—BUD GRIFFY

SAN FRANCISCO

THE BROTHERS OF Gamma Omicron Chapter returned to the University of San Francisco before the semester officially began to lead student cells during Welcome Week, and to help counsel students during registration. We also held a dance for the incoming business and nursing students.

Final preparations are now being made for the selection of our "Rose" Queen and for Gamma Omicron Chapter's 21st annual "Rose" dance at the Mart Fern Court. Special thanks go to Randy Royce who is chairman for this event.

This year's Vice President for Professional Activities, Gordon King, is already off to a terrific start. We presented Bill Bishop of Botsford Ketchum, Inc., who showed us how the television commercial entitled "Making Love" was made. We also have talked with John Monfredini of E. F. Hutton, Inc., about the stock market. It appears that this year we will have an exciting professional program.

Gamma Omicron Chapter celebrated Founders' Day with a trip to the wine country for a tour of a vineyard and afterwards a barbecue.

Congratulations go to John McInerney and Michele Morris who were married on May 22, and to Pat Mullin and Robin Wilner who have announced their engagement.—ANDREW ZEISLER

ROCHESTER TECH

EPSILON LAMBDA chapter at Rochester Institute of Technology is concluding a very active and successful Summer, Fall and Winter.

During the Summer quarter, the Brothers of Epsilon Lambda Chapter completed their third successive year of producing a successful Delta Sigma Pi desk blotter. The blotter consists of the Delta Sigma Pi emblem in the center with a calendar and advertising purchased by local retailers surrounding the emblem.

The big event that came at the end of the Summer quarter was the Grand Chapter Congress. Epsilon Lambda Chapter had the largest delegation of Brothers in attendance at the Congress. The Brothers attending the congress had an educational experience and a good time which was all rolled into one. Many beneficial ideas and suggestions were brought back to our chapter by the Brothers.

The Brothers of Epsilon Lambda Chapter sent letters to all colleges that the R.I.T. football team plays that have Deltasig chapters. On the weekend of October 22 nine Brothers from Theta Upsilon Chapter at Siena College, located in Loudenville, New York, came to Rochester to be the guests of the Brothers of Epsilon Lambda Chapter. The Brothers from Theta Upsilon Chapter that came to Rochester were Brothers John Thomas, Brian Gross, Buzz Fitzgerald, Rich Sterns, Sal Di Siena, "Ros" Rosner, Jim Brunt and two alumni Brothers, John Ives and Bill Quinn.

The weekend began on Friday afternoon with a professional tour of Rumrill-Hoyt Advertising and Public Relations Agency. This world-wide agency has its home office located in Rochester, New York. The entire tour and lecture were extremely interesting and it helped us to better understand the vast world of advertising.

The Brothers of both chapters attended the R.I.T.-Siena football game on the R.I.T. campus. There was a sporting rivalry evident between the Brothers of the two chapters throughout the game and in the end R.I.T. defeated Siena by a score of 10-6. That evening the Brothers of Theta Upsilon Chapter and several Brothers of Epsilon Lambda Chapter were initiated into the Elbow Benders. Needless to say, a good time was had by everyone. The weekend proved to be very enjoyable and much was learned by each chapter about the other as a result of the weekend activities.

There were two big financial projects for the Fall quarter, one of which was the October Car Wash which netted over \$100.00; and the Christmas Tree Sale was also a very successful project. This was quite a switch from our usual fund raising projects and it proved to be a very good venture. Another success was that of the Founders' Day Party on Saturday, November 6.

Epsilon Lambda Chapter has always been very active in all kinds of sports but we are extremely proud of our softball team. The Delta Sigma Pi softball team has lost only three of their last 36 softball games. The team expects to have another victorious season this Spring. Future issues of The DELTASIG will keep you posted on our progress.

This year our chapter has planned an excellent professional program and several other activities. These activities, along with the strong enthusiasm we have generated within the chapter, will help our chapter to achieve 100,000 points in the Chapter Efficiency Index.—THOMAS R. WATKINS

MIAMI-Florida

THE BROTHERS OF Beta Omega Chapter have initiated a stupendous rush program this fall. With the help of our newly elected officers, Bob Branciforte as president, Bob Drake as senior vice president, and John Colon as vice president for Pledge Education, Beta Omega Chapter is looking toward its finest year ever. The chapter has geared itself in three directions to boost its membership.

First, and most important, is the professional program under the dynamic and versatile David Hood. Dave has come through this Fall with some tours and speakers that were quite frankly unbelievable. Perhaps the most impressive tour was the Cape Kennedy road trip scheduled in November.

A second facet of our fraternal order is the sports program under the volatile leadership of Jim Romanov. Our football team is known campus wide; we've dubbed ourselves The Capitalist Pigs. Our record, however, isn't as impressive as our name.

The third facet is, of course, our social program, under the capable direction of Paul Stapleton. The highlight of his program was the Founders' Day Party. Paul expected attendance to be in excess of 100 people, exclusively Brothers, Alumni, Faculty, and pledges.

With all its innovative genius this Fall, Beta Omega Chapter will definitely shine as it has always done before.—JOHN F. COLON

ARIZONA

GAMMA PSI CHAPTER'S activities for the first semester included a wide range of professional speakers and a tour in the Phoenix area. Ten pledges were accepted into the chapter, including Joe Wilcox of Tucson Gas and Electric, and Ron Hummel of the University of Arizona Placement Service. The brothers continued the tradition of selling commemorative buttons during homecoming week as well as sun visors at both day games.

In addition to chapter activities, the brothers of Gamma Psi Chapter continued their pace-setting activities in the College of Business and Public Administration. Craig Dick was chosen president of the Business and Public Administration Council. Brothers Ed Mall, Max McCauslin, Frank Nagle and Gil Sparks were also chosen to serve on the Council. Deltasigs Chris Reece, Duff Hearon and Steve Paquette were elected to the Associated Student's Senate as representatives of the College of Business and Public Administration.—TIM D. TAYLOR



PICTURED HERE ARE the officers of Alpha Kappa Chapter at the State University of New York at Buffalo. They are from left to right, first row: Paul Frey, secretary; Louis Tripi, chancellor; Froncell Clifton, president; James Czuprynski, treasurer; and Dennis Terkula, vice president-professional activities. Shown in the top row are Richard Grudzien, chapter advisor; and Arthur Rago, vice president-pledge education.

LOUISIANA STATE—Baton Rouge

BETA ZETA CHAPTER in Baton Rouge has had a total of three professional activities this semester, including topics on ecology, the economy and banking. To date, three more activities have been scheduled, including the pledge professional meeting. Topics such as advertising and property taxes will be discussed.

The Fall pledge class consists of 12 members, two of whom are graduate students. These pledges are working hard to prove their worth as they are raising money by selling firewood and donuts.

On November 23, the chapter members and pledges attended the annual James Oscar Webb Picnic near Clinton, Louisiana. As always, the function was a success including a sumptuous feast of assorted barbecued meats, social interaction with alumni and an afternoon football game between the members and the pledges; this year the members 20 points, the pledges six.

On the weekend of November 23, the chapter president Noland Schexnayder attended a meeting in Chicago between the fraternity regional representatives and members of the National Association of Manufacturers. The meeting's purpose was to adopt a purpose and set goals to bring students and business closer together. President Schexnayder represented the Southern Region at the NAM Convention in December.

RUTGERS—Beta Rho

At the first scheduled meeting of the School year President Gabriel Hamilton informed the members that the chapter had scored 100,000 points in the Chapter Efficiency Index. Brother Hamilton spoke for all when he said that the pride felt at that moment by everyone would surely encourage all the Brothers to maintain their continued active support and make reaching 100,000 points a yearly event.

The first meeting plans were completed for all professional and social activities. Professional activities will include tours of a data processing center and the Port of New York Authority facilities at Newark airport. Founder's Day was celebrated with a costume party at the Green Mountain Lodge, West Orange, on October 30.

Beta Rho Chapter, whose affairs are centered on the Newark campus, plans to enlarge its pledge program to cover the remaining four campuses of Rutgers University. Programs have already begun at Newark, Patterson and Jersey City while plans are being completed for programs at Camden and New Brunswick. While articles will be placed in student newspapers, major attention will be devoted to face to face meetings. Brothers have already volunteered their free time and those few minutes between classes to man information tables in the halls and to hand out literature about Delta Sigma Pi. While waiting for classes to begin, Brothers talk to their classmates or place a notice in the corner of the blackboard listing their names and stating that anyone interested in learning more about the fraternity should contact them. Faculty Advisor Edward Lake has volunteered to discuss the fraternity with members of the faculty. Brother Lake hopes the faculty members will consider the

fraternity a vital component of the total business education and that they will encourage their students to seek further information. With this intensive program the chapter expects to obtain a record number of pledges.

Brother Hamilton had the honor of being Mideastern representative to a conference held in New York City by the National Association of Manufacturers. He also attended the NAM conference held in Chicago. Brother Hamilton states that the key word of the conferences will be the word "understanding"—the creation of better understanding between the business world and students of business.

Beta Rho Chapter wishes all our Brothers success in the year to come and all chapters success with their planned activities.—NORMAN L. LOVAS

TROY STATE

ETA KAPPA CHAPTER at Troy State University began the new school year by once again distributing Gift-Paks to the students during registration. While the Brothers were handing out the Gift-Paks they were also conducting a survey for the new School of Business and Commerce. As in the past the Brothers also sold tickets at the annual fair to increase the revenue of Eta Kappa Chapter. With the effort of five new Brothers, Tim Lunsford, Bill Howell, Bill Mosley, Rick Little, and Arnold Finkelstein, the first week of school went well.

Due to the efforts of all the Brothers the smoker was a great success. Twelve new pledges are now preparing for "the day." Also with the new pledges we voted in our new "Rose," Miss Debbie Walker.

We were grateful for the large number of pledges when we began building our float for the Homecoming Parade. Although we did not win any prizes it was great fun.

The next item to face the Brothers was our annual Turkey Shoot and Shotgun Give-Away which was held in November. The pledges plan to aid the Brothers by preparing a Bar-B-Que.—ROBERT M. JINRIGHT

INDIANA STATE

THE BROTHERS OF Delta Tau Chapter have again started the Fall semester with great enthusiasm of another rewarding year. With another school year well under way, the chapter is again well on its way toward achieving honor roll distinction by scoring another 100,000 points in the Chapter Efficiency Index.

Congratulations are in order for the new executive officers. They include Bill Smith, president; Dan Symonds, senior vice-president; Steve Hall, vice-president; John Eldred, vice-president of professional activities; Frank Zieg, secretary; Steve Drake, treasurer; and Mike Gallagher, historian.

Each year the Delta Tau Chapter strives for another first. This year the Deltasigs proudly display the "City of Terre Haute Award", presented during the homecoming parade to the organization whose float best illustrates a most prevalent issue. The brothers, under the guidance of Honorary Brother Ron Robertson,

built a float contrasting industry life to farm life. Their topic was ecology.

Rushing began early with three smokers, and was highlighted by Delta Tau Chapter Alumnus Keith Michael's most inspirational presentation on "Fraternalism". Although only nine pledges have been taken, they appear to have those qualities which would be an asset to the fraternity.

Numerous professional activities outline the year ahead. Tours include Sterling Brewery of Evansville, business and computer departments of Commercial Solvents Corp. of Terre Haute, and American Fletcher National Bank of Indianapolis. Professional speakers include Dr. Bucher, on "interviewing", and Ralph Tucker, past mayor of Terre Haute, on "selling a city".

Social activities were initiated with the chapter Founders' Day Banquet. Besides the undergraduate and alumni brothers in attendance, the celebration was enhanced by the presence of Grand President Thomas Mocella and his wife. Although this was his first speaking engagement as Grand President in front of an undergraduate chapter, he presented a high degree of professionalism.

In conclusion, the Brothers of Delta Tau Chapter have found that unity, and hard work through increased business and social activities, does build better brotherhood.—DAVID A. FUHS

PITTSBURGH

LAMBDA CHAPTER, being one of the few evening school chapters, has the great benefit of being able to draw from its membership a number of varied professions. Within Lambda Chapter there are personnel and industrial relations men, bankers and salesmen, purchasing agents and production men. Lambda Chapter is not only affiliated with the business world but is an important, integral part of it.

Brother Gordon Percy, who at one time owned his own business, is now the chairman of the student cabinet at the University of Pittsburgh. Brother Percy and the cabinet, with the services of Pittsburgh Psychological Testing, initiated a questionnaire for the evening school students at the University. This questionnaire is meant to evaluate many of the problems at the University and also to allow the evening school students to voice their opinions on such items as curriculum, grading, parking, time of classes and evening school facilities. Lambda Chapter aided the cabinet by submitting the questionnaires to the entire student body on September 27, 1971. The reception of the questionnaire was a tremendous success and the results are presently being evaluated. Dr. Horgan, a member of Pittsburgh Psychological Testing, is also an advisor to Lambda Chapter.

The various committee chairmen have been kept busy planning their individual events for the coming year. President James Rodi and the executive board are keeping in close touch with the membership so as to maintain the high standard of professionalism within the fraternity.

With Summer and the fraternity picnic gone we have only to look forward to future events in which we can enjoy the brotherhood in Delta Sigma Pi.—JEROME J. CHURBA

NORTHERN ILLINOIS

ETA MU CHAPTER at Northern Illinois University has begun to sell coupon books in the university area. Prospects look good for the chapter to increase their earnings over last year's project cake revenue. The rationale behind selling coupon books on campus is to give students a discount on prices and increase total sales for local merchants. Several Brothers have expressed an interest in selling the advertising for the coupon books.

Eta Mu Chapter is still feeling the reverberations of last year's winter carnival victory. Delta Sigma Pi, along with Alpha Xi Delta Sorority, won the all-school booth building event. Brother Jim Turk helped the cause by being crowned Winter Carnival King, which added enough to our total number of points to enable us to win. In addition to having a good time with the sorority, Delta Sigma Pi received much appreciated publicity.

Our Professional Chairman, Brother Bob Vaughan, has planned to have the chapter meet three authorities, noted in their respective fields. These speakers include Mr. John Woodward from the Chicago Board of Trade, Mr. Harold Hinshaw, Manager of the Midwestern Personnel Department of Sears, Roebuck and Company, and Mr. Sherman Keats, Advertising Manager of *Playboy* magazine.

Two informative tours have also been planned. One tour will be to the Caterpillar Tractor Co. in Aurora, Ill., and the other tour will be of *The Tribune* Building in Chicago. All of the Brothers intend to participate in these outings.—STEPHEN T. PANKOW

COLORADO

THE BROTHERS OF Alpha Rho Chapter returned to the University of Colorado in full swing to make preparations to begin another successful year. We began the new school year with great enthusiasm by striving to make Delta Sigma Pi the most active, involved, and influential organization in the School of Business. To accomplish this task, we set up our semi-annual Book Exchange for the Business School students. This project has for many years been a service to the students by saving them an average of 15 - 30% for their semester books. We once again were able to do over \$800 worth of business, thus helping us remain strong and active in business activities on our campus.

Another beginning highlight included a very successful rush week which was begun by the selecting of 21 pledges of excellent merit. The pledges include Jamie Anderson, Jim Carpenter, Robert Chadderdon, Rick Derrington, Gerald Dolph, Mel Engle, Jim Hale, Robert Mitchell, Scott Neill, Tony Nosek, Stan Politano, Lloyd Rex, Fred Roberts, Rod Salvador, Marc Schreiber, Bill Shirley, William Skolout, Chris Stewart, Fell Stubbs, Martin Weber, and Nick Zimmon. We feel that these men certainly have the potential to contribute to the future success and growth of the chapter.

We also have a full calendar for both professional and social activities. As of now we have speakers planned for every other meeting and five tours tentatively planned—IBM, U.S. Bureau of Standards in Boulder, Federal Reserve Bank at Denver, Lange Ski Boot Com-

pany, and Gates Rubber Company. The social program included our rush party, our semi-annual pledge-member football game (in which the members won), the celebration of Founders' Day, a golf tournament among the members, and the initiation party and banquet, plus numerous informal get-togethers.

It is the purpose of the School of Business and of our Fraternity to give to the world accomplished men schooled in the finer aspects of business, yet tempered with the strong bonds of fraternalism. This fine spirit will be attained again this year, and it has been an honor to be associated with the outstanding group of men that we have and the fine group of pledges that we have obtained in our Fall pledge class. Too often we sit back and assume the role of spectators instead of the actor by failing to do our part for the chapter. Since we have all been doing our part by working together as a fraternity and attending to functions of the chapter, I assure you that the coming year will be indeed a successful one and we would like to extend best wishes for an equally successful year to all other chapters of Delta Sigma Pi.—FRED SCHIELDS, JR.

FLORIDA

BETA ETA CHAPTER at the University of Florida climaxed a very successful rush program for the Fall quarter by initiating 17 new Brothers. Formal Initiation and a lavish banquet were held November 13, at the University Inn, for the new Brothers.

The pledge project was the collection of money and toys for the Child Psychiatry Ward at the Shands Teaching Hospital. The drive went very well and the kids' faces really lit up when the new toys were placed in their ward.

The Brothers had a busy quarter participating in intramural football and volleyball, helping the pledges with their project, lining up professional speakers for meetings, taking

a field trip to Jacksonville, and attending some fantastic parties.

Professional speakers for the quarter included Dr. John Wyatt, a Faculty Brother of the Business Law Department, Mr. Delweiter of Amway Products, and Mr. Mayberry of the University's Placement Center. The field trip to Jacksonville was a great experience. The Brothers were given extensive tours of Ivy Steel and Wire Co. and Florida Wire and Cable Co. All the Brothers' questions were answered by the top executives of the two firms. We really received an insight into the everyday workings of the two firms.

After having such a great first quarter, the Brothers of Beta Eta Chapter are determined to have a dynamite year.—MIKE DICKEY

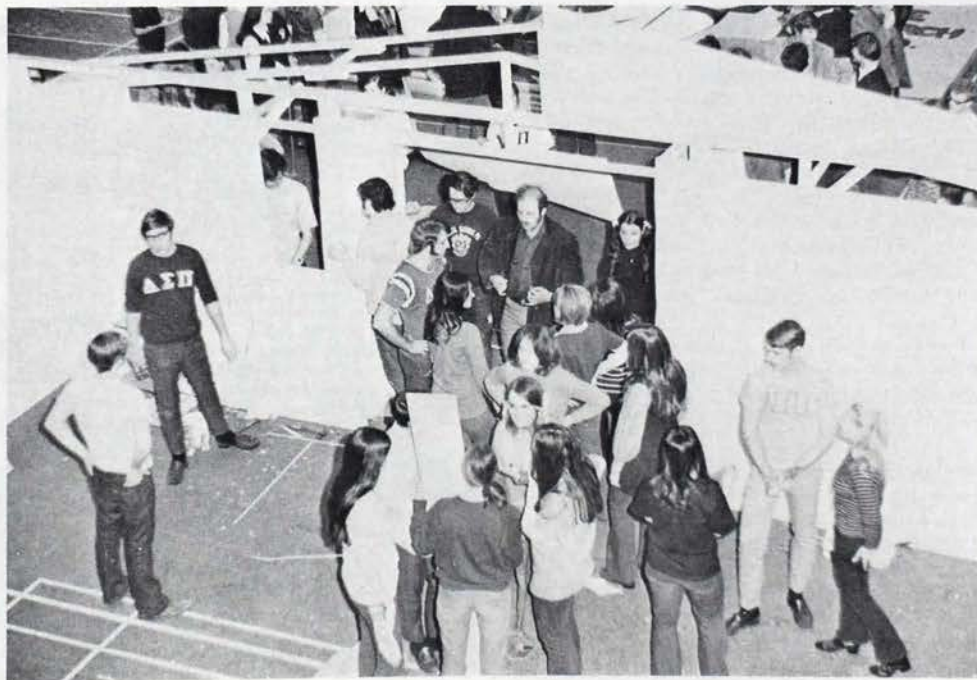
FLORIDA SOUTHERN

DELTA IOTA CHAPTER at Florida Southern College has again co-sponsored our annual all-campus Business Day on November 3 and 4, 1971. Dr. Carl Winters spoke at the weekly convocation to give students ideas on career opportunities. Delta Iota Chapter had a booth promoting the fraternity.

Our congratulations go to Miss Mary Lou Hely, our new "Rose." The brothers are looking forward to a social with Mary Lou later this semester. We appreciate the help our "Rose" has given us so far this year.

With a strong pledge class of 10 members, Delta Iota Chapter feels it can attain its goal of 100,000 points in the Chapter Efficiency Index. After last year's efforts, which put us higher in the ratings than ever before, we feel confident of our goal.

Our plans for the upcoming semester include our annual Y.P.O. Day, more professional meetings, and another social with our "Rose." We invite correspondence with other chapters and hope this will promote the spirit of Delta Sigma Pi.—THOMAS W. DODDS



MEMBERS OF Eta Mu Chapter at Northern Illinois University teamed up with the members of Alpha Xi Delta Sorority to win first place at the winter carnival with booth.

CALIFORNIA POLY-Pomona

THE BROTHERS OF Eta Chi Chapter began the Fall quarter with a very successful rush program. The pledge class consists of 13 prospective Brothers, all of whom seem capable of strengthening our chapter. They have worked on many projects, such as working Add & Drop for the School of Business, figuring the most effective way of scheduling classes, and formulating a chapter roster.

On October 1, Regional Director R. Nelson Mitchell attended a rush party at Brother Obert's apartment. This gave the pledges an excellent opportunity to find out more about how the fraternity functions. The next day Eta Chi Chapter was privileged to be the hosts for the district meeting. The meeting ended with a late luncheon at the Kellogg West Convention Facilities on the Kellogg campus. In attendance were seven Brothers from Delta Sigma Chapter—Loyola, 15 Brothers from Eta Chi Chapter, Brother Mitchell, Chapter Advisor Paul Weisend, and Alumni Advisor Tim Daley. During the meeting, Eta Chi Chapter donated \$75 to help pay off the mortgage on the new additions to the Central Office.

Through the fine efforts of Brother Larry Sedillo, Eta Chi Chapter was the guest of Manufacturer's Life Insurance Company at a dinner engagement. The 16 Brothers and seven pledges who attended the dinner listened to Mr. Mel Herbert's oral presentation entitled "The Professional Circle of Life Underwriting." Because this event was a success, Brother Sedillo is trying to make this an annual affair.

On October 27, Eta Chi Chapter presented a speaker, Mr. John Della Santa, manager of H & R Block, Inc. Mr. Santa showed a film, "Death & Taxes," which told about the history of taxes. After the film, he handed out brochures and a very stimulating question and answer period followed.—RICHARD I. TAKEUCHI

SOUTH DAKOTA

ALPHA ETA CHAPTER at the University of South Dakota has again achieved the full 100,000 points for the Chapter Efficiency Index which continues our outstanding record of eighteen consecutive years.

The chapter began the Fall semester with an exceptional professional program which has included visits from Mr. Sullivan, a special agent with the FBI and Mr. Beggs, Educational Consultant for General Electric's Financial Management Program, as well as a brief visit by our Regional Director, Laverne A. Cox.

Professor William A. Bergman of the School of Business staff was chosen by the brothers as Assistant Chapter Advisor to complement our present advisor, Professor James Peterson.

Tom Haberer, in his first semester as a member, has been elected to the office of Historian to fill the vacancy left by brother Mark Uhden's decision to leave the university, at least temporarily.

Two rush "smokers" were held near the end of September and 15 prospective members were pledged in ceremonies October 7. The pledges immediately began their program by helping with the chapter's float for the Dakota Day Homecoming Parade. The theme for this year's activities was "Oops! A Salute to the

All Time Losers" and our entry of a Penn Central locomotive lost in competition and was subsequently destroyed by fire. Excitement continued throughout the day as the University won our homecoming game in a rousing 38-7 victory.

Sioux City, Iowa, was chosen as the site for our "Rose" Formal, held on December 11. Since our previous "Rose," Jo Ellen Lasher, was chosen second runner-up in national competition, the chapter is enthusiastic over this year's competition and optimistic of the continuing achievements of Alpha Eta Chapter.—TOM HABERER

SIENA

THETA UPSILON CHAPTER at Siena College began their new year with the election of new officers. The following brothers were elected to their posts: Myles Fitzgerald, president; Robert Van Wieren, senior vice president; Michael Murray, vice president for professional activities; Richard Dickinson, vice president for pledge education; Robert Rosner, secretary; Michael Christian, treasurer; Michael Smith, historian; Brian Gross, chancellor; and Thomas Hepp, The DELTASIG correspondent.

Our chapter is currently conducting an extensive pledge campaign and we expect to have an excellent, hard working pledge class.

Our professional activities have included the presentation of several prominent speakers to the student body. Among these speakers was Donald E. Craig, Vice President of the Steam Turbine Division of General Electric. Mr. Craig spoke on "The Role of the Business Student in Engineering."

Our chapter also conducted an investment forum for area businessmen and residents.

Several fund-raising activities were also held by our chapter. Among these was a basketball doubleheader held in conjunction with the Siena College Women's Association. In the games, the coed team defeated the women's faculty, and Theta Upsilon Chapter

kept its record perfect by losing to the men's faculty after a tough struggle.

Over the summer, a fraternity blotter was put into production and sales of this blotter totaled over \$330.00.

Our social activities over the summer included a picnic to honor the graduating senior Brothers who worked so hard to make this chapter what it is.

Our Brothers are looking forward to another successful semester and wish all of our fellow Brothers the same.—THOMAS HEPP

DENVER

ALPHA NU CHAPTER at the University of Denver is having its most successful year ever. The fall quarter used booksale netted the chapter over \$1000, and an intensive rush program added 13 pledges to the 18 members we started the year with.

Tours have been taken of Coors Brewery, the Denver Post, the United Airlines Flight Training Center, Ford's Denver plant, and the Beech Aircraft plant in Boulder. Additionally, the Denver Mint, the Federal Reserve Branch Bank, and the Playboy Club were visited in conjunction with Epsilon Eta Chapter's recent trip to Denver.

Joint dinners with the Denver Alumni Club and a variety of speakers, including financier John King of King Resources, Murray Armstrong, who has coached five NCAA champion hockey teams, and other speakers, who ranged on topics from "Group Real Estate Investing" to "The Chemical Effects of Marijuana" balanced out the professional program.

An active social program, including kegger at our mountain lodge, wine and cheese parties, ski days, group attendance at the hockey games, and the annual Halloween costume party has kept us busy. The "Rose" dance will highlight this year's activities on January 29th, where Brother Bill Wilson, Intermountain Regional Director, will be the guest of honor.—TED ATLASS



SHOWN HERE ARE members of Epsilon Lambda Chapter at Rochester Tech and Theta Upsilon Chapter at Siena College during a recent professional tour of Rumrill-Moyt, Inc.

EAST TEXAS STATE

THE BROTHERS OF Delta Phi Chapter are once again off to another active semester. We had several Brothers graduate last May, and we are in the process of rebuilding our membership.

The Fall semester began with the pinning of 14 pledges. The new pledges include: Steve Chapman, Ross Coil, Stan Cromer, Mac Feuer, Bruce Harvin, Johnny Hodges, Dwight Kilgore, Farell Lambert, Mike Moore, Chuck Nutting, Tim Parker, John Sims, Mike Stricker, and Mike Walters.

This Fall the Delta Phi Chapter Brothers had the pleasure of meeting Brother Lonnie Larson, Field Secretary, who came to visit us on October 11.

Professionally speaking, Delta Phi Chapter has tours scheduled for the First National Bank in Dallas and Budweiser in Houston.

Homecoming this year was the best yet. For the first time, we especially honored all the Brothers of 1969. If we are successful we hope to honor a different year annually.

Another first for the Deltasigs at East Texas State is that we are but one game away from winning the intramural championship in football.

Delta Phi Chapter is also working very hard on becoming a 100,000 point chapter this year and in the years to follow.

Finally, the Delta Phi Chapter Brothers would like to wish everyone the best of luck for the new year.—TONY LaTOUR

JOHNS HOPKINS

CHI CHAPTER at the Johns Hopkins University joined with the Baltimore Alumni Club in celebrating the annual Founders' Day with a dinner at the Bernie Lee's Penn Hotel. Those in attendance had an enjoyable evening of dining.

Professional activities, as usual, play a large part in our fraternal life. Our major first semester field trip was to the Carlings Brewing Company. Of course, all Brothers and wives were in attendance at the tour.

Recent initiates of Chi Chapter are: Mike Blevins, John Purcell, Jack Heath and Bill Keating. These new additions to our already hard working Brothers should assure us of achieving 100,000 points in the Chapter Efficiency Index.—GENE A. BRUCKER

SUFFOLK

DELTA PSI CHAPTER at Suffolk University, Boston, has enjoyed a most successful Fall semester. The professional program headed by Brother John Hommel has been one of great interest and diversification. The program has included a guided tour of the Boston Stock Exchange and guest speakers such as Brother Robert Wheeler, Dean of the Business School, and Brother Norman Slater, Vice President of Dunkin Donuts. Brother Slater enlightened the brotherhood concerning the business ethics and practices of the franchising world.

On October 30, 1971, Delta Psi initiated seven fine young men into the fraternity. Congratulations to Brothers Roger Volk, Norman Slater, Paul Coughlin, Bob Nickerson, Howard Stier, Paul Thayer, and "Muffy".

The semester was highlighted by our Founders' Day function at Boston's Playboy Club where we were hosts to our Regional Director, Brother Harold Cannon. The occasion developed into a gregarious rekindling of old friendships among alumni, undergraduates, and faculty. Congratulations were extended to Brother Ted Chabuz on his new position as District Director for the Boston area.

Delta Psi Chapter is looking forward to a "Winterfest" in January. A ski week end is also in the plans, along with our other normal strata of professional and social activities for next semester.—CLARK A. TOMASSIAN

CREIGHTON

BETA THETA CHAPTER at Creighton University this year, as in the past, has striven for excellence in fraternity activities. We have had two business speakers, with several others and a tour planned for the rest of the semester. All business speakers are open to the university community and have been beneficial for all in attendance. On October 27, we helped run the KOIL Haunted House, with the donations going to ECHO, a community service project.

Currently, we are the fraternity champions and are rated number one in the university in football. We have gone through six games without a loss, led by last year's all-university players Dan Kathol, quarterback; and Dick Knudson, rusher. We are the favorites to take the all-university playoffs.

Eight upperclassmen have pledged Beta Theta Chapter for the first semester. They are all excellent men and will make fine fraternity Brothers. We are looking forward to having a large freshman pledge class second semester. These pledges are expected to help us achieve 100,000 points in the Chapter Efficiency Index.—RONALD A. POTTHOFF

OHIO U.

ALPHA OMICRON CHAPTER at Ohio University is overwhelmed with pride at the success of achieving the 100,000 points in the Chapter Efficiency Index.

In Winter, initiation ceremonies were held for Gary Wilson, Steve Lockard, Greg Norris, Dave Crows and Chip Pattison. A successful banquet was held with the presence of our Regional Director Andrew T. Forgarty, Chapter Advisor Dr. Paul Anton and one of our Founding Fathers, Dr. Beckert. The outstanding member award went to Brother George Risch for his hard work, especially in planning for the professional activities.

Professionally we have been very active. The brothers toured the Proctor and Gamble plant at Cincinnati. At the same weekend tour we attended the Red's Game. The brothers also gave a helping hand in preparing for the Career Conference which was organized by the College of Business. At this outdoor kind of activity, we set up a booth to acquaint the general students with the activities of the fraternity. In Spring, initiation was held for Frank Mercedes, Dave Olney and Ric Weber.

The Spring Formal was another great success. This annual "Rose of Deltasig" Ball was held at Burr Oak Lodge. The grand banquet was well attended by all brothers and a number of alumni brothers. The "Rose of Delta-

sig" was crowned at the same occasion. The Alumni Weekend activities were filled with a picnic and a football game with the brothers at the Athens Fair Ground. A night party was held at the Peach Ridge. We have a very close relationship with the faculty members due to regular games of basketball and football with them. Our money-making projects also include the regular morning coffee sales at the College of Business and the showing of two movies on the campus. Our guest speakers have included Athens County Court Judge Howard, Basketball Coach Snyder, Director of Placement and Internship Service Mr. Edward Beckett, who talked to us on the job hunting procedures, and Dean McNabb and Dr. Spataro who briefed us on the plans to re-organize the College of Business. One of the brothers has been selected to the board of the Curriculum Committee in the re-organization of the College of Business.

Our President, Brother Hanlon, was our delegate to the Grand Chapter Congress which was held at Pocono Manor, Pennsylvania, on August 31 to September 3.

Our future plans include several other plant tours, mainly to State Farm Insurance at Newark and GM Assembly Plant at Lodestown, Ohio.

To our Brothers who graduated last Spring we wish success in their future endeavors. We are determined to make fraternity life more meaningful.—SHUKRI H. SHAFIE

INDIANA NORTHWEST

THETA PSI CHAPTER has been very active in this, our first full semester as a member of Delta Sigma Pi. On September 3, we sponsored a back to school dance with "Just Before Dark" providing the music. The dance was very successful in helping the student body to become better acquainted with Delta Sigma Pi.

On September 26, 24 undergraduates and three faculty members were initiated as pledges in our first pledge initiation. When these pledges are initiated into the membership of Theta Psi Chapter, it will more than double our number of members. The pledges have displayed a real desire to become an active part of our chapter.

On October 9, the Brothers took on the project of cleaning the yard surrounded by the faculty lounge and faculty offices. The job consisted of pulling weeds, trimming hedges, etc. Approximately one dozen of the Brothers took part in the project.

We have had two professional meetings so far this semester. During the first meeting, Mr. Pat Cronnin spoke to us. Mr. Cronnin is the general manager of Continental Bakeries. The second professional meeting, which occurred on October 26, was highlighted by a talk by Mr. Al Scolnik of Inland Steel Corporation. Mr. Scolnik talked about computer applications in business.

Lonnie Larsen, Field Secretary of Delta Sigma Pi, visited with our chapter on October 25. Lonnie met with both the executive committee and with the total membership. He informed us of several important events which occurred at the Grand Chapter Congress. Lonnie also evaluated our performance so far, and he made suggestions as to how we can improve in our chapter operations.—D. MARK LAMB

NEW YORK

ALPHA CHAPTER opened the year with the intention of making Delta Sigma Pi the most popular and most favorably looked upon professional fraternity at New York University. To achieve this goal, we have developed ambitious professional and social programs.

Vice President for Professional Activities Doug Brown notes that the professional speakers' program will include business leaders, government officials, and visiting university lecturers. The forthcoming topic will be "Energy versus Ecology."

Our recent faculty-student cocktail party was attended by eight members of the College of Business and Public Administration faculty, including Professors Adler (chapter advisor), Beishline, Brief, Carter, Dohrman, Ellsworth, Fluharty, and Johnson. Also attending were two members of the New York University administration, Assistant Comptrollers L. Scesa and A. Marchionni.

Last September 27, Alpha Chapter hosted Brother Deltasigs from the other chapters in our region. We were honored by the presence of Grand President Thomas M. Mocella. Recently, Alpha Chapter was also visited by Regional Director Harold L. Cannon.

A brief note to Tom Mocella and Hall Cannon: "Sherry says hi."

Nearly half a dozen "Open House" parties have characterized our new social program. Our rush program appears to have attained the same success as the professional and social programs, mainly due to the outstanding efforts of Senior Vice President Artie Coussa.

The Brotherhood was pleased with the anticipated large turnout of alumni, faculty and undergraduate members at the Founders' Day celebration.—DOUGLAS E. BROWN

DUQUESNE

THETA RHO CHAPTER at Duquesne University continued its policy of a close, active brotherhood by scheduling events throughout the summer months. The most memorable and certainly not least enjoyable was a weekend spent at Brother Robert Miller's lakeside home near Cleveland. In spite of the distance involved, the attendance was overwhelming and included both alumni and undergraduate Brothers alike. It was an experience that will not soon be forgotten.

On October 10, 1971, Theta Rho Chapter initiated its professional program for the 1971-1972 year. Invited as guest speaker was John Cowan, Director of the Department of Public Assistance for Greene County, Pennsylvania. Mr. Cowan spoke on poverty and the welfare system in the Commonwealth of Pennsylvania. Professional Chairman Clyde Sztukowski has planned other lectures, tours and films for the future. All should be equally interesting and informative.

The Fall semester pledge program got under way in September when the chapter held two smokers and a party for the purpose of obtaining and acquainting ourselves with prospective pledges of Theta Rho Chapter. Eight men were approved by the Brotherhood to enter the program and following a period of pledge-ship were initiated as Brothers in Delta Sigma Pi in November. We are confident that they will become true assets to the Fraternity.

A new tradition at Duquesne University was

started this semester as the Brothers of Theta Rho Chapter challenged the School of Business and Administration faculty to a game of basketball. Following four quarters of competition, the chapter fell victim to a sharpshooting, rebounding faculty team. Vengeance shall be ours, however, in the second game scheduled for early in the Spring semester.

At this time the Brothers of Theta Rho Chapter would like to wish all our Brothers in Delta Sigma Pi an enjoyable and productive year to come.—RONALD J. ERHART

BALL STATE

DELTA SIGMA PI is "to promote a closer affiliation between the commercial world and students of commerce" as expressed in our purpose. It is therefore an implied purpose of Delta Sigma Pi to promote the School of Business. With this in mind the Epsilon Xi Chapter at Ball State University has done just this.

Because the Marketing Club at Ball State University is having problems getting members and getting organized, and this seems to be a malady of most clubs at present, the Epsilon Xi Chapter decided to finance an informal organizational get-together at the home of one of the Marketing Club's faculty advisors.

The picnic and refreshment gathering was held on a rainy Sunday afternoon, but there was still a turnout of some 60 interested students who broke up into informal discussion groups in order to determine the plight of the Marketing Club. Much has been accomplished in the last two weeks and coming up soon will be an election of officers for the club and voting on adoption of the club's constitution. Charles Battle, Marketing Club faculty advisor, has accredited the Epsilon Xi Chapter with the extreme success of the club's membership drive and increased interest of students in the once ill-fated Marketing Club.

Richard Ross, president of Epsilon Xi Chapter, said that "if the School of Business at Ball State is well known then we as students of Ball State will be recognized when we go for jobs. It is hoped that the addition of the Marketing Club as another business re-

lated organization will express the interest of business students at Ball State toward a 'closer affiliation between the commercial world and students of commerce'."

Effective exchange between students and faculty is another implied purpose of Delta Sigma Pi and is also true for the Ball State Marketing Club. Richard Ross feels that the two organizations recognize the same goals and this is one of the main reasons for the financial support given by the Epsilon Xi Chapter. It might also be noted that many of the Delta Sigma Pi brothers are also active in the Marketing Club.

The Epsilon Xi Chapter also sponsors the Delta Sigma Pi Scholarship Key given to the outstanding male student in business with the highest scholastic average. Besides students, the chapter sponsors an award given to the outstanding business professor for his contribution to the Department of Business.—MICHAEL W. CLEMMER

NEBRASKA-Omaha

GAMMA ETA CHAPTER at The University of Nebraska at Omaha is currently conducting its annual money making project, "Discover Omaha 71." Our goal this year is to sell 4,000 coupon books. The proceeds from the project will be used to finance the Wayne M. Higley Scholarship, our professional tour, and the various social functions.

Our chapter is again competing in University intramurals. The football team is currently undefeated in league competition. We are anticipating winning our league title and competing in divisional playoffs. The football team won one of its most decisive victories in non-league play by defeating the faculty of the Business College of The University of Nebraska at Omaha in a close game.

This Fall Gamma Eta Chapter sponsored a conference for the chapters in the North Central Region. LaVerne Cox spoke to the members and the pledge class on chapter improvement. Suggestions were also offered to the pledge class on how they can become more active participants in chapter activities—TERRY GERWECK



DR. F. BARRY HABER, Assistant Dean of the School of Business at the State University of New York at Albany, is shown here as he addresses members of Zeta Psi Chapter on "What Business Administration can do for you."

BOWLING GREEN STATE

THETA PI CHAPTER at Bowling Green State has been quite active during the Spring and Fall. During this period the Brothers have participated in field trips and have heard speeches on various topics.

In the Spring the Brothers heard a speech by Dr. Robert Macosky. Dr. Macosky, who is the personnel director for the Stellite division of the Cabot Corp., spoke on the topic of humanization in business. He gave the Brothers greater insight on why management should strive to keep the human element in business.

In the Spring, Theta Pi Chapter also conducted a field trip to Ford Motor Company World Headquarters in Detroit, Michigan. This trip included a tour of the stamping facilities, steel mill, and assembly line. After the tour the Brothers were treated to a luncheon which was followed by a speech on Ford's role in curbing pollution.

On October 24, the Brothers brought Dale Stormer to the campus to give a speech on the wage-price freeze. Mr. Stormer, who is president of the Toledo area AFL-CIO, presented labor's view of the wage-price freeze.

Thursday, November 4, was a memorable day for the Brothers as they celebrated the birthday of the founding of Delta Sigma Pi.

Theta Pi Chapter ended the Fall with a trip to the Strohs Brewery in Detroit. The trip included a tour of the processing department which was followed by a luncheon and speech about the company.

The Brothers of Theta Pi Chapter are looking forward to an eventful year and wish all the Brothers the best in all they do.—JAMES F. CALLAHAN

OKLAHOMA STATE

GAMMA EPSILON CHAPTER of Delta Sigma Pi at Oklahoma State University is off and running to its second consecutive 100,000 point year.

Beginning the school year with a tremendously successful rush smoker, which saw 18 of 25 rushees sign up for pledge education, Gamma Epsilon Chapter followed up with a civic project.

The community project, coordinated by Brother Rich Spellman, chapter president, and Brother Monty Waldron, 1965 president of Gamma Epsilon Chapter, consisted of Deltasigs volunteering their gifted skills in the art of painting—not on canvas, but the interior of the Stillwater Mission.

Contributing to our goal of 100,000 points is Professional Vice President Joey Hewatt. He has personally coordinated and scheduled professional business speakers to appear once a month at our formal meetings.

The first of such speakers was Dr. Starks, an OSU faculty member, who presented a talk on "Interviewing". The talk came at a most opportune time, since many of the Deltasigs seniors were being interviewed this Fall by company representatives. Of course, Dr. Starks' suggestions could be applied to any interviewing situation, on campus or off campus, that the individual could encounter in job searching.

The last major event on the calendar for October was the annual Delta Sigma Pi mum

sale for Parents' Day at OSU. Deltasigs teamed up to man the mum selling booth for a five-day period which began on Monday, October 18. Inclement weather during the week made everyone pessimistic about attending the OSU-Nebraska game. The weatherman finally obliged with good weather on Friday and a good forecast for Saturday's game. Sales were then pushed by Mum Sale Chairman David Peugh until a moderate profit mark was reached on Friday afternoon. Again, Deltasigs teamed up to make mum deliveries early Saturday morning, October 23.

Finally, through the coordination efforts of Brother Bob Young, Dean Bailes assigned a room to Gamma Epsilon Chapter to use as its office on campus. The long-awaited office is greatly appreciated by all members since it gives us a central location for all paperwork, course files, and informal meetings.

Before closing, I would like to list our chapter officers for the 1971-72 school year. They are Rick Spellman, president; John Lundquist, senior vice president; Larry Smith, vice president for pledge education; Joey Hewatt, vice president for professional activities; Stan Jones, secretary; David Ewbank, treasurer; Ron Wangsgard, Chancellor, and Camilo G. Elizondo, historian.

Until next time we, the members of Gamma Epsilon Chapter, remain yours in Brotherhood.—CAMILIO G. ELIZONDO

TEXAS TECH

BETA UPSILON CHAPTER at Texas Tech University started the year off with a professional meeting featuring Brother Ken Flagg of Flagg Realtors informing the membership of the new trends in home building. Brother Flagg is an alumnus of the University of Texas.

We were pleased to have Brother Lonnie Larson attend one of our meetings. We hope to incorporate some of his suggestions into our future programs.

The highlights of Texas Tech's social calendar included the Carol of Lights, Founders' Day, and Homecoming. In conjunction with The Carol of Lights at Christmas, we entertained orphans from the local orphanage at this colorful event.

Our Chapter Efficiency Index standing is steadily improving with the recent addition of six new members. We have taken 14 hopeful pledges to date this semester. We are emphasizing younger men by taking mostly freshmen and sophomores.

We are also pleased to have in our membership Brother Steve McMillon, who transferred from Eta Theta Chapter of Angelo State University. The Brothers of Beta Upsilon Chapter welcome Brothers from other chapters to Tech any time.—TRAVIS BEINHAUER

MARYLAND

GAMMA SIGMA CHAPTER opened the semester with a look toward the future. Under the leadership of President Brooks Farrar the entire Brotherhood waged an aggressive and successful rush campaign.

The 41st rush program here at Maryland began with our annual smoker. Guest speaker of the evening was Dr. Marvin Jolson of the faculty. His speech was interspersed with some

spicy humor, which accounted for the fact that the Brothers listened so intently. He also spoke well and his topic was interesting to all. Among those present were Dr. Charles Taff, Head of the Department of Business Administration and one of our chapter's founders, and Dr. Roger Hermanson, our chapter advisor.

The semester progressed through several interesting tours, including General Motors and I.B.M., a picnic and many social events. One of the most frequent activities was to watch our Maryland Terrapins in court action at Cole Field House. We look forward to the upcoming season with great interest.

Gamma Sigma Chapter is proud to announce the new brothers inducted May 8, 1971: Jim Brooks, Charlie Brown, Mitch Chambliss, Chris Golding, Jim Hesoun, Al Holzman, Ralph Johnson, Ken Klein, Steve Kling, Thad Layton, Lee McDowell, Ed Nash, Ron Olinger, Frank Orifici, Al Quenneville, Bill Roache, Chuck Rosenblum, Dwight Sheppard, Russ Sloss, Frank Spernak, and Ken Wood. Hopefully our 42nd rush will do as well.—LEE W. McDOWELL

DRAKE

ALPHA IOTA CHAPTER'S Career Day '71 offered students from Drake, Simpson, Grandview, Des Moines Area Community College, and the public a chance to meet with over 50 representatives from some 25 companies through the United States.

Our professional calendar seems to be really attractive with a Fall field trip to Omaha, Nebraska, in mid-November, where we traditionally visited a brewery. Our main field trip will take us to Denver, Colorado, on March 16, 17, and 18, 1972. All the expenses from that trip should be covered by the profits of the sale of our "Bulldog Savings" booklets for which the fund raising committee is hunting companies.

Dedicated to the Des Moines community, a number of Brothers are taking some children from the Y.M.C.A. to one of the Drake home football games. Our own football team is really tough on the intramural field. The play-offs are definitely within reach.

The entire chapter is looking forward to February when we will have the honor to host the North Central Regional Basketball Tournament. We are already working for its organization and selecting some 150 prospective dates for our guests. However, they can expect to find us really prepared to keep the trophy between our hands.

Our social committee organized a fantastic party, a "woodsie," and a costumed Halloween party which awarded the best dressed couple with a rotten pumpkin. Rush was interesting this year and adequately productive as a result of two Smokers featuring a very profound local speaker who was able to give the prospective pledges a more realistic concept of our chapter and the benefits it has to offer. When pledging came, we were happy to see that our efforts were not in vain and gave a warm welcome to some 18 men willing to become our Brothers. They have already shown their energy and interest in the fraternity by perfecting their fund raising program, joining the Brothers on the football field, and attending most of the activities our chapter has held.—CHRISTOPHER P.H. ROSIER

TAMPA

EPSILON RHO CHAPTER has once again started off the semester on a very good note. We have initiated into our pledge class 16 of the finest men that The University of Tampa has to offer. They are all working extremely hard, as are all of the brothers, to help Epsilon Rho Chapter achieve its second straight year of 100,000 points in the Chapter Efficiency Index. All the brothers hereby challenge all other chapters to match our point production.

In addition to working toward our 100,000 points, Epsilon Rho Chapter has enjoyed some very enlightening guest speakers, one of which came all the way from Detroit, Michigan, to speak to us.

We are also very enthusiastic about our intramural sports program. Although our record in football is not as good as we had hoped, we plan to take all the honors in basketball and softball.

Once again let me personally congratulate every member of the new pledge class. The class consists of Rod Bither, Dan Brooks, Les Colegrove, Ron Dennis, Wes Green, Ray Massieu, Ken Morse, Bill O'Brien, Mike Pender, Ron Schwachenwald, Willie Stokes, Scott Truax, Jim Underwood, Gary Watson, Terry Welch, Gerry Worthington. All the brothers look forward to the day we can welcome these men as brothers.

See you in March—GARY RICHARDSON

INDIANA

ANOTHER YEAR HAS passed, and with the new year, Alpha Pi Chapter is making its move to grow and build into the strongest chapter in the East Central Region.

Again, this semester, we had a very impressive turnout and response to our rush smoker. Our rush smoker this year was headed by Jim Clary, our rush chairman. By contacting Indiana University President John Ryan early this summer, we were fortunate in obtaining him for our main guest speaker. In retrospect, after talking to our new neophytes who number 35, many of them cited President Ryan's fine speech on the benefits of professional societies as a main factor in pledging Alpha Pi Chapter.

Our new neophytes have an exceptional balance in academic studies, athletics, and maturity. On a 4.0 grade point basis, the neophytes averaged 3.2. Athletically, John Kinsella, last year's Sullivan Award Winner, and the world record holder in the 1500 meter free style, is a pledge this semester, as is Pat O'Connor, another fine swimmer. Although there are only four seniors in the pledge class, the average age is 21, as there are several veterans.

Preparations for our annual "Rose" Dance are now in the final stages. This semester's Social Chairman, Charlie Sinn, has procured the Ramada Inn in scenic Brown County as the site of our dance.

Our professional program was initiated this semester with the appearance of President Ryan at our rush smoker; also assisting and speaking was the acting dean of the School of Business, Dr. Otteson.

On September 29 the former U.S. Attorney of the Southern District of the State of Indi-

ana, Edwin Applegate, presented a very stimulating and heated discussion on the activities of the Mafia, with regard to its infiltration into legitimate business.

The following Wednesday the heads of the Marketing, Production, Finance, and Personnel Departments met with the Brothers to talk about the integrated core program and receive complaints about it.

In closing, the Brothers of Alpha Pi Chapter wish to congratulate one of our past brothers, David Haugk, who has been appointed our District Director.—HARRY J. SCHACHTE

ST. CLOUD STATE

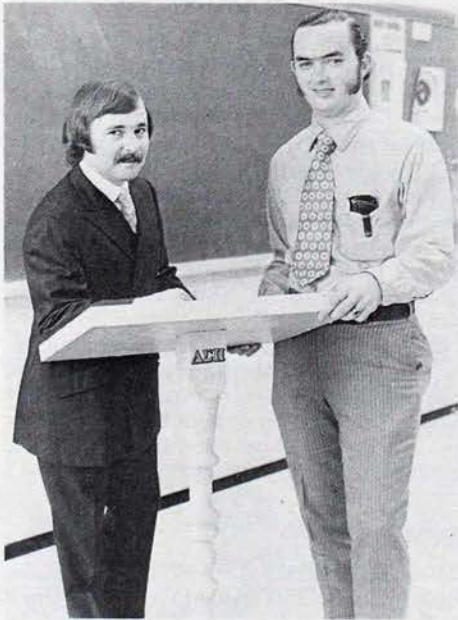
THETA TAU CHAPTER at St. Cloud State College concluded spring quarter of 1971 with many interesting and beneficial events.

The highlights of our professional activities consisted of Del Schuler from Dain, Kalman, Quail, Inc., speaking on "Investment Banking." Many Brothers took the opportunity to tour Controlled Data Institute, followed by a tour of Grain Belt Brewery that proved very refreshing.

Socially, along with the two tours previously mentioned, a Minnesota Twins vs Boston Redsox game was attended. Also, we Brothers had the pleasure of being invited to a party given by our Faculty Advisor, Dr. Darrell F. Wentworth. All the food and refreshments along with a rigorous basketball game proved to be a very enjoyable evening. Finally, the celebration of our first anniversary on June 7 concluded our social events for Spring quarter.

Athletics play an important part in our Fraternity activities. This past Spring softball team was characterized by the vast amount of energy this professional organization has.

Brothers of Theta Tau Chapter are very proud of their nine new members initiated Spring quarter. The new members are: Bob Katvala, Lloyd Berryman, Dean Budde, Dave Barsness, Pete Barsness, Terry Reishus, Den-



ETA TAU CHAPTER Advisor John Folkenroth and Secretary Aaron Richard examine one of the lecture stands made by the pledges for the School of Business at McNeese State University.

nis Oltman, Jim Milleon, Jude Bublitz. These new Brothers have demonstrated outstanding leadership and resourceful contribution to the fraternity.

We started this Fall with the following officers: President Rich Reichow; Senior Vice President Dave Barsness; Vice President Steve Gubrud; Vice President for Professional Activities Pete Barsness; Secretary Jerry Taylor; Treasurer Dennis Oltman; Chancellor Don Lattimore; and Chapter Efficiency Index Chairman Craig Mattice.

Future activities planned for this quarter include a fund raising dance and a tour of Pillsbury Co. On the evening of the Pillsbury tour, the Chapter will attend a North Stars hockey game.

Theta Tau Chapter is proud of reaching the 100,000 point goal in its very first year. With the assistance of North Central Regional Director LaVerne A. Cox and Faculty Advisor Darrell F. Wentworth, this should be an equally successful year. We wish to extend our congratulations to all chapters that reached the 100,000 point goal in the Chapter Efficiency Index.—LEE W. MARWEDE

MISSISSIPPI

ALPHA PHI CHAPTER at the University of Mississippi began the Fall semester with a membership of 37. Officers are Troy Mashburn, president; Randy Graves, senior vice president; Fred Permenter, vice president; Tim Pace, secretary; Dalton Mounger, treasurer; Pete Perkins, historian; and Warren Ludlam, Chapter Efficiency Index chairman.

Fall rush got under way on November 8 with pledging following during the month. Founders' Day was observed by the chapter in early November with a special program held in connection with rush activities. The chapter has revised its pledge education program and expects to have a better group of neophytes at initiation time.

The chapter has been active in University projects during September and October. Members served as hosts for Retailing Day on September 29, organizing several exhibits and providing a "Hospitality Room" for participants. Exhibits on display in the Deltasig Hospitality Room included IBM, National Cash Register, Southern Bell Telephone Company, and A & S Copy Equipment Company.

The Deltasigs assisted the School of Business by serving as guides for High School Day November 13. Visiting high school students were met by Deltasigs at the University Coliseum and escorted to Conner Hall for a tour of the Business School.

The professional program is off to a good start with Brother Ben McNew, Dean of the School of Business, as our first speaker on October 21. Dean McNew spoke on the history of the Business School and placed emphasis on the MBA program at Ole Miss. Several other good professional programs are now being planned for the rest of the year, as well as outstanding social activities. The chapter is still basking in the glory earned by our outstanding "Rebel Yell Story" late last spring, when three executives of Stitzel Weller Distillery told the story of making and marketing Bourbon whiskey and later served us samples (off campus).

FLORIDA STATE

IN THIS, our twenty-second year, Gamma Lambda Chapter continues to be a Chapter of which each of us can be proud and which reflects a mature interpretation of the purpose of Delta Sigma Pi.

For the men of Gamma Lambda Chapter, this has been a very busy quarter. From the simplest of girl-watching gatherings in the Union Coffee Shop to the most enjoyable banquets, we have been molded and held together by the experience of continuous happy moments.

Our fine rush program netted us six new pledges, thanks to the work of Brother Jay Phillips and an unusual effort by all Brothers, as well as our Little Sisters.

Among our activities this quarter were: an alumni barbecue (where we met over 50 returning alumni), the pledge-member football game, treating 30 boys from the Florida Sherriffs' Boy's Ranch to an F.S.U. football game, hosting the student-faculty reception for the School of Business, and many parties and intramural sports affairs.

Perhaps the most publicized and fun-filled event of the quarter was the greased-pig contest which we sponsored at the annual Homecoming Carnival. All proceeds went to a local charity, but no one can price the fun had by all who tried our game. Our pigs were not only the hit of the day, but provided us all with a rather tasty meal for Founders' Day. (Sad, but true.)

As this is but the beginning, much more will follow.—LARRY M. WRIGHT

SOUTH CAROLINA

BETA GAMMA CHAPTER at the University of South Carolina began its semester's activities on September 1 this year. The chapter's members again assisted the School of Business with Fall registration and were featured on a local newscast dealing with the University. A new facet to Beta Gamma Chapter's ever-increasing involvement in the School of Business was inaugurated this year with the publication of a bi-monthly news letter and information sheet for business students.

As a result of Fall rush, ten neophytes were pledged and are now only a few weeks away from completion of our pledge program. The pledge class has completed its work project on behalf of the chapter and a service project to benefit the community. As a result of a successful fund raising project the neophytes are planning a steer supper and entertainment for the brothers.

For one of our service projects this year, we have again sponsored a Junior Achievement Company, "JADECO." Brother Don West, the company advisor, has reported that early indications from sales forecast a highly successful year.

Brother Mike Rosvald, our social chairman, has handled admirably the Fall social calendar which has included post-game-parties, lake cookouts, and a bi-monthly movie and card night at the house. The plans for Founders' Day and the Rose dance were finalized for presentation to the chapter.

Our professional vice president, Brother Jerry Brown, has done an outstanding job in presenting the fraternity with a variety of speakers. He has also organized two tours, the

first to Duke Power Company in Greenville, South Carolina, and the second is planned to Carousel, Inc., in Augusta, Georgia.

The area of fund raising has been handled exceptionally well this semester by Brother Gary Thompson. He headed our Homecoming mum sale and Fall car wash, both of which were enormous successes.

In closing, we, at the Beta Gamma Chapter, would like to extend a welcome for any Delta-sig to visit us at our chapter house at 525 Congaree Avenue, Columbia, South Carolina, any time you are in the area.—CHRIS GRIFFITH

SOUTHEASTERN LOUISIANA

ZETA SIGMA CHAPTER has keyed its entire program around one word, "innovation." Everything from attitude, to outlook, to operation has changed. We have instituted new ideas and created new ways of accomplishing our objectives.

The old way of rushing was to wait for the pledges to come to us. Brother Hubert, Senior Vice President, realized through research that this way does not work in today's world. Paul and his committee have been going out and selling the fraternity. We have realized that we are a selling organization and as such we cannot afford to wait for the customers to come to us.

Warren Greene, Professional Vice President, has already developed our entire professional program for this year. The program included a 300 mile trip to Houston, Texas, to tour NASA, Humble Oil and other businesses in the area. Next semester we have two tours lined up: one of the Louisiana Power and Light Co., and the other of a shipyard on the Mississippi Gulf Coast.

Brother McCune, Vice President of Pledge Education, has developed a whole new program called "Leadership Training" in which the pledges have their own ritual, handshake, and code words. Their meetings are almost identical to ours so that when they are initiated they will be able to step right into our meetings and know and appreciate what is going on.

This year is truly going to be a year of change for Zeta Sigma Chapter.—HENRY W. JOHNSTON

SAN FRANCISCO STATE

DELTA OMICRON CHAPTER spent its summer enjoying a picnic at San Gregorio Beach near San Francisco, and holding a rummage sale at the San Jose Flea Market.

The Fall 1971 semester has started strongly. On October 8, our chapter held its first rush function, a spaghetti feed, in which the brothers of the chapter and new prospective brothers met. We now have 20 pledges.

Three awards were presented at the spaghetti feed for the Spring 1971 semester: The Delta Sigma Pi Scholarship Key to Brother Frank Sheahan, the Outstanding Pledge award to Brother Bob Austin, and the Outstanding Deltasig award to Brother Barry Shafer.

On October 22, our chapter held a job placement forum which featured Dr. Vernon Wallace, the Director of the Placement Center, and Jack Esker, the Supervisor of Busi-

ness Placement. They discussed the Placement Center's functions, and campus recruiting.

On October 24, the Delta Omicron Chapter was proud to host our area meeting with five other chapters from San Jose State College, the University of Santa Clara, Menlo College, California State College-Hayward, and the University of San Francisco. Regional Director R. Nelson Mitchell, Chapter Advisor Tom Montgomery, and District Directors Dave Borrelli and Bruce Queen were present. Lunch followed at Pirro's Pizza.

Two important points stressed at the meeting were: (1) each chapter should place more emphasis on service projects; and (2) the Chapter Efficiency Index should be modified to provide more points for service projects performed, and to put less emphasis on record-keeping.

The brothers of Delta Omicron Chapter wish all the chapters the best of success in the coming year.—BARRY L. SHAFER

KANSAS

THE IOTA CHAPTER at the University of Kansas has again responded to its members' professional interests with an outstanding speaker series. Under the direction of Program Chairman Vic Shore, corporate businessmen such as Robert Long of the Kansas City office of Arthur Andersen & Co., Ben Bruton of the Topeka office of IBM, and Mr. Henderson of the Wichita office of Standard Oil have shared with the Deltasigs, in excellent presentations, insights into their particular job responsibilities and the professional opportunities available, and have also shared with us management techniques applicable to all phases of business.

Featured to represent small business was Cliff McDonald, of McDonald Beverages in Lawrence. With his tremendously successful Budweiser beer marketing experience, we found his comments educational, valuable, and entertaining.

As the climax to our professional speaker series we invited Government Economist Glenn Miller, of the Federal Reserve Bank in Kansas City, to make a presentation on the Wage/Price Freeze-Phase Two. Due to the importance and timeliness of the topic, all faculty and business school students were invited to attend.

Suffering from Spring graduation losses, our reduced membership found rush a major area of needed interest this Fall. Led by Senior Vice President John McMahan, rush chairman, assisted by Jim Gilpin, president; Wayne Beockman, vice president; Jerry Barlow, secretary; Mike Barnett, treasurer; and Gregory Lashley, public relations chairman, rush efforts have dominated our social activities. Beginning with an informal apartment party for selected rushees, our program next included a rush smoker for all interested business school students. Pledging followed, on October 28, with all the members and the new pledges getting together after the pin presentation, for a brief stag.

Although we began the academic year small in number, the unity and leadership of the chapter, with its outstanding professional program, cannot fail to successfully increase the membership to "healthy" proportions.—JIM GILPIN

SACRAMENTO STATE

THE BROTHERS OF Epsilon Phi Chapter have been host to a number of professional speakers this semester, including Dean of McGeorge School of Law and Assemblyman Powers of the State Legislature. In addition to these events were the semi-annual golf tournament, the Western Regional Meeting held in Reno at the University of Nevada in November, as well as the Founders' Day dinner held at the Dante Club, the pledge-member football game, and the dinner-dance following the initiation of the new Brothers.

Epsilon Phi Chapter began the semester with the pinning of 23 pledges, including three faculty members; Mr. Perkovich, Mr. Udo-Aka, and Mr. Stockman. The pledge class for this semester was well organized from the beginning and had already started their fund raising activities several days prior to the pinning ceremony.

Miss Penny Blackburn was chosen by the Brothers of Epsilon Phi Chapter to be our Chapter "Rose" for this year. We are happy to announce that through our sponsorship Penny was among the finalists for Homecoming Queen at this Fall's Homecoming game.

It is with deep sadness that the Brothers of Epsilon Phi Chapter note the passing of Brother Robert Moore who died this past July as a result of injuries received in an automobile accident in Sacramento. All the Brothers attended the services for Brother Moore and a collection was made to help pay the costs of the funeral. Brother Moore pledged in the Fall of 1970. An accounting major, he is survived by his wife, Maxine, and their two sons, and is sadly missed by all his friends in the fraternity.—MICHAEL RICH

CHICO STATE

THE BROTHERS OF Epsilon Theta Chapter started the Fall semester with a highly successful rush period and dinner, pledging 15 of the most promising students of the School of Business. The highlight of the dinner was a speech given by an alumnus, Jim Ciardella; he spoke on the beneficial aspects of belonging to the Delta Sigma Pi fraternity.

The members of the executive committee for the Fall semester were: Rick Turner, president; Tom Augustine, vice president; Jim Gamez, vice president for professional activities; Rupe McDowell, chancellor; Matt LaFrance, secretary; Dave Jones, treasurer; and Clarence Turner, historian.

With a new school year under way an all out effort is being made once again to earn 100,000 points in the Chapter Efficiency Index.

Our social calendar this year included a Halloween Costume party which was attended by many of the faculty members and their wives. Also included in this year's social calendar was Founders' Day and Homecoming; both were celebrated on November 7. The annual Homecoming Alumni Dinner was held later that night. Many of the alumni were invited to attend.

The Committee Chairman of Community Affairs, Jim Korling, is to be congratulated for his efforts in organizing the Christmas party for underprivileged children of the Chapmen community. Many toys and gifts were given to

the children in hopes of making their Christmas a little bit better.

Jim Gamez, our vice president for professional affairs, is off once again to a promising start and it appears that Epsilon Theta Chapter will again have a fine year in professional activities.

The Brothers of Epsilon Theta Chapter wish all our Brothers in Delta Sigma Pi the best of luck during the coming year.—CLARENCE TURNER

VIRGINIA COMMONWEALTH

FALL AGAIN CAME to Virginia Commonwealth University with its spectacular burst of color and crisp air. Fall fills our campus walks with bright and colorful leaves and over 15,000 students. From these people Eta Omega Chapter is selecting its pledges. We will be beginning our pledge period soon and look forward to having one of our better Fall rushes this year.

Last spring we gave a \$100 scholarship to Donald Frost, a student in business administration. We also sent two brothers, John Smith and Bob Schutrumpf, to the Grand Chapter Congress at Pocono Manor, Pennsylvania.

Our calendar of events for this year looks very exciting with many guest speakers and field trips planned. We also plan to publish a newsletter biweekly for the School of Business. Included in this newsletter will be information on events and happenings in and around Virginia Commonwealth University which will be of interest to business students. The name of the newsletter will be *Business Dialogue* and the editors will be Jim Holder, Toni Ginto, Sandy Boswell, our faculty advisor, and this reporter. We all agree that this newsletter should have a very successful future.

All of this in conjunction with our regular meetings and projects makes Eta Omega Chapter a very exciting chapter to be a member of.—JOHN VELEBIR III

NEVADA-Reno

DELTA PI CHAPTER at the University of Nevada-Reno is undergoing change this year. Due to increased interest from the newer Brothers, we are expanding our activities. To date, we have already had two professional speakers and have travelled to Modesto, California, on a field trip.

Our first speaker was Bob Rose, the Washoe County district attorney. His topic was "Economics of Law Enforcement." Some of the highlights of his speech touched upon the significance of court costs in obtaining justice. Stephen Cohn, past officer of the Chicago Mortgage Bankers Association, gave a humorous but informative presentation of the "Anatomy of a Headache." He told of the whimsical view of human errors from his vantage point.

On our tour we went to the Gallo Winery in Modesto, California. The tour included the warehousing, glass plant, bottling, and laboratory facilities of the company. Along with the tour, it was arranged for the heads of each department to give a short presentation on the coordination, operational techniques, and special problems of his particular department.

This was an especially good tour because it gave us all a better appreciation of the practical applications of classroom theory. Because of the success of this tour, we have arranged to go to San Francisco to tour the mint and the stock exchange.—TERRY L. CAMERON

WAYNE STATE-Michigan

AFTER NERVOUS anticipation Fall quarter finally began at Wayne State University along with active affairs of Gamma Theta Chapter of Delta Sigma Pi.

Rush program was represented by four parties in a two week period, one of which was held in common with a local sorority. "Public Realations" for rush was supplied by leafletting, signs, an organization day booth and good personal work by the "Public Realations Committee"; chaired by Senior Vice President Ronald Embry. The organization day booth handled P.R. for rush and the first hall party of the season.

Beautiful downtown Hamtramck, Michigan, supplied the setting for our local party; naturally enough in a "Polish League of American Veterans" hall a crowd of over 350 listened to the hard rock sounds of a local band named Cross, consumed many refreshments and enjoyed a great time.

Funds Chairman Tom Baiocchi's other activities include bagel sales and distribution for the Student Ski Association. Other activities included "Homecoming Celebration" and "Greek Week," and another hall party on December 3.—RICHARD C. KOLOIAN

LA SALLE

EPSILON SIGMA CHAPTER had one of its best professional programs ever this year, organized by Brother Bill Wall. Besides arranging for speakers from Price-Waterhouse, Sears, Roebuck and the fields of Government Accounting, Bill organized an Industrial Tour of Schmidt's Brewing Company on December 9 and a Business Seminar Program in conjunction with the Accounting Association of La Salle College on the evening of November 18. The seminar Program which highlighted the Professional Program was highlighted itself by speaker Bruce Mullen, a former member of Epsilon Sigma Chapter and a La Salle Graduate of 1970, who is presently employed by Price-Waterhouse. The Seminar was followed by a buffet dinner and a social hour.

The social program for the Fall of 1971 was organized by Brother John Bogansky who is to be commended for a job well done. His calendar included a car rally, Halloween party, card party and a bowling night. John, together with Brother Hank Wajda, organized the initiation of our new Brothers, followed by the annual Father and Son Banquet held on the evening of Sunday, November 14.

As a supplement to our professional and social activities, President Bill Mullen requested a vote on the motion that Epsilon Sigma Chapter initiate a program to invest surplus funds in common stocks. President Mullen feels that since our chapter has been fluid enough over the last few years, it would be both a safe and rewarding investment.—JOSEPH F. SIEROTOWICZ

OKLAHOMA

THE BETA EPSILON CHAPTER started the 1971-72 school year under the leadership of newly installed officers: Ted Stout, president; Mike Fritts, senior vice president; Bonie Milner, vice president; Ken Shaw, vice president, professional activities; Rich Vermillion, secretary; Vince Cusomato, treasurer; Rich Williamson, chancellor; and Jim Gill, historian.

With the new ball rolling after executive planning meetings and business meetings, our first order of business was a very informative talk by Mr. Bill Carroll, Vice President, Security National Bank, Norman, Oklahoma, on "Modern Marketing in Banking." This was followed by a report and slide presentation of the Grand Chapter Congress by Mike Fritts, our representative to the convention.

In October we had our semi-annual rush smoker with Dr. Ronald Shuman as guest speaker. We were delighted to enroll the following new pledges to Delta Sigma Pi: Carl Andrews, Tony Arias, Mike Bell, Edwin Fritz, Allen Harrell, David Lancaster, Paul Lindesy, Dan Mailath, Billy Middleton, Terry Orndorff, and Ray Smalling.

Ted Stout was selected to represent the University of Oklahoma at the Business Tomorrow Conference held in Washington, D.C. He also attended a National Association of Manufacturers Conference in Chicago so that the chapter might participate in a pilot program with NAM which will establish joint student-business executive committees for promoting dialogue and action oriented programs aimed at defining and solving community problems.

A tour of Dayton Tire and Rubber Co. and get acquainted evening party ended a very busy two months.

GEORGIA

PI CHAPTER began the 1971-72 school year with several unexpected returnees. Among these was Brother Randy Nichols, who returned from a brief sojourn with the United States government.

Pi Chapter is becoming involved in the Communiiversity program, begun here at the University of Georgia, and will head up the Consumer Education section of that program, under the direction of the chapter president, who is the student head of Consumer Education for Athens-Clarke County.

Tentative professional activities include a tour to the Federal Reserve Bank in Atlanta and several speakers, including Harry Harrison of the University of Georgia School of Journalism, who will be presenting a program on the place of public relations in the managerial organization of most corporations.

On the athletic scene, Pi Chapter soundly downed our rival business fraternity, who shall remain nameless, in the Third Annual Foilet Bowl Game. The current football record for the season is 2 wins, one loss.

Following the Homecoming game, on October 23, Pi Chapter held an Alumni Barbecue at the chapter house, providing barbecued chicken and southern hash, prepared by our master chef, (and resident Yankee) Brother Bill Rogers. After the meal, we were entertained by the noted Atlanta performer, Tom Smith.

As plans are getting underway for Pi Chapter's 50th anniversary celebration, interested Alumni should contact Brother Wilburn Blackstock, at the chapter house, 1160 South Milledge Avenue, Athens, Georgia, 30601. More on this in the Chapter Newsletter, and the next issue of the DELTASIG.—JOHN N. HANNUM

MISSOURI-St. Louis

ETA NU CHAPTER accomplished the rewarding task of having saved the recruiting program at the University of Missouri at St. Louis. A very cohesive group of Deltasigs turned down an effort by the Committee to End the War to stop local recruiters from coming on campus.

The professional activities program has been very successful this semester. Some of the new ideas incorporated in the program were a speaker meeting held at night and a business speaker meeting dinner attended by the brothers, their wives, and girls. Another tour of Anheuser-Busch, Inc., was taken this year because of the favorable response to the one a year ago.

A very difficult financial project was undertaken this semester. With the help of Brother Larry Schwartz and his paint company, the brothers of Eta Nu Chapter added their labor to a house painting project which resulted in a professional job. A special thanks to Larry for providing the tools and the client so that we could refurbish our treasury.

A few special social events deserve to be mentioned. The Halloween Party given by Brother Mike Trokey was a "spooky" but fun occasion for all. The football contest with Eta Sigma Chapter of Southern Illinois University was a battle worth remembering except for the score.

Seven new brothers have joined the ranks of Eta Nu Chapter. A warm welcome to them all and a word of thanks to Brother Chuck Kilker for his role in the pledge program.

A special congratulations to Brother Tom Jung for being initiated into Beta Gamma Sigma.—PATRICK J. HOLMES

STATE U. OF NEW YORK—Buffalo

ALPHA KAPPA CHAPTER began the fall semester with the installation of new officers. Brothers elected to office were Froncell Clifton, president; Edward McKee, senior vice president; Arthur Rago, vice president—Pledge Education; Dennis Terkula, vice president—Professional Activities; Paul Frey, secretary; James Czuprynski, treasurer; Louis Tripi, chancellor; Lance Bolton, historian; and Richard Grudzien, chapter advisor.

On September 18, 1971, the first professional meeting of Alpha Kappa Chapter for the Fall semester was held. Peter Gregson, Industrial Sales Supervisor, Niagara Mohawk, was the featured speaker. His topic was why managers support the United Fund. This meeting was very interesting to all the Brothers attending because it helped to pinpoint the enormous amount of community improvements tackled by leading business executives that would otherwise be left unaccomplished.

The Rush Party for the Fall semester was held at the Clardon Lounge. Five exceptional pledges were selected. The work project for the Pledge Program was attended by pledges and Brothers. This project was de-

signed to help a shut-in couple by repainting the exterior of their home. This proved to be one of the most meaningful projects this chapter has attempted.

Professional activities for this Fall semester will include tours to Biel's Microfilm Corporation and WNED Educational TV. Also scheduled is guest speaker Mr. William Buch, mediator from the Federal Mediation and Reconciliation Board.

The Brothers at Alpha Kappa Chapter are looking forward to a very successful and informative semester.—EDWARD J. FELMET

TEXAS CHRISTIAN

THE DELTA UPSILON CHAPTER at Texas Christian University got off to a good start this Fall by pledging ten business students. Unity prevails among the pledges which has made a strong and effective group. Among their various activities, the pledges constructed Delta Sigma Pi "Welcoming Signs" for Parents' Weekend which were displayed in front of the Student Center.

Our Homecoming float was constructed by both the pledges and the members. Although we did win first prize last year in Division B, we had hoped to win the Grand Prize this year.

Our professional program began this year with speakers from Skaklee Products and Junior Achievement. Our chapter attended a tour of the Internal Revenue Service in Dallas and celebrated our chapter's founding day with a party which several alumni attended. Dr. Joe Lee Steele also contributed to our program with an excellent speech on the future aims and goals of the T.C.U. Business School.

Delta Upsilon Chapter's program for this year should prove to be both enjoyable and constructive. We are looking forward to the Spring semester.—JEFFERY A. HINCH-CLIFFE

MANKATO STATE

EPSILON IOTA CHAPTER is looking forward to another eventful year. With 30 members eager to participate in school functions including professional, athletic, and social activities, a well rounded program is underway. Professional events in the form of tours and guest speakers have filled the year.

An early rush program proved very successful with the initiation of nine new pledges at the end of Fall quarter.

Mankato's football team was victorious again, winning our Homecoming game against Adams State. Activities began with our traditional breakfast and early morning social hour. The evening was highlighted with a banquet and dance, after which we again united for a late evening social hour. The return of several alumni added to the excitement of the celebration.

Business and Career Day was again noted as a successful event on campus, with well over 30 representatives from various companies attending.

On November 7, we held our annual Founders' Day banquet with a prominent alumnus, Bruce Lindvall, president of General Systems computer service, now one of the largest systems in the Midwest, as a guest.

We would like to express our best wishes to every chapter during the coming year.—MARK RACEK

LOUISIANA TECH

BETA PSI CHAPTER is looking forward to an enjoyable and successful fall quarter. Last year we were able to reach the goal of 100,000 Chapter Efficiency Index points. This was possible because of all the hard work each Brother put into the fraternity. This year we hope will be even more successful and exciting.

The most important activity of any chapter is the rush, pledging, and initiation of new members, which are the lifeblood of any organization. In September the chapter held a formal rush and informal rush party which resulted in the pledging of nine new members. We feel that these fine young men will be a great asset to the fraternity.

Under the leadership of President Steve Townsend and faculty advisor Frank Busch, a strong professional and social program has been set up. Scheduled this quarter are several fine professional meetings, a field trip, a visit to our chapter by Executive Director Charles Farrar, and a money raising project. One of the highlights will be a speaker meeting featuring Frank Salter, candidate for Governor of Louisiana.

Along with our other activities, we have not neglected our social calendar. This quarter's social events include a rush party, a bonfire party and supper at the President's Camp, participation in the intramural football league, group seats at all home football games, and the initiation banquet. One highlight of the social calendar was the naming of our new "Rose," Miss Vivian Roberts. This beautiful young lady will well represent our chapter and Delta Sigma Pi.

We hope that this year will be a successful and exciting one for all our Brothers and their respective chapters.—BOBBY J. MYERS

DE PAUL

ALPHA OMEGA CHAPTER at De Paul University has been involved in a wide range of professional and campus activities during the Autumn Quarter.

Alpha Omega Chapter was represented by five brothers, Christopher Saturnus, Tom Fryer, Sam Mascheri, Jerry Moriarity and Phil Murawski, at the Grand Chapter Congress at Pocono Manor. These brothers brought back many valuable insights on how to improve our chapter's professional program, pledge education program and rushing program.

Brother Rick Russo has planned and organized a professional tour of the Federal Reserve Bank in Chicago. Rick is also planning tours of other banks and corporations in the Chicagoland area.

Brother Tom Mikrut, vice president of pledge education, has designed a new pledge education program that will stress the pledge's knowledge of Delta Sigma Pi and how the fraternity can use and expand each man's particular leadership ability.

Our autumn rush was very successful, thanks to a visit from Grand President Tom Mocello. At our rush smoker, President Mocello reminded us that Delta Sigma Pi is a dynamic fraternity and that as such we must be willing to change in order to meet the new challenges which confront us today.

Brother Tom Moran, our athletic chairman, has organized an inter-fraternity football tournament at De Paul. We have a strong team this year and we are in contention for the tournament title.

The brothers are happy to announce that Miss Adele Burgess was elected to be our "Rose" at our annual dance. Adele will be "Rose" for the school year, 1971-72.—DON BLYTH

LEWIS

ZETA XI CHAPTER at Lewis College in coordination with our pledge class sponsored a blood drive. We felt that was a very beneficial project not only to us as brothers procuring a better understanding of brotherhood, but also to the society which is in dire need of blood replacements.

This past semester Brother John Garrett had been hard at work arranging business tours. A couple of the more interesting ones were a tour through the Federal Reserve Bank and to the Chicago Police Department. A tour of the Ford Motor Plant was held in November. These tours expose the Brothers to the role that business plays in our society.

As the season of beautifully colored trees and falling leaves slowly crept up on us, our chapter anxiously awaited its seventh annual "Touch of Fall" dance on October 30. This event meant fun and enjoyment for all those that attended. This dance marked the first formal opportunity for the chapter's alumni to join the undergraduate Brothers in celebration.

In athletics we opened the school year with a very exciting and successful football season. With spirit and desire we were able to conclude the season with a 3-5 record and obtained a spot in the playoffs. Showing our Deltasig determination we battled to a second place finish. With most of the team returning next year, Deltasigs' football future looks very promising.

Having initiated 18 men last semester, our chapter this semester has grown not only in number, but also in spirit, pride, and, especially, in Brotherhood.—MICHAEL HALSTEAD

WISCONSIN-Whitewater

THETA XI CHAPTER at Wisconsin State University-Whitewater, or the newly named University of Wisconsin-Whitewater, is again back at work. Last year, being the chapter's first, was quite memorable and we are looking forward to many more.

The chapter was represented at the Grand Chapter Congress by Brother Pat Porubcan, Brother Wayne Schmitz, and Alumni members Bob Slickemeyer and John Mocella. The Brothers brought back much information to help and advance the chapter. The best thing they brought back was the Honor Roll certificate showing that the chapter had achieved the 100,000 point mark last year, an achievement which is hopefully to become a tradition.

A promising pledge class was undertaken and the initiation was held in conjunction with the "Rose" formal. Homecoming was also

made Alumni Day for the chapter. All attended the game and then went to a reunion party that evening. On the subject of sports, the chapter is active in the intramural program on campus. It keeps the chapter in contact with the students on campus.

The Vice President for Professional Activities, Brother Bob McArdle, is really trying to get the chapter in closer contact with the business world. The speakers and films are many and varied, thanks to the energies of Bob. Two field trips, one to the Beloit Company in Beloit, Wisconsin, and the other to the Chrysler Plant in Belvidere, Illinois, were interesting and very informative.

All in all, the chapter is looking forward to another prosperous year, and as things look now it should be no problem.—JEROME TRUCHINSKI

TEXAS—Austin

BETA KAPPA CHAPTER recently had the honor of hosting Field Secretary Leonard L. Larsen. Brother Larsen visited Austin where he addressed his Brothers at the Beta Kappa Chapter meeting. During his visit, Brother Larsen was guest of the chapter at the Texas-Oregon football game and the Texas-Oklahoma football game and a party afterwards in Dallas.

Officers for the fall semester of 1971 for Beta Kappa Chapter were: President John Gaulding; Senior Vice President Max Poss; Vice President Bob O'Keefe; Professional Vice President Mike Dillingham; Chancellor Jack Douthitt; Secretary Scott Beauchamp; Treasurer Wayne Harrison; and Historian Bob Bean. Chapter Advisor is Dr. Faborn Etier of the Department of General Business of the College of Business Administration. They, along with all the chapter, have done a tremendous job of establishing Delta Sigma Pi as one of the top organizations on the Austin campus.

Beta Kappa Chapter completed an excellent rush program with pledge pins being presented to 33 pledges at the Pledge Banquet. Speaker for the event was Brother Durward Curlee who gave a fine speech on the importance Delta Sigma Pi has meant to him since he was an undergraduate member. During rush activities, the chapter held two rush smokers at the Texas Alumni Center Building. Speaker for the first smoker was Dr. George Kozmetsky, Dean of the College of Business Administration at the University of Texas. Brother Tony Luttrell, now with General Office Equipment Co., spoke at the second smoker. In addition, during rush the chapter held a barbeque prior to the Texas-Texas Tech game at which members and rushees became better acquainted. Great appreciation goes to Brother Max Poss, senior vice president, for his outstanding job in organizing and overseeing the rush activities.

During the semester, Beta Kappa Chapter also took a field trip to Houston and held the Fall formal dance and three match dances with sororities on campus. Overall, it was an extremely rewarding and prosperous semester to Beta Kappa Chapter and its members.—ROBERT M. BEAN

NICHOLLS STATE

THE BROTHERS OF Eta Iota Chapter at Nicholls State University started off the Fall semester with an outburst of energy. We are working hard toward our 100,000 points in the Chapter Efficiency Index and under the guidance of our new president, Frank Kolwe, and the support of Dr. Authement, our new faculty advisor, we are sure we will achieve our goal again.

Eta Iota Chapter, with an idea to bring the business students at Nicholls State in closer contact with the business world, held a banquet with two guest speakers from the Houma area. The banquet was attended by students and businessmen from the Thibodaux and Houma area. Tickets were sold out and an estimated 150 people attended.

The Chapter birthday was celebrated with a party at the home of an alumnus of the Chapter. Founders' Day was also celebrated in an appropriate manner.

Our rush program for the Fall semester was a success, with the Brothers stressing the idea of Delta Sigma Pi being a Professional Business Fraternity.

Our other activities included two luncheons, one industrial tour in the New Orleans area, and six speakers at professional meetings.

We feel that as long as we work as a whole we can conquer any barrier.—ALVIN PERRET, JR.

IOWA

EPSILON CHAPTER at the University of Iowa has started an alumni calendar of events, the purpose of which is to inform recent graduates about the professional and social events of the chapter. To direct these activities Brother Ray Jacobs was elected to the newly formed office of Coordinator of Alumni Activities.

The chapter held a formal dinner at the Amana Colonies to honor prospective pledges. Professor Baxter, a law instructor at Iowa, was the guest speaker. He spoke about law school, the legal profession, and current news items. A question and answer period followed. Epsilon Chapter also co-sponsored a talk by Mr. Asher, the manager of treasury operations of General Electric.

A fine record qualified the chapter's football team for the University of Iowa's intramural championship playoffs. Fine showings in other sporting events have propelled Epsilon Chapter into a good position to capture the University's overall intramural trophy.—LEROY M. BAATZ

LOYOLA-New Orleans

DELTA NU CHAPTER of Loyola University of the South opened this semester with a different approach to our rush program. We began the year by sponsoring a party in conjunction with the University's orientation committee. Widely attended by incoming business freshmen, professors, and Deltasigs, the party was a huge success and is likely to become an annual function of the orientation program here at Loyola. Following this, a beer stag was held in Loyola's Wolf Pub. When the smoke had cleared, Delta Nu Chapter had eight hard working pledges seeking membership.

Regional Director Roy Tipton and District Director Bill Culver put together a much needed district meeting on October 16 with Beta Zeta Chapter at LSU hosting the event. Seven chapters from the Southern region, including Delta Nu Chapter, exchanged ideas, opinions, and accomplishments in the fields of rush, finance, and motivations. Thanks, Roy and Bill, and all the brothers of Beta Zeta Chapter.

For the first time in several years, Delta Nu Chapter has established an intramural football team competing in the rough social league. Although victory has eluded us thus far, the men of Delta Nu Chapter feel that such competition can only help to promote unity and fraternalism within the chapter.

In addition to these activities, a pledge-member picnic held on October 31 turned out to be a huge success, featuring a football game between the members and the pledges. Delta Nu Chapter held a Founders' Day banquet in conjunction with Epsilon Nu Chapter at LSUNO. A banquet was held in mid-November honoring our new members.

As usual, we wish all our brothers throughout the States success in the year to come, and we hope to meet you in person, eventually.—CHARLES F. MEAUX

VIRGINIA TECH

THE BROTHERS OF Zeta Upsilon Chapter wish all Deltasigs a prosperous and successful new Year. The ten brothers from our chapter who attended the Grand Chapter Congress wish to say hello to the many friends we made there and all hope to see you again in two years, if not sooner. The week in the Poconos was very rewarding and enjoyable.

Eighteen alumni returned for our homecoming game and party which was a great success. We were glad so many alumni could return and help us celebrate this event and anticipate more return visits.

We are planning a coupon sale for winter quarter. It has been approved by the school and final plans are being made with the

downtown merchants. With the proceeds from this sale we are planning a professional and social trip down south this spring break. We intend to take the South like Sherman took Georgia.

Alumni Brothers and any visiting Deltasigs are invited to drop in for our professional and social functions. For information concerning our Calendar of Events, please contact Dennis Rosencrance, 1001 North Main Street, Blacksburg, Virginia 24060, or call 703-552-3806.—LARRY BRYANT

EASTERN MICHIGAN

ETA PHI CHAPTER at Eastern Michigan University has started off the semester with a variety of professional and general activities. Our professional activities this semester have included a tour of the Strohs Brewery main branch in downtown Detroit, and a professional meeting featuring Sunichiro Kishioka of the Mitsubishi International Corporation of Chicago.

The brothers of our chapter celebrated Founders' Day with an anniversary meeting including visits from our District Director Julio Puzzuoli, and our Regional Director Kenneth Vadovsky. We were pleased to have many of our Alumni show up also.

Our chapter pledge program has again attracted pledges who seem to exhibit individualism and a wide variety of interests, and we hope to be able to initiate the whole class of six.

General activities of our chapter this semester have included a homecoming float, intramural football, and a community service project by the pledge class. These activities and the total involvement of our whole chapter all point to our determination to reach 100,000 points in the Chapter Efficiency Index. Many points have already been submitted. Our chapter looks forward to a very successful semester and the fulfillment of our chapter and fraternal aims.—BENJAMIN J. SCHLICK



ADDRESSING THE members of Zeta Psi Chapter at the State University of New York at Albany is Mr. Joseph Donahue of Merrill Lynch, Pierce, Fenner and Smith.

WESTERN KENTUCKY

ZETA THETA CHAPTER began the 1971 fall semester with two smokers and a rush party. On September 29, 1971, the pinning ceremony for 10 neophytes proved to be very invigorating. Initiation was held on November 14, at which time these 10 men became members of Zeta Theta Chapter.

Homecoming at Western Kentucky University brought work for the Deltasigs. A Homecoming float depicted "Western—A Dream Come True." for the University theme "A Western Disneyland." Following the festivities, the victory over Tennessee Tech was celebrated at a chapter party. Many alumni attended.

The professional program for this semester promises to be exciting. Two professional meetings have already been held and another is planned in the near future. On September 21, Bob Cleveland, from Shenandoah Life Insurance, in Bowling Green, Ky., came and spoke on the "Art of Salesmanship." Brother Kelly King, who was a neophyte of the first pledge class of Zeta Theta Chapter and is now a certified public accountant for Haskins & Sells of Louisville, Ky., addressed the chapter on October 26. The transition from college life to business life was the topic of his speech. Zeta Theta Chapter toured WBKO, a television station in Bowling Green, and plan to tour Hilrich & Bradsby, and Churchill Downs in Louisville.—PHILLIP W. HESLER

TULSA

DURING THE FALL months, the Beta Chi Chapter of Delta Sigma Pi at the University of Tulsa held many interesting and beneficial activities. The first of these was a professional meeting on September 26, in which Dr. Robert E. Parrish, a clinical psychologist from Success Motivation Institute, spoke to a varied group on "You, Inc."

In October the chapter held our biennial pledge-member bowling tournament and another professional program with Skip Kriedler, territorial manager of Campbell Chain Company, Division of Unitec Industries, as guest speaker.

The calendar for November included our Founders' Day celebration and another professional program. Beta Chi Chapter sponsored a community service project during the Christmas Holidays and laid the groundwork for our Spring fund raising project concerned with helping promote business in Tulsa, the new Port of the Plains (Port of Tulsa).

An executive retreat in August at Oklahoma's Arrowhead State Lodge on Lake Eufaula enabled the Executive Committee of the chapter to plan the entire program for the Fall semester. The committee discussed and planned each phase of the semester from rush to initiation, professional activities, social activities, fund raising projects, community service projects and many more. The net result was a well planned and organized semester before the return to campus. It was such a success that another retreat is planned for the second semester during January.

The executive committee consists of President Frank Presfield, Senior Vice President Jim Hoch, Vice President for Pledge Education Hugh Leeper, Vice President for Professional Activities Rob Cadenhead,

Secretary Bob Ryan, Alan Sanstra and Chapter Efficiency Index Chairman Tommy Hodges. Also attending were Social Chairman Charles Churchill and The DELTASIG Correspondent, Ed Bromiley.—EDWARD C. BROMILEY II

TEXAS-Arlington

ZETA MU CHAPTER at the University of Texas at Arlington is proud to announce the initiation of the following six new members in our chapter: Arlon Cobb, Mike Grimshaw, Terry Burglund, David Jennings, Robert Urban, and Richard Pounds. We feel that the new Brothers will become strong leaders in supporting our chapter and its future endeavors.

We would like to congratulate Marvin Sulak on his marriage to Sharon Rusnak, and Victor Scammel on his marriage to Maggie Fallon. We would also like to mention the upcoming marriages of Ernest Brewer to Jerry Johnston and John Walker to "Fal Val."

Congratulations to Brother and Mrs. Harold Bannick on the arrival of their baby girl and to Brother and Mrs. Andrew Hansen on the arrival of their baby boy.

The officers of the Fall 1971 semester are as follows: Dale Rouze, president; John Walker, senior vice president; Ernest Brewer, vice president; Wayne Herron, secretary; Marvin Sulak, treasurer; Brent Haley, chancellor; Rusty Wright, CEI chairman and historian; and Andrew Hansen, professional chairman.

The Brothers of Zeta Mu Chapter congratulate Rusty Wright, Marvin Sulak and Bill Fulghum on their graduation from the University of Texas at Arlington in December.

The activities this Fall have been plentiful. The chapter sponsored a bumper sticker sale to help support the athletic department, not to mention the professional meetings and pledge-ship functions.—RUSTY WRIGHT

MISSOURI-Columbia

ALPHA BETA CHAPTER is well on its way towards achieving 100,000 points in the Chapter Efficiency Index for the 32nd consecutive year and is currently ranked second in the nation. Among the activities on Alpha Beta Chapter's Fall calendar of events were the sale of soft drinks at home Missouri football games as a fund-raising project, an industrial tour of Kansas City held on November 4-5, 1971, and the initiation of a 17-man pledge class on November 21.

Alpha Beta Chapter also boasts four members on this year's Business School Student Council, with Brother Dan Scherder serving as president of the service organization.

President Mike McDorman recently represented the Midwestern Region at a National Association of Manufacturers' convention in Chicago and attended a similar meeting in New York in early December. Brother Scott Bess, a senior on the University of Missouri's golf team, led the Tiger linksters to their first team victory in seven years by capturing medalist honors in the Mid-America Intercollegiate Gold Classic at Bonne Terre, Missouri.

Social activities for this Fall included a rollerskating mixer with the Women's Professional Business Fraternity on campus, Phi Chi Theta; several pledge-member parties; and the annual pledge-member football game.

Professional aspects have also been stressed by the chapter this Fall, as several guest speakers and Fall job interviews have dotted Alpha Beta Chapter's calendar.—C. ERIC SORENSEN

NORTH TEXAS STATE

THE BROTHERS OF the Delta Epsilon Chapter returned to North Texas State to make preparations for another successful year of representing Delta Sigma Pi. First on the list was to get started on our rush program and with a lot of hard work on the part of everyone, we initiated 13 new Brothers into Delta Sigma Pi. Our professional program was also a very big success with many visitations to industries in the Dallas area.

While keeping in step with all our many responsibilities as a chapter our President and Grand Chapter Congress Representative Paul Daigle made every effort to make the Delta Epsilon Chapter one of the strongest yet. He has initiated several new ideas which were brought out at the meeting at Pocono Manor. Helping Paul with his many duties was a very qualified staff of officers. These included Norman Caswell, senior vice president; Glenn Trachta, vice president; Miguel Reyna, secretary; Phil Norris, treasurer; and Woodrow Mitchell, chancellor.

We do have our work cut out for us the rest of this year. Being one of the proud 100,000 point chapters last year, we cannot stand the thought of not being in the ranks of the precious few again this year. We the Brothers of the Delta Epsilon Chapter do extend to all chapters best wishes for the coming months, and may you all have a very successful year.—RICKEY YEARGIN

TEXAS-El Paso

PROGRESSIVE DETERMINATION is the theme of Gamma Phi Chapter's rebuilding program this Fall. After a complete reorganization of the chapter, and one of the most successful rushes in the last several years, we feel we are on the road to brighter days. At least 15 pledges are expected for this semester.

Assistance from Past Grand President Warren E. Armstrong, the El Paso Alumni Club, Epsilon Upsilon Chapter at New Mexico State University, Intermountain Regional Director William E. Wilson, and District Director Bryan Gleaton has made our reorganization possible.

Several speakers and tours are on tap for our professional program this semester. In fact, more professionalism is being stressed in the coming semesters so that our chapter will take on a truly professional image. Hopefully, a long-distance venture to Houston or Dallas during the Spring semester will materialize. One of our tours will be to the newest multi-million bank complex in El Paso and the Southwest—the new State National Bank.

Several activities in association with Epsilon Upsilon Chapter at New Mexico State University are also planned.

We would also like to thank the School of Business Administration at U.T.E.P., Alumni Fred Frazier and Charles Wakeem, and The Central Office for their backing and cooperation extended to Gamma Phi Chapter.—MIKE ROBINSON

WASHBURN

DELTA CHI CHAPTER at Washburn University, Topeka, Kansas, has been conducting work projects, i.e.: book sales, curb painting, and garage sales since August, with plans to continue throughout the school year in order to build up our scholarship fund for a deserving business or commerce student.

The Brothers of the chapter were asked to set up and administer a demonstration interview program, taped questions and answers as have occurred in hiring interviews, to show younger students what might be asked and, more importantly perhaps, what job seeking students should be eliciting from interviewers.

At our meeting on October 20 Mr. C. W. Holmes, a former instructor at Washburn and now the head of Staff Division Education, Stormont Vail Hospital, Topeka, Kansas, gave a talk on continuing education and supervision. The Brothers were especially interested in the thought, "Humanism is the most important tool of the Good Manager."

Delta Chi Chapter President Steve Ossianer hosted Lee Bell, Field Secretary from the Central Office, on October 20, who left us some fine ideas for further professional projects.—JAMES J. CLANCY

WESTERN STATE

ZETA KAPPA CHAPTER at Western State College is in full swing and is again operating the concession stand at all home football, basketball and wrestling events. This is one of the larger money-making projects that we engage in to help finance our activities throughout the year. We owe our thanks to John Peraro, chairman, Dan Morris, past chairman, and the many Brothers who have sacrificed their time for this project.

During the 1970-1971 school year the Deltasigs again won the All-Sports Trophy on campus for their performance and sportsmanship in intramural sports. Now we must fight hard to defend that trophy.

The Grand Chapter Congress that was held at Pocono, Pennsylvania, was very profitable and enjoyable for those that attended. President Bob Goodnough, along with Bob Zenzic, Kent Ingram, Dan Morris, Max Stucky, and Bob Haas brought back many new ideas for Zeta Kappa Chapter which have been very beneficial. We also are extremely proud of the Traveling Trophy which we received as a result of our interest in keeping Zeta Kappa Chapter abreast of the changes brought about at The Grand Chapter Congress.—THOMAS R. MRAULE

FERRIS STATE

DELTA RHO CHAPTER at Big Rapids, Michigan, is striving earnestly to make this one of the best years in the history of the chapter. With 33 returning Brothers, one of our goals is, of course, the 100,000 maximum points in the Chapter Efficiency Index.

The chapter started the year with a retreat at Camp Kett, near Tustin, Michigan. The purpose of the retreat was to renew a pledge of brotherhood, and also to discuss such topics as rushing, fund raising, and general chapter policies. It also gave the Brothers an opportunity to discover what everyone else had done over the summer months.

The chapter undertook a project to assist the Big Rapids Chamber of Commerce in updating their City Directory. This required the help of literally everyone in our chapter, and served not only as an excellent fund raising project, but also to instill an even greater feeling of brotherhood.

We have been active both professionally and socially. On the professional side we heard from Mr. Robert Large, Director of Placement Activities for the college. He spoke to us concerning the present conditions of the job market. Socially speaking, we held our annual Halloween and Christmas parties. These parties were enjoyed by all of the Brothers, and emphasized the importance of a good social program within the chapter.

Delta Rho Chapter wishes all of the chapters a profitable and rewarding year.—GREGG U'REN

RIDER

BETA XI CHAPTER at Rider College has reached a critical point in its life. Jeff Collis, rush chairman, warned that our membership is too heavily composed of upperclassmen who will be graduating in one or two years. Over the years the membership of the fraternity has been declining. Presently, Beta Xi Chapter has 28 brothers. The main reason for the decline is because of Beta Xi Chapter's 2.5 cumulative average requirement. Studying and grades are not as popular as they used to be with college students. The brothers are acquainted with many business students who would make good brothers, but are a few points shy of the required average. Thus the abolishment of the 2.5 cumulative average was almost unanimously voted for. Mark Berkowitz made the necessary changes in the chapter bylaws.

Beta Xi Chapter has become involved in the Rider College Administration. When the Con-



DR. SHELDON STAHL, chief research economist of the Federal Reserve Bank in Kansas City, Missouri, is shown here accepting a plaque from Delta Chi Chapter President Willem Kadyk during the Midwestern Collegiate Business Conference held at Washburn University.

gress for Professional Business Association dissolved, Deltasig was asked by the Administration to select four students for seats on the Educational Policy Committee of the School of Business. Instead of four we selected two and asked the women's business fraternity to select two. Rich Pilukaitis and Ed Baureis are the Deltasig representatives. The Committee's first important duty will be finding a new Dean to replace Dean Dertouzos who has resigned.

Steve Yambor, winner of our regional "Undergraduate of the Year," award has been selected as Beta Xi's new chapter advisor. Steve possesses a lot of enthusiasm in the fraternity and should be a big asset.

For as long as any of the brothers can remember, we have never had a District Director. This year, Gary Polack, a Beta Xi Chapter alumnus, has been named our District Director.

October was homecoming at Rider. Deltasig chose to sell beer to the thirsty crowd. We sold beer for two hours and came out with a tidy one dollar and fifty cent profit. It was just a case of too much inventory. Fortunately for the Beta Xi Chapter we have more fund raising projects planned.—EDWARD R. BAUREIS

SOUTHERN MISSISSIPPI

THROUGH EFFORTS coordinated by our Senior Vice President Cornell Malone, Gamma Tau Chapter at the University of Southern Mississippi followed through with a "continuous rush" which was started during the Summer. Rush activities during the quarter consisted of two informal rush parties where the prospective pledges became acquainted with the members. The final step in the rush program consisted of a meeting where several Faculty Brothers and Chapter Officers described what Delta Sigma Pi is about and what it has to offer. The result was nineteen very eager neophytes for the Fall quarter pledge class.

This Fall our professional program will present speakers from many varied fields. Mr. Floyd Lee, an account executive with J. Milton Newton, Inc., (Investment Bankers) presented the Brothers with many reasons to invest in municipal bonds, during a recent meeting. Future speakers include a member of the area Chamber of Commerce to explain the functions and importance of a local Chamber; a real estate broker to discuss real estate as an investment; and various other speakers whose topics will cover areas that should help Gamma Tau Chapter to grow. A tour is also planned of some major businesses in our state capital, Jackson.

Besides our many activities related to Homecoming, pledge activities, and fund raising projects, we are also remodeling our chapter office. Some walls are being removed, others relocated with the ultimate goal of more room. If plans work out it will be big enough to hold many of our activities.

The Brothers of Gamma Tau Chapter would like to say congratulations to Brother Cornell Malone, who plans to relinquish his bachelorhood in February, and to Brother Shelton Wright, who is now the proud father of a little girl.—H. G. MORGAN, Jr.

DETROIT

GAMMA RHO CHAPTER at the University of Detroit started its Fall activities with a well planned professional and social program. It was decided at the first business meeting of the Fall semester that the Gamma Rho Chapter would place increased emphasis on expanding its membership while maintaining the high ideals that symbolize our chapter.

On October 19, the Brothers met to hear Col. George T. James, a U.S. Army Staff Officer supporting the Joint Chiefs of Staff. He discussed many of the changes that are going on within the organization and whether these changes will make a more attractive career for today's young people.

The Gamma Rho Chapter welcomed in the Autumn season with their annual hayride at the Lazy J. Ranch, which traditionally is one of our most enjoyable and successful functions. The next social activity was our Founders' Day Dance, scheduled for November 6.

In view of the fact that we are the largest organization on campus, we have a definite impact on the administration and on the student body. We hope to substantially increase this influence in the future with the aim of improving the overall atmosphere, making it more conducive for the student body to relate to our school and its aims.

STATE U. of NEW YORK-Albany

ZETA PSI CHAPTER started the Fall semester with the same enthusiasm found last Spring, when the chapter reached 100,000 points and helped to raise \$1,100 for the International Students' Scholarship Fund by selling tickets and keeping records at the State Fair held at Albany.

The Fall semester began with a successful rush program during which Brother F. Barry Haber, Assistant Dean of the School of Business, spoke on "What Business Administration Can Offer You," which rushes as well as students throughout the university found rewarding.

Another rush event found Mr. Joseph Donohue, of Merrill Lynch, Pierce, Fenner and Smith, discussing the workings of the American Stock Exchange at which a film was shown.

The chapter's intramural football team under the leadership of Coach Mick McCulley is looking forward to a successful season.

On September 28 four undergraduate and two alumni brothers were privileged to be at the reception for Grand President Tom Mocella at Alpha Chapter at New York University.

With an enthusiastic pledge class on the way, we are looking forward to more accomplishments in the future.—STEVEN A. SCHUMACH

WAYNE STATE-Nebraska

ETA PI CHAPTER at Wayne State College is under fine leadership once again. Officers for this term are: President, Maurice Grotjohn; Senior Vice President, Douglas Livermore; Vice President for Pledge Training, Gale Retzlaff; Vice President for Professional Activities, Arnold Zach; Secretary, Don Muhle; Treasurer, Jim Beh-

mer; Chancellor, Rich Seaton; and Historian, Larry McPhillips.

Eta Pi Chapter is conducting its annual fund raising project. The project this Fall, as in previous years, is a coupon book. Fund Raising Chairman Gerry Walter says the coupon books are selling well.

Plans are being made for our annual careers day. Arnold Zach, vice president-professional, has tentatively lined up 15 speakers in a variety of business fields.

We have five members in our Fall pledge class. Vice President Gale Retzlaff reports that these men look promising. All of us at Eta Pi Chapter know that these future Brothers will help us to be the first chapter to reach 100,000 points in the Chapter Efficiency Index for the third straight year.

The Brothers of Eta Pi Chapter are all proud of Brother Robert Matthews. To add to his long list of awards, Bob received the first Undergraduate of the Year Award at the Grand Chapter Congress in September. We join the rest of the chapters in congratulating Bob for this outstanding honor.—GLEN RETZLAFF

MCNEESE STATE

ETA TAU CHAPTER is proud to announce winning the attendance award at our recent District Meeting held at Louisiana State University in Baton Rouge, La.

Newly elected officers at Eta Tau Chapter are: Tony Pickett, president; Dan Riem, senior vice president; Brian Pyatt, vice president; Aaron Richard, secretary; Boy McMahan, treasurer; Ronald Dougay, Chapter Efficiency Index Chairman; Glen Bertrand, historian; and Jim Sims, chancellor. The new Brothers this semester are: Bob Drost, Tim Bell, Brad Parker, David Morton, Jerry Redell, Roger Golden, Charles Duhon, Steve Lormand, and Glenn Guidry.

Last year's President, Jerry Watts, has been appointed an advisor along with Mr. Wooten, a new professor at McNeese.

The Brothers of Eta Tau Chapter want to thank Brother John Folkenroth, the former advisor of our chapter, for the many hours he put into Eta Tau Chapter. Mr. Folkenroth is now a law student at Louisiana State University.

The Brothers were together for Homecoming, October 30. A pre-game party was held at Brother Charles Duhon's and then everyone went to the game. After the game the Brothers assembled at the Student Union on McNeese campus for a dance. Everyone had a good time.

The Scholarship Committee is now accepting applications for the \$100 scholarship Eta Tau Chapter gives each semester. The Brothers feel that this scholarship helps the image of Delta Sigma Pi on campus.—LESLIE W. FOGLEMAN

GEORGIA STATE

KAPPA CHAPTER at Georgia State University requires each pledge class to complete both a community project and a fund raising project. Past pledge classes took members of the Bedford Pines Boys' Club to a Georgia Tech football game. Pledges and their wives chaperoned a group of children from St.

Joseph's Children's Home on an all day outing which included a zoo tour, a cookout, and a tour of the Cyclorama (world's largest painting depicting the Civil War). Another class spent the day at Moody's Nursing Home assisting the elderly by writing letters for them and escorting them on walks.

Fund raising projects included a sale of American Flag lapel pins and the sale of monogrammed books of matches. Another project to raise money for the Metropolitan Atlanta Council on Alcohol and Drugs (MACAD) was a basketball game between Deltasigs and Atlanta's Playboy Club bunnies. The turnout was spectacular!

Miss Deborah Leigh Hadaway, a junior journalism major at Georgia State was chosen "Rose" of Kappa Chapter. Serving on the "Rose" Court with Miss Hadaway were Mrs. Patsy Allen, Mrs. Phyllis Calhoun, Mrs. Susan Daneke, and Mrs. Cindy Elsberry.

Founders' Day celebration included a steak dinner followed by a dance at our lodge. Brother Ted P. O'Callahan spoke on the history of Kappa Chapter.

All Brothers of Kappa Chapter wish their fellow Deltasigs a very prosperous New Year. A special toast goes to Brother George Tienken, son of Henry Albert Tienken, for his interest and participation in our chapter, and to Dr. Randy Martin, our faculty advisor.—JOHN C. HOBBS

XAVIER-Cincinnati

EMBARKING ON ONLY our second full year, Theta Lambda Chapter at Xavier University opened the Fall semester with a variety of successful activities. Off to an early start, Brothers Mark Albertz and Ric Calme organized an Information Booth, which also sold coffee, coke, and donuts, during student registration week before Fall classes began.

Early in October, a well organized and informative tour of Merrill Lynch's Cincinnati office was arranged by Brother Pat Klein, professional vice-president. Mr. James Van Flanders explained Merrill Lynch's various functions during the tour and then invited us to the Bankers Club in the Sheraton Gibson Hotel for a question and answer session with Mr. Lawrence Fitzgerald, the Cincinnati District Vice President.

At this writing, Brother Birgir Mishurda was busy gathering an impressive crew of 10 to 15 pledges. A warm welcome to those who stayed with the pledge program and are now our newest Brothers.

Our social activities included Brother Dave Barker's organizing a Homecoming float built on Brother Mike Gilkey's truck amid Brother Joe Rahn's green houses, and Brother Mike Powers' organizing a flag football team, which, at press time, had the same enthusiasm, but unfortunately (and despite the efforts of Brother Mark "Killer" Crossen) about the same record as Cincinnati's pro football team.

Also planned were a movie and talk on the Federal Reserve System, a tour of Procter and Gamble, a live lobster sale and a Christmas card sale.

Between the above activities, our bimonthly meetings and a scattering of parties our chapter achieved greater strength and togetherness . . . a trend we plan to continue this semester.—RICHARD J. CALME

MEMPHIS STATE

GAMMA ZETA CHAPTER at Memphis State University is in the process of planning a variety of events for the coming school year. First, of course, we conducted the usual rushing activities, during which we met with strong competition from the newly formed chapter of Alpha Kappa Psi. It is really hard to believe how such a new chapter of our competition was so readily accepted by the College of Business Administration.

Besides rush and formal pledging, we planned a "Great Celebration" for Founders' Day. The Brothers enjoyed a skit performed by the pledges. The pledge class knew what was best for them so the skit and party which followed was good, because they worked diligently on it.

Our annual "Techniques of Interviewing" was held on Tuesday, November 16. In the Spring we will have our "Business Machines Show." This is the main event scheduled in the near future.

Since I will be graduating in December, I wish to thank all the Brothers I have met in the three years that I have been a Deltasig for making my college career more enjoyable. From the Brothers of Gamma Zeta Chapter, good luck for a successful 1971-72 school year.—STEVEN C. SOLOMON

MENLO

ZETA RHO CHAPTER at Menlo School of Business Administration started their new year with a few new additions to the campus. The main and most noticeable one is the addition of girls to the campus. At the present time there are only about 50 girls, but they are already adding color and charm to the surroundings. At the administrative level we also have additions. We now have a new Dean of Students and a new Dean of Women. We are happy to welcome these additions to Menlo.

In the Business School we are in the process of finding a new Dean of the School of Business Administration. Brother C. J. Walters has retired as dean and is now a full time instructor. We are sorry to see him step down, but we know he will still be a great asset to the school.

This year our chapter has many interesting activities planned. A few of these activities are trips to different businesses in the area and also dinner meetings where different people of the business world will be guest speakers. We feel that this year will be one of the best our chapter has ever had.—GARY R. JACOBS.

GEORGIA TECH

ZETA LAMBDA CHAPTER at Georgia Tech got the new year off to a good start with a fine rush program that included a professional meeting with Hal Suit, the Republican candidate for governor of Georgia in 1970. We feel that the eight pledges we have for this quarter will represent our chapter with distinction and our Pledge Educator, Dave Lott, is seeing that the pledge program will prepare them to be excellent Deltasigs. Our Vice President for Professional Activities has arranged some interesting plant trips for the quarter. We have just recently visited the Gen-

eral Motors assembly plant and have plans for the future to tour Meade Packaging, a large container manufacturer in Atlanta.

After failing to reach the maximum of 100,000 points in the Chapter Efficiency Index for the first time since our chapter was chartered in 1965 we are all working hard to assure the maximum for this year. To uphold the name of Delta Sigma Pi in community service we have undertaken the task of sponsoring a YMCA football team. The players are from a grammar school neighboring the Tech campus and it is our duty to supervise, coach, and provide them transportation to the games.

With the information that our delegates brought back from the Grand Chapter Congress, we, the Brothers of Zeta Lambda Chapter, are looking forward to our best year ever and we wish all the chapters of Delta Sigma Pi the best of luck for a good year.—ANDREW H. MAXWELL

NORTH DAKOTA

ALPHA MU CHAPTER at the University of North Dakota held their annual gas raffle in November. With the funds raised from this project, the Brothers plan a field trip to Winnipeg. We will visit some of the business firms there.

Brothers Rick Heine, Marv Nagel, and Barth Olson journeyed to Pocono, Pennsylvania, to attend the Grand Chapter Congress meeting. They were very impressed with some of the other chapters. They brought back much information and enthusiasm which will benefit Alpha Mu Chapter greatly.

We had speakers from various aspects of business at our meetings. They discussed the financial conditions in their specific areas. Robert Whitmon of Piper, Jaffray, and Hopwood spoke to the Alpha Mu Chapter members about the conditions of the stock market. The highlight of all the speakers was when Field Secretary M. Lee Bell visited the Brothers. He gave us ideas and helped us with some of our problems.

Brother Rich Margerum will organize our

basketball team this year. He promises to make it a winning team. With his leadership and the players we have, we should do real well at the annual tournament this year.

Brother John Stevenson was elected to fill the position of Vice President due to the fact that Brother Larry Isaak is getting married. Congratulations, Larry!

Our new advisor is Professor John G. Watson. He has helped the Brothers tremendously with his knowledge of where Alpha Mu Chapter should be headed.—WARREN SCHMIDT

EASTERN NEW MEXICO

THE EPSILON ETA Chapter of Delta Sigma Pi at Eastern New Mexico University started the Fall semester activities with a Monte Carlo party for prospective pledges, returning Brothers, and the Alumni. The party ran smoothly and in the true Monte Carlo fashion of losing your shirt at the Roulette table. To say the least, it was a smashing success with the prospective pledges and Brothers having a great time. The party lasted until 3 o'clock in the morning.

Our professional program so far this year has included Jack Whitman, a Realtor from Clovis, New Mexico. The 21 Brothers and 13 pledges enjoyed the question and answer period after the lecture because it gave them information on prices of land. Other speakers have been Dick Davidson, Head Manager of Southwestern Gas Company in Portales, and Billy J. Dunn, an authority on Consumer Spending for the State of New Mexico. Mr. Dunn gave a lecture open to the public which was very successful.

We the Brothers of Epsilon Eta Chapter are proud to announce that we achieved 100,000 points in the Chapter Efficiency Index last school year. We also expect to achieve it again this year.

Our football team has been doing quite well with 1 win and 2 narrow defeats. We expect to win the remaining games with no difficulty.—STEVEN CUNNINGHAM



THE MEMBERS OF Theta Pi Chapter at Bowling Green State University review the exhibit of new Fords outside the World Headquarters of the Ford Motor Company in Dearborn.

PENNSYLVANIA STATE

ALPHA GAMMA CHAPTER at the Pennsylvania State University added several competent men to the chapter after an intensive rush and pledge period during the Fall term. Of the various pledge activities the pledge-brother football game will be remembered long, for once again the brothers came forth victoriously.

Among our latest accomplishments was our first winning season in intramural football in our chapter history. The alumni were again reminded of the "good old days" as they shared the annual Founders' Day cabin party with the brothers and pledges.

Professional speakers during the term included Mr. Robert Lydic from Pinkerton International; Mr. David Bates, Director of Environmental Science at United States Steel; Mr. Paul Simpson from Ernst and Ernst CPA firm; and a representative from the Pittsburgh National Bank. Faculty brothers and members of Phi Chi Theta, women's professional sorority, attended several of our meetings this term.

We are anticipating an even greater new year, with many new rewarding professional and social programs, to help our chapter maintain its leadership on campus and significantly add to the goals of our international fraternity.—ROBERT C. HOWARD

CINCINNATI

ALPHA THETA CHAPTER at the University of Cincinnati kept its doors open all Summer this year. The highlight of activities occurred at a party at the house on July 17. Social Chairman Bob Grauvogel arranged for the band and refreshments, while Dan Noe, house chairman, cleared the debris.

Senior Vice President Dave Knust worked very hard this summer planning Fall rush. Two outstanding rush events were a Monte Carlo Gambling Party and a tour of Cincinnati Water Works. Dave's leadership and diligence helped earn for our chapter 16 pledges.

In appreciation of her participation at our events, the Brothers gave a surprise birthday party for our "Rose" Queen, Diane Alderson of Delta Zeta sorority. She was nineteen years old on October 29. Frank Seurkamp, our president, expressed our gratitude to Diane. Each of the Brothers contributes toward making our chapter a sharing unit. Bill Waite, Jim Eichmann and Keith Voelker deserve special recognition for their services to our chapter. The involvement these brothers have shared makes our chapter thrive and grow. The involvement all the brothers share is what makes the chapter live.—MICHAEL T. MACKZUM

ANGELO STATE

THE ETA THETA CHAPTER of Delta Sigma Pi has again given four scholarships to qualified students of business administration. Also, for the fifth year, the Eta Theta Chapter has compiled and published the official Student Directory for Angelo State University. This year 4,000 copies were published.

The Spring pledge class of 1971 had a very successful pledgship which was highlighted by a full day of cleanup activities at West

Texas Boys Ranch which is similar to Boys Town. One of the projects for this Fall's pledge class has just been completed. This consisted of painting and distributing 10 trash barrels across the campus. A joint service project of the members and pledges in development is participation in the annual Junior Chamber of Commerce benefit football game. Proceeds will be given to charity. Also scheduled was a campus wide voter registration drive. The Eta Theta Chapter also gave much time to the Boys Club of America Halloween carnival.

President Tim Soyars attended the preliminary meeting of the National Association of Manufacturers in Chicago and the actual convention in New York, December 2 and 3.

We are glad to announce that all of the graduates of the Eta Theta Chapter were employed soon after graduation.—MICHAEL J. BLOCK

CHRISTIAN BROTHERS

EPSILON PSI CHAPTER at Christian Brothers College enjoyed a most enlightening field trip to the Murray-Ohio Bicycle Company Factory at Lawrenceville, Tenn. The trip was arranged by Mr. William Sevier, an honorary member of the chapter. The president of the company, Mr. Bob Fletcher, gave a talk before the tour explaining the operation of the world's largest factory of its kind, and after the tour he led a discussion about the effects of the wage and price freeze and Mr. Nixon's economic plan. There was an outstanding attendance of members and pledges. After the tour the Brothers spent a weekend of relaxation at Mr. William Sevier's riverhouse.

The Brothers of the chapter welcomed back two returning members: Brian Robearge, from St. Louis University, and John Meyer, from Alpha Theta Chapter at the University of Cincinnati. In addition, the chapter has seven very promising pledges.

Lieutenant Hanrahan of the Narcotics Division of the Memphis Police Department spoke to the chapter on the subject of the responsibility of business leaders to aid in abating the drug problem. The chief tools he recommended were self-control, solid information concerning drugs, and willingness to assume responsibility in the community.—DAVID ALLEN WRIGHT

WISCONSIN-LaCrosse

ETA RHO CHAPTER began the semester by selling Academic Savings Cards to the student body. This was a continuation of last semester's fund raising project. In another fund raising project, Eta Rho Chapter was employed by General Mills to distribute Takk, a new hot drink mix, to residents of La Crosse, which was selected as a test market.

The chapter held two successful rushes on October 6 and 14. At the second rush, Dr. Harvey Ideus, Director of the Placement Office, spoke about employment opportunities. This semester's pledges were pinned on October 21.

The brothers of Eta Rho Chapter looked forward to the Initiation Banquet held on December 11 at the Party House in La Crosse. Another social event this semester was the Halloween party, held on October 29. On

Founder's Day, Eta Rho Chapter played a football game with Theta Xi Chapter in La Crosse. This has become an annual event between the two chapters.

Many of the brothers attended the Wisconsin State Chamber of Commerce-College of Business Symposium. It was held in La Crosse and lasted all day on October 13. The Symposium provided time for many speakers and a long question-answer period.—WILLIAM H. FRITZ

UTAH

SIGMA CHAPTER at the University of Utah in Salt Lake City is very excited about the tremendous growth the chapter will experience this quarter. At one of our recent meetings we were proud to announce that 21 pledges are seeking membership this quarter. This is one of the largest pledge classes our chapter has seen. This success can be attributed to a well organized plan of personal contact by several members of our chapter with their friends in the College of Business. The chapter is expanding rapidly and we will soon be looking for a larger place to meet.

Our pledge program is not the only well organized program this quarter; our progressional program has set down some very definite plans. We are planning to have speakers from both small, individually-owned businesses and large corporations. Then later on in the quarter we will tour the facilities of one of the corporations.

We are also looking forward to some great social functions. Included in our plans was a Halloween Party in an old jail in the old mining town of Park City, Utah. The town provided a perfect atmosphere.

All in all, this promises to be a great quarter and year for Sigma Chapter with plans to repeat 100,000 points in the Chapter Efficiency Index.—STEVEN K. HUNT

BOSTON COLLEGE

DELTA KAPPA CHAPTER at Boston College School of Management is anticipating its most profitable year since its inception in 1957. Our membership totals nearly forty (40) brothers and nearly thirty (30) pledges. At this writing, our enthusiastic and energetic board has been hard at work to make this an enjoyable year. May I add that, once again, Delta Sigma Pi is going to be one of the largest organizations on campus. To go along with this, we are pleased to announce that three of the four positions on the School of Management Senate are manned by Deltasig brothers. Congratulations are in order to Brother Joe Murphy, president, Brother Walter Kelly, secretary, and Brother John Morin, treasurer. So, to go along with being one of the largest organizations, we are also the most active.

Thus far during the Fall semester, we have done many things of enjoyment and profitability. We also have some professional activities lined up that should prove quite rewarding. We have had a very successful pledge period thus far. However, an exact number of new brothers cannot be given at this time, because the article was written before our final initiation.—JOSEPH CAPALBO

LOYOLA—Chicago

SUMMER VACATION has drawn to a close and Gamma Pi Chapter is prepared for another eventful year. During the summer the Brothers participated in the Chicago Park District Softball League and finished with a respectable average. During late August and early September, the Brothers helped in Freshmen Counseling and Orientation. Brother James Gianforte deserves a hearty "thank you" from the chapter for the time he devoted. Through the chapter's participation in the University's orientation program, we have undoubtedly interested many young men in our Brotherhood.

The Fall semester rush promises to be more fruitful than in previous years because of the unusually large number of freshmen entering Loyola's Business School. We are confident we will be able to induct many young men into Delta Sigma Pi. During early November, the Chapter very actively participated in Greek Week activities. In June, our Chapter will graduate and lose 12 Brothers. They have been the backbone of the Chapter for the past three years and will be missed.

In September, Senior Vice President Frank Wyrwicki transferred to Arizona State University at Tempe. We have missed his initiative in the chapter. His office was replaced by Len Cisek.

Finally, I would like to take this opportunity to thank all the Brothers of my chapter who helped to make the Loyola University Student Directory a successful project. Our rewards were many. Special thanks should go to Bob Bubak, Len Carmichael, Len Cisek, and Frank Wyrwicki for making my chairmanship very rewarding, personally, during the past two years.—THOMAS HUDSON

AUBURN

AFTER 40 YEARS OF active participation on the Auburn campus, the Brothers of Beta Lambda Chapter are continuing to uphold the name of Delta Sigma Pi by working within our fraternity, and in various other campus organizations such as student government, student publications, honorary fraternities, and social fraternities.

Last spring 27 pledges, one of the largest pledge classes in our history, were initiated into the chapter to bring our membership to fifty-five brothers. Beta Lambda Chapter held another successful rush this Fall beginning with an introductory smoker in the lounge atop 10-story Haley Center on the main campus of Auburn. After completion of pledge education, an impressive initiation ceremony was held at the end of November in the Dean's Conference Room at the School of Business.

In order to familiarize our brothers with the different aspects of the business world, Brother Wayne Alderman scheduled several prominent speakers for our professional meetings. Among these speakers were Mr. Jim Maloney of Pittsburgh Plate Glass and Mr. John Schuler of Anderson Electric Company.

In addition to its professional activities, Beta Lambda Chapter also has an active social calendar. The brothers observed homecoming with a party before the football game and enjoyed a "get together" at Underground

Atlanta following Auburn's victory over Georgia Tech. A party is also planned after pledge initiation to welcome our new brothers into Delta Sigma Pi.

Beta Lambda Chapter has elected its officers for 1972. They are: President Paul Tyler; Senior Vice President Bob Bridges; Vice President Wayne Alderman; Secretary Tim Carter; Treasurer Larry Sanderfer; and Chapter Efficiency Index Chairman Earl Russell. Our advisor is Jim Whatley and Beta Lambda Chapter's "Rose of Deltasig" for this year is Miss Linda Lehman. Brother Chris Joseph was our representative to the 28th Grand Chapter Congress at Pocono Manor.

The Brothers of Beta Lambda Chapter hope that all the chapters of Delta Sigma Pi have a successful and active year.—MIKE PORTER-FIELD

ARIZONA STATE

GAMMA OMEGA CHAPTER at Arizona State University, installed on November 4, 1951, celebrated its 20th anniversary in a roaring style. For more than half of those 20 years the chapter has scored 100,000 points in the Chapter Efficiency Index, and this year we are focusing those years of experience into making this birthday and year the best ever.

The officers who are spearheading this celebration are President Charles Kruger, Senior Vice President Joe Anderson, Vice President for Pledge Education Glen Funk, Vice President for Professional Activities Dieter Nenner, Secretary Len Watkins, Treasurer Jim Leather, Chancellor Irwin Schienbein and Historian Rich Levey.

The Founders' Day committee, headed by Joe Anderson, promised to have many people at the celebration, including the Past Grand President Warren E. Armstrong and all 21 of the original founders of Gamma Omega Chapter. The celebration was held at the Holiday Inn in Tempe. It is only one of a list of things

that Gamma Omega Chapter is planning this year. The College of Business was host to over 100 deans from various Schools of Business throughout the country on November 12-19. Brother Glenn Overman called on the chapter to assist him with the program. Also in November, the new wing of the College of Business building was dedicated. Members of the chapter provided tours through the elaborately modern facilities. Other events scheduled for the month of November included speakers like author and management specialist Peter Drucker and tours to A-1 brewery and the underground AT&T facilities in our area.—RICH LEVEY

TEXAS A & I

ZETA NU CHAPTER at Texas A & I started the Fall semester by sponsoring a back-to-school dance. The dance served as a get-together for all The Brothers of the chapter and alumni in the surrounding area. Our regular professional meeting and dinner was held October 12, with Brother Scott Dobbs, auditor for a downtown bank, as the featured speaker. Brother Dobbs' speech, "Commercial Banking," was well received by the chapter.

At our recent initiation 14 men were initiated into Zeta Nu Chapter. The Brothers of the chapter, plus these new initiates, conducted a very successful Mum Sale prior to the Homecoming and Dads' Day football games. Our profits from these sales were then placed in a savings account for use in next semester's rush program.

Brother Dan Nowakowski and Brother David Brock were elected to the University's Student Council as representatives from the School of Business Administration.

A first for the Brothers of the chapter was the organization of the "Little Deltasigs," a little sister organization, established to promote and further the aims of Delta Sigma Pi.—JAVIER A. TREVINO



THE MEMBERS OF Gamma Omega Chapter at Arizona State University received an unusual birthday greeting from the Holiday Inn in Tempe on the occasion of the chapter's 20th anniversary.

NEBRASKA-Lincoln

ALPHA DELTA CHAPTER at the University of Nebraska at Lincoln has had as busy a schedule this first semester as the number 1 Nebraska Cornhuskers have in preparing for each week's football game. So far we've had a professional tour, several dinners, an initiation of first semester pledges, and a busy schedule for our intramural teams.

We took our first professional tour September 13-15, to Denver, Colorado. Samsonite, Great Western Sugar, and Coors gave us tours of their plants and talked to us about the different aspects of business involved in each of their companies. For our professional dinners, speakers talked to us about insurance and city planning.

On November 14, Alpha Delta Chapter initiated ten pledges into membership. They have all shown fine qualities during their pledge-ship and we look forward to their becoming leaders in the business field as they progress.

Alpha Delta Chapter has reversed an earlier decision and voted to get out of the Interfraternity Council. Members feel that the house can function much better on its own. Becki Wagner, our "Rose" Queen last year, was honored again this year as she was voted the Homecoming Queen for the University of Nebraska. It appears that we have as good an eye for women as we do for prospective pledges. Our intramural football team did almost as well as the Cornhuskers, going through most of the season unbeaten until the last game. Congratulations to you, and good luck to the basketball team as they start.—BLAKE W. ROWLISON

MINNESOTA—Minneapolis

ALPHA EPSILON CHAPTER at the University of Minnesota has already had two very successful events so far this year and there are certainly a lot more to come. One was our Homecoming. The alumni turnout was fantastic due partly to our telephone marathon and partly to the enthusiasm of both the chapter members and the alumni.

Dean Charles Mannel, associate dean of the School of Business Administration, University of Minnesota, was the guest speaker at our first professional dinner this quarter. Dean Mannel, a fellow Deltasig, gave a very interesting speech concerning the current trends in employment and the Business School Placement Office, which he heads. The topic was definitely very important to all of us.

This year our chapter earned 100,000 points in the Chapter Efficiency Index. We wish to thank our Chapter Efficiency Index Chairman, Brother Dave Norling, for his diligent work in attaining this goal.

This summer our current chapter president, Brother Gary Dietrich, organized an inner tubing trip down the Apple River. This is a common sport in our area and we had the usual cases of sunburn and hangovers. Last Spring many of us went up to Duluth, Minnesota, for the annual smelt run.

For one of our fund raising projects this quarter we are having a gas raffle. This has been very successful for other chapters and we're sure it will be for us. Also, we are distributing subscription forms on campus for magazines at student rates. We get a certain

percentage of the subscription payments from this campus.

This year we participated in a joint rush, with all professional business fraternities and the professional business sorority. It was an excellent idea as there was a large showing of potential rushees and it gave them a chance to compare the various fraternal organizations open to them.—CURTIS A. CONRAD

ILLINOIS-Urbana

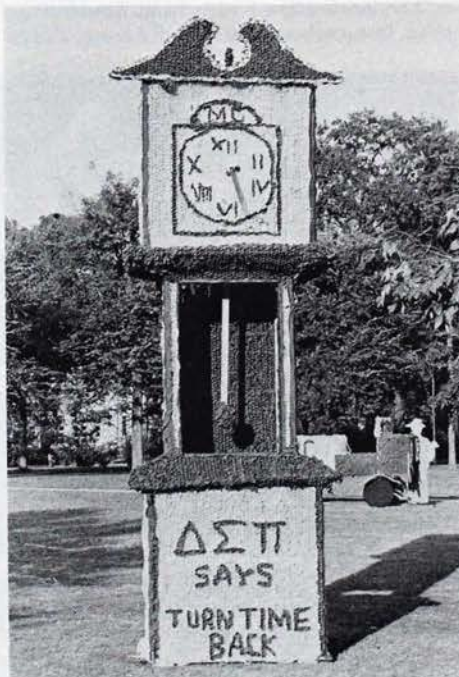
THIS YEAR FINDS our chapter looking to both the past and the future, which may seem to be a contradiction.

Going only a short time into the past, the brothers send a special greeting to our former president, Lee Bell, who has taken over as one of the new Field Secretaries. However, such events as this have caused the past to weigh heavily upon our future aspirations. Due to the heavy toll taken by the graduating seniors last Spring, we find ourselves faced with a period of reconstruction. This is a challenge we are confident our new pledge educator, Phil Carlson, will be able to meet with his newly overhauled pledge program.

At the same time, plans for the future are going into high gear, and prospects are bright that this will be another 100,000 point year for Upsilon Chapter. Of prime concern are the preparations being made to celebrate our "Golden Fiftieth Anniversary," which is to be held during the second semester at the newly constructed Century Twenty-One.

Our other major field of endeavor, directly linked with what again appears to be an excellent professional program, finds Upsilon Chapter undertaking a business symposium, to be held some time this semester.

On a less serious note our football team enjoyed a perfect record—winning none.—GREGORY A. MATTINGLEY



WINNER OF THE first place prize in the homecoming decorations is this display made by the members of Zeta Iota Chapter at Mississippi College.

SHEPHERD

EPSILON KAPPA CHAPTER at Shepherd College, West Virginia, started the fall semester with a burst of enthusiasm—a welcoming back party held at Club Lakewood in Martinsburg, West Virginia.

To promote the professional side of Delta Sigma Pi, the Brothers sponsored a tour to Corning Glassware. The tour was open to all business majors and/or minors of the college and was attended by many interested students.

Each semester the Brothers of Epsilon Kappa Chapter sponsor a week end business trip. This year's professional chairman, Mike Barba, spent much time and effort to make the trip a success. On October 21 the Brothers set their course for Richmond, Virginia, where they resided at the luxurious Jefferson Hotel. While there, they toured the West Virginia Paper and Pulp Co. and the American Tobacco Co. For entertainment many of the Brothers were able to attend a Santana concert at the Richmond Coliseum.

Once again Epsilon Kappa Chapter sponsored the sale of flowers for homecoming. The Chapter also sponsored Miss Claudia Panter, their "Rose" (and also the regional "Rose"), in the homecoming court and are proud to present her as Shepherd College's 1971-72 Homecoming Queen.

A full schedule was planned for the remainder of the semester, with a party on November 6 which was another big success. Also included in the agenda are tours to General Motors Assembly Plant and Calvert Distillery in Baltimore, Maryland, and Molar Pipe Organ, Inc., in Hagerstown, Maryland.—SORASAK DAORAI

PHILADELPHIA TEXTILE

WITH A SHORT TIME remaining this semester, we are all busy putting our shoulders to the wheel. I would like to welcome all of our Brothers back to school, and wish those who graduated much success.

The Eta Xi Chapter has been very busy with their rushing this semester. After losing a large number of members last May to the job market, we are seeking others to take their places. We have established a small pledge class of able candidates, and we feel confident that they will be worthy. They recently held the traditional Pledge Party to which all the Brothers and the Eta Xi Chapter alumni were invited. Our pledge initiation was held on November 20, with an initiation banquet following.

In addition to these pledging activities, our chapter is engaged in intramural basketball games. After playing other organizations at Philadelphia Textile, our record stands at 5-1-6.

In the future, we look forward to our annual social function, the "Rose" Banquet. Beginning in January, candidates for the "Rose" of Eta Xi Chapter will be selected. The Brothers then vote, and the new "Rose" is introduced at the banquet.

We are all proud to announce that our president, David Sears, has been named to *Who's Who in American Colleges*.—HOWARD SHENBERG

COLUMBUS

THE FALL QUARTER for Theta Mu Chapter started off with a full report from our delegation to the Grand Chapter Congress. The report was very rewarding in that it helped to solve problems on how to make our chapter more effective, not only in the local community, but in the state as well. The other good thing that came out of the convention was that our delegation got to know the other brothers, especially the ones from Texas, Louisiana, Pennsylvania, and Massachusetts. The brothers were very happy when the delegation presented to the president the certificate for 100,000 points in the Chapter Efficiency Index.

Rush week was very well coordinated and organized, and as a result 17 pledges entered the chapter. This pledge class seems to be a promising group, for on their first project to raise finances they brought in two hundred dollars. The selection of the new chapter "Rose" was very difficult. This time we had a large choice of Southern Belles that were equally beautiful and talented. A choice, however, had to be made and the brothers elected Susanne Vossfeld, a freshman, who is the reigning Miss Columbus, Georgia, and who recently won the title of Miss Columbus, U.S.A. This quarter will come to a climax when the initiation banquet is held with Lt. Governor Lester Maddox as speaker, and other dignitaries from the city and state attending.

HOUSTON

ETA PSI CHAPTER at the University of Houston is well under way with its scheduled programs for the 1971-72 school year. Our pledge class for the Fall semester numbered 12 men. Pledge education this year will be oriented towards active interest in student sponsored projects for the College of Business. The fall pledge class helped the college in the promotion of its third annual Farfel Lecture. This year's speaker was Dr. Simon Ramo, Chairman of the Board and Executive Vice



BROTHER ROB CADENHEAD, vice president for professional activities of Beta Chi Chapter at the University of Tulsa, is shown presenting L. S. "Skip" Kriedler, territorial sales manager for Campbell Chain Company, a certificate in appreciation for his contribution to the professional program of the chapter.

President of TRW, Inc. The result was fantastic... approximately 700 students attended Dr. Ramo's lecture. Initiation was scheduled for November 14, 1971. The Brothers really looked forward to having this group of men join our Fraternity.

As always, Eta Psi Chapter emphasizes interest in the commercial community by inviting prominent representatives to speak before the students. This fall has produced three excellent professional meetings. Our speakers this semester have been Dr. Joseph M. Grant, Chief Economist for Texas Commerce Bank; Dr. Dewitt C. Reddick, Professor Emeritus at the University of Texas; and Dr. Ted Brannen, Dean of the University of Houston College of Business. The Brothers wish to thank these gentlemen for the many insights they presented in the professional meetings.

Eta Psi Chapter has become an active participant in the intramural program. Although our season was not the most impressive imaginable, the Brothers scored a great victory over the local SAM's. This game is sure to produce inter-organization rivalry. The Delta-sigs hope so.—BILL WILLIAMS

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Greek system is to justify its continued existence and maintain a significant leadership role on campus, they must hold fast to high ideals, regardless of financial or social pressures.

Some Alternatives

The Wall Street Journal on May 26, 1971, reported that some college students find a new kick in replacing drugs with beer. We have many alumni who could have given this counsel months ago.

Perhaps the chapters should invite a few alumni in to argue about the drug issues. Also invite a few non-members who know the facts about drugs. This will allow you some ammunition to reach an intelligent decision about drug usage. Try to answer this question in your group. What is the basic motive or reason for drug usage by a fraternity man? What responsibilities does he have to his Chapter, to his national organization, to his campus?

If the drug problem does exist on your campus or in your business, is there any way you can take advantage of it? Why not organize a positive program to include facts, seminars, speakers, pamphlets, and other educational tools? If good sources are available in your community, perhaps a guide of drug rehabilitation and preventative sources would be useful. Be visible as a group concerned about a vital problem.

Rushing and Drugs

All of this has a direct impact on rushing. Strong leadership is needed for a good rush program. The rushing plan will often crumble under poor leadership. Since drug usage contributes to poor leadership, it clearly has an impact on our rushing programs and subsequently our membership standards.

How do you answer the rushee who asks, "Do you have members who use drugs?" or the alumni who says, "We drank beer in my days, why is there so much drug usage today?" Be honest and give the correct answers. Do not avoid the question.

Conclusion

We should never avoid the drug problem or pretend that it does not exist. Let us solve it and move on to the positive aspects of our fraternity life . . . brotherhood and kind feeling.

DIVIDENDS

To Brother and Mrs. Walter Williams, *Missouri-Columbia*, on February 9, 1971, a daughter, Sarah Anne.

To Brother and Mrs. Mike McDorman, *Missouri-Columbia*, on February 26, 1971, a daughter, Lora Lee.

To Brother and Mrs. Stephen N. Sanderson, *Texas Tech*, on October 11, 1971, a daughter, Carissa Lynn.

To Brother and Mrs. Albert A. Stevens, *Louisiana State-Baton Rouge*, on May 22, 1971, a daughter, Alison Leigh.

To Brother and Mrs. Greg Norris, *Ohio U.*, on April 13, 1971, a daughter, Kristin Michelle.

To Brother and Mrs. Don Scheffing, *Missouri-St. Louis*, on September 25, 1971, a son, Robert Andrew.

To Brother and Mrs. John Stella, *Suffolk*, on May 14, 1971, a daughter, Bethany.

To Brother and Mrs. Michael R. Lowe, *Georgia State*, on October 9, 1971, a daughter, Cathleen Dawn.

To Brother and Mrs. Allen Bishop, *Angelo State*, on September 15, 1971, a son, Allen Shaun.

To Brother and Mrs. Robert Scroggins, *Angelo State*, on July 21, 1971, a son, Thad Marvin.

To Brother and Mrs. Kenneth Wright, *Angelo State*, on March 11, 1971, a daughter, Ingrid Cristen.

To Brother and Mrs. Haskell Griffin, *Texas-Austin*, on August 20, 1971, a daughter, Sandra Lynn.

To Brother and Mrs. Robert E. Nickerson, *Sacramento State*, on June 2, 1971, a daughter, Krista L. Nickerson.

To Brother and Mrs. Wayne W. Stuke, *Washburn*, on October 20, 1971, a son, Christopher Jacob.

the alumni world

Dr. Author E. Hughes, Jr. Named President at the University of San Diego

DR. AUTHOR E. HUGHES, JR., a charter member of Zeta Omega Chapter at Northern Arizona University, has been appointed the first president to serve the University of San Diego and the Coordinate San Diego College for Women. Brother Hughes was selected from a field of 238 applicants following a 12 month search.

The announcement was made jointly by the Most Reverend Leo T. Maher, Bishop of San Diego and Chancellor of the University of San Diego, and Gilbert R. Fox, Chairman of the Board of the College for Women.



RECENTLY NAMED PRESIDENT of the University of San Diego is Brother Author E. Hughes, Jr., a member of Zeta Omega Chapter at Northern Arizona University.

Prior to the appointment, Art was Vice President and Provost of Northern Arizona University at Flagstaff, a position he held for two years. He had previously been dean of the College of Business Administration there.

A member of various professional organizations in business administration, he was chairman of the executive committee of the Colorado Plateau Environmental Advisory Council, and was a member in 1969 of the Arizona Town Hall on Economic Development. In Flagstaff he was president of the board of directors of Kiwanis International, past vice president and member of the board of the Chamber of Commerce, and fund chairman and member of the board for both the Flagstaff Symphony Association and the Salvation Army.

He received the bachelor of science in business education degree in 1951 from Eastern Illinois University, a master of arts in education from the University of Northern Colorado and the Ph.D. in business administration from the University of Iowa. He has had 14 years experience in teaching, including accounting, data processing, management, and business education, and seven years at the secondary level.

Dr. Jerry D. Young Appointed Dean of New School of Business University of Alabama at Birmingham

DR. JERRY D. YOUNG, until recently dean of the College of Business at Rochester Institute of Technology, has been appointed dean of the new School of Business at the University of Alabama at Birmingham.

Jerry graduated magna cum laude with a bachelor of science and also earned the master's degree in business from Indiana State University in Terre Haute. He earned the doctorate in business administration from Washington University in St. Louis, Missouri.



DR. JERRY D. YOUNG, former dean of the College of Business at Rochester Institute of Technology, has been appointed dean of the new School of Business at the University of Alabama at Birmingham.

A native of Connersville, Indiana, he served as assistant dean at Washington University's Graduate School of Business from 1959-1964. He is a member of the Academy of Management and the Midwest Management Association. He was initiated into Delta Sigma Pi by Epsilon Lambda Chapter at Rochester Institute of Technology.

Under his direction the School of Business at RIT grew from 400 undergraduates to 1300. He developed the School's first master's program in business administration, which has a current enrollment of 425. He also developed a Center for Management Study and was responsible for obtaining the first endowed chair in business there.

The School of Business at the University of Alabama at Birmingham offers baccalaureate degree programs in accounting, general business, and economics, as well as the master's degree. During the fall of 1970 nearly 1200 students were enrolled in business programs on the Birmingham campus.

Gavin A. Brown Appointed Assistant Director of Education for MBA

BROTHER GAVIN A. BROWN, a member of Alpha Nu Chapter at the University of Denver, has recently been named Assistant Director of Education and Training for the Mortgage Bankers Association of America with headquarters in Washington, D.C.

Prior to the appointment he was assistant professor of business administration at



GAVIN A. BROWN, a member of Alpha Nu Chapter at the University of Denver, has recently been named assistant director of education and training for the Mortgage Bankers Association of America.

Eastern New Mexico University at Portales, New Mexico. From 1963 to 1966 he served as assistant registrar at the University of Denver. While completing his M.B.A. degree at the University of Denver, he worked as a sales manager for a local homebuilder and real-estate firm.

A graduate of Northern Colorado University, he is a licensed Real Estate Broker in the State of New Mexico, and was a faculty fellow at the School of Mortgage Banking at Northwestern University in 1968.

He is a former chapter advisor of Alpha Nu Chapter at the University of Denver and Epsilon Eta Chapter at Eastern New Mexico University.

ST. LOUIS

THE ST. LOUIS ALUMNI CLUB fared quite well during its first year, and the newly-elected officers are now seeking to make our club bigger and better. The highlight of the 1970-1971 year was the establishment of a scholarship fund for a business student at the University of Missouri-St. Louis. Our fund was set up with the proceeds of a Hole-In-One tournament sponsored last June at the St. Charles Golf Course, and once again we are expecting to be bigger and better next year.

Previous articles in the DELTASIG regarding the St. Louis Alumni Club have accentuated our civic contributions, but we certainly don't want potential members to think that social activities have been neglected. We weren't able to add to the scholarship fund with the profits from water ski shows, but the two boating trips of last summer did qualify us as river rats. And on October 16, an informal party was highlighted by the arrival and departure of Honorary Member Jack Daniels. Founders' Day proved to be another opportunity to enjoy some good fellowship.

The St. Louis Alumni Club meets on the last Wednesday of every month at the Board Room in Clayton and all Deltasigs in the area are encouraged to attend. For information, contact Joe Lawler at 2958E Copper Creek Rd., St. Louis, Mo., 63136, Telephone 869-4469.—DENNIS E. BIELKE

HOUSTON

THE HOUSTON ALUMNI CLUB began this Fall with 46 active members. Our October meeting was a formal business meeting which included the election of officers for the coming year. The following members were elected: President, Dale Runkel; Vice President, Dave Guidry; Secretary, Jeff Jones; and Treasurer, Gus Amundsen.

The club hosted a Founders' Day Ball in November. Members of the undergraduate chapters from the University of Houston, Sam Houston State University, and Lamar University were extended a special invitation to participate.—BOB LAW

SACRAMENTO

WE ALL HAD THE pleasure of honoring one of our own brothers at our October dinner meeting. He is Bill Tatum who has been honored by being elected Director of Alumni Activities.

On Founders' Day in November we planned to have Attorney Jeffery Wong as guest speaker. Mr. Wong just completed an interesting but unsuccessful three-way campaign race for mayor of Sacramento. Last year he was successful in "piracy" of the old paddlewheel boat, the Delta King, from Stockton to Sacramento. It is hoped that the boat will be restored and add even more to the color and enchantment of the restoration project in downtown Sacramento. Mr. Wong is one of the leading young businessmen in Sacramento, and we all looked forward to having him speak to us.

Our next special event will be Wives' Night in February when Mr. Harold Hook, 1969 Deltasig of the Year, and president of Cal Western Insurance Company in Sacramento, will be our guest speaker. Mr. Hook has spoken to our Club before and is one of the best speakers we have had the pleasure of hearing.

We plan a poker party in April of 1972 as a get-together with the undergraduates, and this will be followed by our installation and past presidents' dinner in May.

Our last planned activity for this calendar year will be one of our most popular events—the progressive dinner meeting in June, 1972.—ROBERT C. CLANCY

CHICAGO

THE CHICAGO ALUMNI CLUB celebrated Founders' Day with the traditional banquet, held this year on November 9 at the Millionaires Club on the Magnificent Mile. Cocktails, unlimited and at no charge, were served from 5:30 p.m., and dinner, prime rib or New York cut steak, was served at 7:00 p.m. Our speaker of the evening was Brother George Bowler, who is Manager of Budgets, Inland Steel Company, a professor at De Paul University, and a financial advisor to Jesuit Providence. The subject of Brother Bowler was "What the Business Graduate is Trying to Tell Us (as Employers)." It dealt with the relating of the current BSMA's and MSMA's to today's corporate structure, and how business can relate to these young men. Two door prizes were given away—a 5 lb. holiday fruit cake and a cheese and dip board with assorted cheeses. President Steve Szekely thanks all the brothers, especially the O. B.'s, who helped make this meeting a record turn-out.

We are still receiving many comments on our October meeting dealing with Graphology. The next event on our calendar is on January 11, a wine-tasting and dinner to be held at the Blackhawk Restaurant in Chicago's loop. A dinner-theatre party for the brothers and their wives or dates will follow on Saturday, February 12.

Past Presidents' Night will be celebrated in March; Undergraduate Night in April; a Resort Fashion Show will be a mixed party in May; and the traditional golf outing and banquet in June will close our functions for 1971-1972.

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; President Steve Szekely's telephone number during the day is 561-9745 and Don Holem can be reached at 263-4402.—DONALD F. HOLEM

PHOENIX

THE THUNDERBIRD ALUMNI CLUB was well represented at the Fraternity's Founders' Day Luncheon, Sunday, November 7, 1971. The luncheon was held at the Holiday Inn with our featured speaker being Mr. Riley, President of Arizona Public Service. The Founders' Day activities were a great success and another accomplishment in alumni-undergraduate relations.

Our annual Las Vegas Party was held November 20, and as usual was an indescribable success. Our professional program is continuing in full swing with recent speakers from the FBI and the Arizona Insurance Commission. We are in eager anticipation of our next scheduled professional meeting when we will be hearing from two wives of current Vietnam POW's. The Saddleback Inn was the setting for our Fall Gamma Omega Chapter Initiation Banquet, held on December 15, 1971. The fine dinner and entertainment made it unforgettable.

We would like, as always, to extend an invitation to any Deltasig, should he be in the Phoenix area, to attend any of our many activities.—JEFFREY GADD



Fundex, Inc., TMR Appreciation Fund, Inc., and Giant Stores Corporation. Jack is a member of Gamma Chapter of Delta Sigma Pi at Boston University.

Clair D. Rowe Named Dean at the University of North Dakota

CLAIR D. ROWE, a charter member of Epsilon Xi Chapter at Ball State University, Muncie, Indiana, has been named dean of the College of Business and Public Administration at the University of North Dakota. He succeeds another Deltasig, Thomas J. Clifford, who was recently named president of that university.

Brother Rowe received the bachelor of arts and the master of arts degrees from the University of Northern Iowa and the Ph.D. degree from the University of Iowa.

From 1957 to 1971 he was a member of the faculty at Ball State. He began as an instructor and rose to the rank of full professor and was head of the Department of Marketing there from 1965 to 1971. During the year 1970-71 he served as acting dean.

His professional experience has included work with Rath Packing Company, an Industry Fellow of Marathon Oil Company, private marketing research projects and seminars for Indiana Retail Hardware Association, Indiana Credit Union, and the National Association of Purchasing Management.

He is a member of the American Marketing Association, National Association of Purchasing Managers, Past Director of Indiana Marketing Association, Past Chairman for Professional Development for District IV of the National Association of Purchasing Management and in 1971 was recognized as an Outstanding Educator of America.

RECENTLY NAMED DEAN of the College of Commerce and Business Administration at the University of Alabama at Tuscaloosa is Brother John S. Fielden.

New Dean at Alabama is John S. Fielden

RECENTLY NAMED DEAN of the College of Commerce and Business Administration at the University of Alabama at Tuscaloosa is John A. Fielden. Prior to assuming his new duties at the University of Alabama he was dean of the College of Business Administration at Boston University. Other academic positions he has held have been Associate Editor of the *Harvard Business Review* and a member of the Faculty of the Graduate School of Business Administration at Harvard University; assistant professor and instructor of English at Purdue University, assistant instructor of English at the University of Illinois and teaching fellow and graduate assistant in English at Boston University.

Brother Fielden received the bachelor of science degree in economics at the Wharton School of Finance and Commerce, University of Pennsylvania, and the Master of Arts and Ph.D. degrees in English Literature at Boston University.

His professional memberships include in addition to Delta Sigma Pi, Beta Gamma Sigma, Financial Executives Institute, the American Academy of Political and Social Science and Who's Who in America. He is also a past trustee of the Fires Unitarian Society, Newton, Mass., past president of the Newton Mental Health Association, a member of the Board of Directors, St. John's Preparatory School, Committee on Ageing and a member of the Board of Governors of the Boston Stock Exchange. He either has, or is currently holding directorships in the Manhattan Fund, Inc., Liberty Fund, Inc., Hemisphere Fund,



CLAIR D. ROWE, a charter member of Epsilon Xi Chapter at Ball State University, has been named dean of the College of Business and Public Administration at the University of North Dakota.

BUFFALO

THE ALUMNI CLUB of Buffalo, New York, is happy to announce that after only a few months of "reincarnation" our membership has surpassed 50, and with quite a few of our undergraduate Brothers from Alpha Kappa Chapter graduating in January, we have reason to expect continued growth.

As reported previously, we renewed our Charter on August 1, 1971, and have now successfully completed our first two social meetings and are looking forward to at least two more before the year is out. The first activity, a family picnic, was held on September 12, 1971. Although the day was dreary, the rain held off until after 8:00 P.M., and everyone appeared to have an enjoyable time. The second event was held on October 23, a Monte Carlo/Mardi Gras affair, which was enlivened by some very unique costumes. Celebration of Founders' Day was held at Leisureland by Alpha Kappa Chapter and featured Scotch doubles bowling after a buffet dinner. This is the first of two activities in which the Alumni Club united with the undergraduate Brothers of Alpha Kappa Chapter. The other was the Fall initiation dinner dance, which was held on December 4 at one of Buffalo's top dining spots, The Plaza Suite, 1 M & T Plaza.

This concluded activities for 1971, except a somewhat informal get-together prior to Christmas. All eligible Brothers in the Buffalo area that have not been contacted are urged to contact Bob Drewniak, our President, 633-1845, for information about the Alumni Club and the scheduled activities for 1972.—RICHARD H. McKEE

PERSONAL MENTION

Orrin R. Everhart, *Sacramento State*, has been promoted to Manager, Financial Policies and Reporting, responsible for worldwide consolidated statements and policies at NCR Corporation, Dayton, Ohio. Brother Everhart is a District Director of the fraternity.

Frank J. Weber III, *Eastern Illinois*, has been selected for inclusion in the 1971 edition of "Outstanding Young Men of America." This national publication recognizes the significant contributions to one's profession, community and civic organizations. Brother Weber is a former Field Secretary and is now a personnel specialist in the U.S. Air Force assigned to Grissom AFB, Ind.

Ernest J. White, *Georgetown*, was recently elected Associate Justice of the Supreme Court of Delta Theta Phi Law Fraternity. He is also Editor in Chief of the fraternity publication, "The Paper Book."

G. Norman Egner, a member of Alpha Theta Chapter at the *University of Cincinnati*, has been appointed Automotive Sales Manager of Stearns and Foster Company. In his new capacity Brother Egner will be responsible for sales of Textile Division products to the automotive industry. He first joined the company in 1956 and until recently held the position of Sales Engineer in the New York District of the Company. In his new position he will be located in Detroit.

The SOCIAL ROLE of BUSINESS in the 1970's

James L. Hamilton
Vice President, Education Department
National Association of Manufacturers

AMERICAN SOCIETY is now going through one of those periods in which we engage in great national debates. We are attempting to reach a consensus, a common understanding of how to formulate policies in a variety of subject areas. We had national debates during the Great Depression; in the pre-World War II period, the post-war years, the Korean action and there were even television debates about economic policies during the presidential campaign of 1960.

As citizen participants, each of us is flooded daily with information by radio, television and printed media which, if taken at face value, would tend to suggest that the human race has no alternative but mass self-destruction. The professional communicators are pounding home day after day the message that every problem has reached crisis proportion. Every battle is Armageddon. Even though the problems change in popularity from month to month, it is claimed that each must be solved and quickly if mankind is to survive. I submit that we are victims of an informational overkill.

Against this constant background of doomsday forecasting it seems appropriate to consider the advice of a historian who suggested, "Extravagance in the interpretation of current events destroys perspective and contributes nothing to poise and stability. It plays into the hands of the extremist at both ends of the political spectrum. It is unwise to call every battle Armageddon."

Private and Public Sector Success

Of the many issues being discussed in public forums today many, either directly or indirectly, concern our economic system and the business community. Rather than focus on a single issue or relate to you the latest chapter of industry's record of achievement, I would

like to review quickly the highly semantical discussion taking place about the "social responsibility of business." There is considerable confusion, distortion, misinformation and misunderstanding surrounding the meaning of these words. Social responsibility means different things to different people.

Before examining the arguments used in this discussion, let's see if we can shed some light on how the discussion got started. A partial rationale which is currently popular goes something like this. Since the 1930's, government programs to solve our most critical social and economic problems have failed. Therefore, if government cannot do the job, business with its massive resources, its dedication to efficiency and its reservoirs of human talent should. All that is required is for private enterprise to get involved, to make a commitment. This is a great tribute to business, but it runs the risk of raising false hopes. Businessmen do not have answers to all of the problems that beset the nation today. Nevertheless, some of the more vigorous rhetoric from those who allege that business is not socially responsible would have one believe that after trying all other alternatives business is the last best hope for solving every problem of our society.

The more radical view suggests that enlightened businessmen should give up their pursuit of profits and rather set social justice as a business objective. One is supposed to believe that all we need do to eliminate injustice and inequality is to get business to recognize its social responsibility.

I don't know which of these views corresponds most closely to your interpretation of business' social responsibility or whether in fact you have yet another viewpoint. Nevertheless, I would like to discuss the role of business in society and perhaps introduce a new dimension for your consideration.

It is unfortunate that our slogan-minded society tends to search for simple answers to complex issues. The common usage of the words social responsibility of business has a built in presupposition that social responsibility and profits are incompatible and that a choice must be made between one or the other. However, a thinking person will immediately ask: Why must it be an either/or situation? Why can't we have both?

Corporate social responsibility is loosely defined as a theoretical concept. Therefore, a first step toward improved understanding of the meaning of the phrase social responsibility of business is to inquire: What does social responsibility imply and for whom? This can be illustrated best by a few questions which you may wish to answer for yourself. Does social responsibility for a businessman imply that he is to act in some way that is not in the interest of his employers? For example, should he refrain from increasing the price of products in order to contribute to the social objective of preventing inflation? Another consideration: Would his action, in fact, reduce inflationary pressures? If corporate social responsibility really means that the management of business firms should solve problems of water and air quality, education, housing, mass transit, poverty, and racial inequality, how does a business manager choose from among the many opportunities? How does he determine the degree to which he should commit corporate resources to one or each of these areas? Should a corporate executive who pursues social responsibility act as a principal rather than as an agent of the stockholders? How much additional cost to pay for social benefits should a businessman impose on stockholders through reduced profits or upon consumers in the form of higher prices? Is there a proportionate share of

the cost that should be borne by others, for example, employees? What do you suppose would happen if union officials were asked to subordinate the wage interest of their members to some general social purpose?

These few questions are sufficient to illustrate the complexities in the doctrine of social responsibility. But, I would like to suggest that the difficulty of defining a universally acceptable guideline for business social responsibility in reality highlights a great virtue of our economic system. This virtue is that no one is prohibited from doing "social good" but they must do so at their own expense.

The stage for the remainder of my remarks can be set by pointing out the essential characteristics of a corporate business which makes it an effective body. First of all, corporate management is responsible to its prime constituency, the owners of the enterprise. And in a time when there is frequently a major separation between owners and managers, this is an accomplishment. Secondly, corporations are disciplined entities. I mean that corporations set specific goals and objectives and pursue these goals in an organized manner. In this regard, the discipline of the earning statement is the final and most precise measurement yet developed to indicate whether we are winning or losing. Third, corporations are flexible. They are prepared to transfer themselves, change their organizational structure or individual managerial responsibilities at almost a moment's notice. Lastly, the modern corporation, contrary to popular belief, may very well be the most liberalizing force in society today. The emphasis is upon performance: not upon who a man is, or what his background is, but simply upon whether or not he can perform. It is true that few corporations would state that their philosophy is one of liberalism. But, the fact remains that the techniques of human resource management and technological innovations used and developed by business over the years have been a social influence that can only be described as liberalizing.

One of the observations used to support this view arises from the contrast between the success of the private sector and the success of the public sector. Corporate business is viewed as the principal mechanism which has produced private affluence, a high standard of

living for our society. Business tends to be judged as successful, capable, vigorous, confident, and optimistic. By contrast, measurement of the public sector's successful performances suggests a distant second place. The streets of our major cities are jammed with traffic. Cities are dirty—some filthy. Crime is increasing. Housing conditions are bad and getting worse. Children in the ghettos are poorly educated. The municipal mass-transportation systems in and around the cities are barely operative, and the welfare system has institutionalized poverty. This contrast between private and public sector management has led some social critics to conclude that the business community should bring its knowledge and resources to bear upon the nation's social ills. Within this framework, the present-day popular concept of social responsibility was spawned.

The two basic arguments used in the discussion are these: The first goes like this. The primary public service that any businessman can render is to assure the success of the firm. The business of business is business. The purpose of a business firm is to make a profit by selling goods and services. The responsibilities of business to society have been established for years by the nature of our private enterprise system. They include the responsibility to seek profits on behalf of investors, to produce quality products, to provide employment, and to contribute a percentage of profits to charity, to the communities in which the firm operates, and to retain the goodwill of the local and national publics.

Those who put forth this rationale frequently suggest that if a company diverts its attention to projects for social improvement the future of the firm will be threatened and so will the economic system within which it operates. A compromise position suggests that socially responsible projects should be undertaken, but only as an adjunct to normal business. This view has led to the suggestion that corporations should organize separate nonprofit divisions or departments which would function solely to work on social problems.

The counterpoint argument to these views suggests that private industry somehow holds the key to solving social problems, if only its attention could be diverted from "the blind and greedy pursuit of filthy profits," if only its social conscience could be awakened. Cor-

porations, we are told, should superimpose social considerations on their everyday economic decisions and the objective of seeking profits should be relegated to second place whenever it conflicts with the well-being of society.

It is essential that we thoroughly understand the nature of business firms and the reasons which contribute to their successful operation as we discuss social responsibility. Let me be very clear. I want to stress that the manner in which business helps solve social problems is of utmost importance. If business is to make any major contribution to the direct solution of current social ills it must act like a business corporation, not like a charity. Business must do its own thing. In the words of a wise old sage, if you walk like a duck, look like a duck, and quack like a duck, you must be a duck. A business firm functioning as a charity organization has no real contribution to make which is different from those of existing charity groups. A program developed by a business firm but based on altruistic motives is subject to the same pitfalls of other altruistic, nonself-sustaining programs. Business cannot assume unlimited public responsibilities. Business and government are not equally appropriate instruments of the public weal. If business attempts or is coerced to move into areas for which it is not equipped to deal, the results may be far from satisfactory.

The social role of business in the 1970's should be to exercise economic responsibility. There is no conflict between economic responsibility and social responsibility. We are not faced with an either/or situation. If businessmen properly exercise economic responsibility, social progress can be virtually assured. It's a simple case of an old adage which suggests that the direct pursuit of some goals and objectives is the way least calculated to achieve the objective.

Everything I have said up to this point has been an introduction to my main text. Fortunately my text is much shorter than my introduction.

Social Good at Profit

Let me state my thesis clearly. I am convinced there are innumerable important and as yet untapped opportunities for profit-seeking companies to con-

Continued on page 77

Memphis State College of Business Administration Occupies New Building



THE COLLEGE OF BUSINESS Administration at Memphis State University, Memphis, Tennessee, occupied in May, 1971 its second new building in eight years.

The \$3,000,000 air conditioned complex of 120,000 sq. ft., including approximately \$270,000 in new furniture and equipment, represents the most efficient utilization of the funds available to maximize classroom and office space. The building occupies a prime point of entry to the campus in that it represents the corner of the campus with which the business men and public coming to the University from the downtown area would first make contact.

The building is distinctly unique in that it is a radical departure from the normal square or rectangular buildings being a combination of many angles and exposed large glass surfaces.

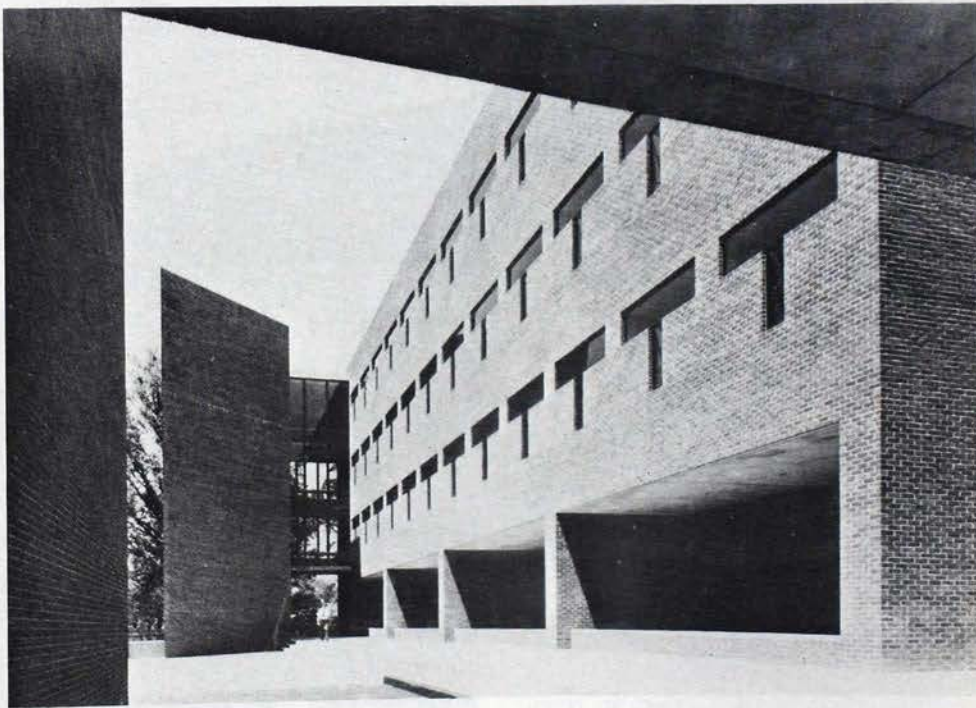
The complex is made up of two buildings; one building is a four story structure largely devoted to offices with T-shaped windows housing all the offices for the college staff. There are 72 single offices and 19 double offices available for faculty. In addition each department head has a large office with a separate secretarial office and a conference room shared between each two department heads. Administrative offices of the College are housed on the fourth floor and consist of the Dean's office, a large conference room, two reception rooms for the secretaries and visitors and offices for the Administrative Assistant for credit analysis, the Director of Graduate Studies, the Director of Management Development Programs, and the Assistant to the Dean with their secretaries. In this building on the first floor level there is also a 65 seat statistical laboratory, a large reference library, and a

large student lounge area with study carrels. Adjacent to the student lounge room are six offices available to the eleven student organizations.

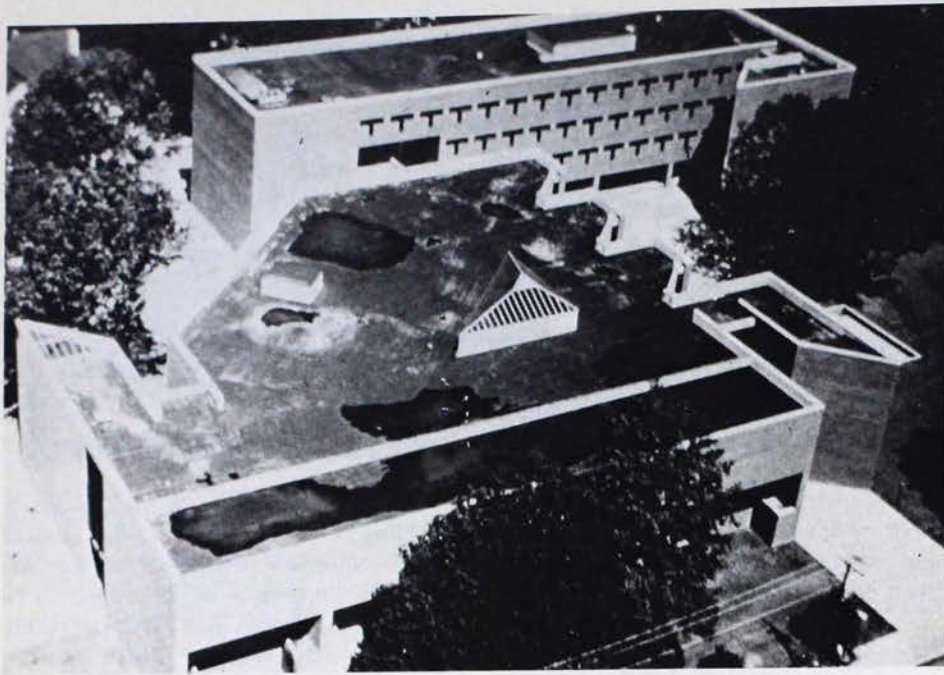
The second building is devoted exclusively to classrooms adjoined to the first building at three different levels. The classroom building is a three story structure with skylights in all the stairwells and in a very large conversational area in the center of the building. The first floor of the classroom building is made up of a 300 seat auditorium, a 150 seat accounting auditorium with tables, five 100 seat lecture halls, and three 50 seat classrooms. The lecture rooms having over 50 seats are all provided with padded foam seats making it much more comfortable for the students.

On the second floor of the classroom building are four accounting laboratories equipped with tables, an advertising laboratory with tables, three 50 seat classrooms, four seminar rooms holding 15-20 students, three smaller classrooms holding 35 students, and a demonstration laboratory room for case problem studies with approximately 20 seats.

The interior of the third floor of the classroom building is not completed at this time but is expected to be completed in the very near future and will house three additional 50 seat classrooms, a computer room, facilities for the Office Administration Department, which include 2 typing laboratories, 1 shorthand laboratory, 1 office machines laboratory, 1 typing and shorthand laboratory for



Viewed from underneath the connecting walkway is one of the two buildings in the new College of Business Administration complex at Memphis State University.



This overhead shot contains both the office and classrooms buildings in the new College of Business Administration at Memphis State which were occupied last fall.

secretarial practice, 2 practice rooms for secretarial practice, 2 business communications laboratories, a punch card laboratory, and a business machines room.

The College has eight departments, six of which are the academic departments of accountancy: economics; finance, insurance and real estate; marketing; management; and office administration. The two other departments of the College are the Bureau of Business and Economic Research and the Center for Manpower Studies which at the present time are housed in another building on the campus.

The College now is producing about 31,500 student credit hours per semester, of which 1,250 are graduate credit hours.

The College now has much more adequate facilities to perform its many functions related to academic programs and research and service programs of all types. The two large auditoriums are in constant use, not only for academic classes but for professional meetings, conferences, and seminars. The College of Business on November 5th celebrated with a College of Business Night at the Holiday Inn Rivermont with 1,400 business leaders of the Mid-South area attending a dinner recognizing the accomplishments of the College in recent years as well as the occupation of the new building. The accreditation by the

American Association of Collegiate Schools of Business on both the undergraduate and graduate programs within the last year and half was also recognized. An open house was held the next day for the people of the area to inspect the new facilities.

Herbert J. Markle is dean of the College of Business Administration.

The College of Business at Memphis State University has since 1949 been the home of Gamma Zeta Chapter of the fraternity.



Shown here is one of several auditorium type classrooms in the new College of Business building at Memphis State.



LIFE MEMBERS

- 6105 Richard J. Melancon, *Eta Iota*, Nicholls State
- 6106 Terry A. Young, *Zeta Theta*, Western Kentucky
- 6107 Paul J. Okuniewski, *Delta Rho*, Ferris State
- 6108 James L. Lortz, *Epsilon*, Iowa
- 6109 Jerry B. Zusman, *Theta Upsilon*, Siena
- 6110 Harold W. Leggett, *Theta Sigma*, Florida Tech
- 6111 Jon C. Double, *Delta Rho*, Ferris State
- 6112 Ira S. Kisver, *Alpha Gamma*, Pennsylvania State
- 6113 Frank L. Diaz, *Beta Omega*, Miami-Florida
- 6114 James P. Sroczynski, *Zeta Kappa*, Western State
- 6115 Hanspeter Susstrunk, *Epsilon Lambda*, Rochester Tech
- 6116 Berten J. Huselton, *Lambda*, Pittsburgh
- 6117 Thomas A. Kilian, *Delta Rho*, Ferris State
- 6118 Kenneth R. Elliott, *Upsilon*, Illinois-Urbana
- 6119 Samuel S. Stimmel, *Epsilon Xi*, Ball State
- 6120 James R. Lundquist, *Alpha Eta*, South Dakota
- 6121 John J. Fritz, Jr., *Alpha Gamma*, Pennsylvania State
- 6122 James S. Jewel, *Epsilon Rho*, Tampa
- 6123 Marvin L. Seger, *Delta Tau*, Indiana State-Terre Haute
- 6124 Nicholas J. Elia, Jr., *Theta Upsilon*, Siena
- 6125 David M. Baldwin, *Eta Phi*, Eastern Michigan
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- 6127 Kevin E. McGuckian, *Theta Upsilon*, Siena

- 6128 Fredrick W. Alisch, Jr., *Delta Rho*, Ferris State
- 6129 David R. True, *Kappa*, George State
- 6129 David R. True, *Kappa*, Georgia State
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- 6131 Edward G. Grimes, *Delta Omega*, West Liberty State
- 6132 Thomas Laskiewicz, *Epsilon Psi*, Christian Brothers
- 6133 Robert J. Dickson, Jr., *Alpha Gamma*, Pennsylvania State
- 6134 Steven G. Averbuch, *Eta Phi*, Eastern Michigan
- 6135 William D. Quinn, *Theta Upsilon*, Siena
- 6136 John J. Nicholson, *Beta Zeta*, Louisiana State-Baton Rouge
- 6137 James M. Kiss, *Eta Mu*, Northern Illinois
- 6138 Clifford L. Jeffries, Jr., *Iota*, Kansas
- 6139 John J. Dauria, *Alpha Kappa*, State U. of New York-Buffalo
- 6140 Thomas K. Sevier, *Epsilon Psi*, Christian Brothers
- 6141 John B. Donna, *Gamma Omega*, Arizona State
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- 6143 Timothy J. Hoffman, *Alpha Iota*, Drake
- 6144 Donald L. Gohr, *Upsilon*, Illinois-Urbana
- 6145 Gary W. Nothnagle, *Epsilon Lambda*, Rochester Tech
- 6146 Ivin L. Hood, *Beta Psi*, Louisiana Tech
- 6147 David A. Shockney, *Alpha Pi*, Indiana
- 6148 Jeffery J. Askew, *Epsilon Eta*, Eastern New Mexico
- 6149 Alan G. Hodgson, *Alpha Eta*, South Dakota
- 6150 Michael G. Wargo, *Beta Rho*, Rutgers
- 6151 Thomas E. Lancaster, *Beta Psi*, Louisiana Tech
- 6152 Philip C. Blair, *Gamma Epsilon*, Oklahoma State
- 6153 John W. Fraley, Jr., *Gamma Eta*, Nebraska-Omaha
- 6154 James R. O'Connor, *Gamma Iota*, New Mexico
- 6155 David L. Caswell, *Delta Epsilon*, North Texas State
- 6156 Richard E. Barrett, *Epsilon Rho*, Tampa
- 6157 Bryan R. Gleaton, *Epsilon Upsilon*, New Mexico State
- 6158 Gerard C. Maguire, *Eta Mu*, Northern Illinois
- 6159 Lee E. Smith, *Eta Pi*, Wayne State-Nebraska
- 6160 Jay Greenfield, *Eta Xi*, Philadelphia Textiles
- 6161 Mark A. Chekouras, *Theta Xi*, Wisconsin State-Whitewater
- 6162 John M. McCulley, *Zeta Psi*, State U. of New York-Albany
- 6163 David L. Sickles, *Epsilon Eta*, Eastern New Mexico
- 6164 Glen L. Peterson, *Epsilon Omega*, Eastern Illinois
- 6165 Richard K. Foley, *Kappa*, Georgia State
- 6166 Alan M. Walter, *Alpha Gamma*, Pennsylvania State
- 6167 Robert G. Lane, *Alpha Iota*, Drake
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- 6173 Brian D. Bury, *Theta Sigma*, Florida Tech
- 6174 Woodrow N. Luhrs, *Epsilon Rho*, Tampa
- 6175 John R. Billingham, *Gamma Epsilon*, Oklahoma State
- 6176 James A. Rice, *Epsilon Xi*, Ball State
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- 6178 John A. Acor, *Theta Sigma*, Florida Tech
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- 6187 Stephen G. Bennett, *Zeta Mu*, Texas-Arlington
- 6188 Leland W. Mann, Jr., *Chi*, Johns Hopkins
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- 6190 George W. Goodwater, *Alpha Mu*, North Dakota
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- 6201 Mark A. Goodrick, *Zeta Upsilon*, Virginia Tech
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- 6214 Garland F. Lovvorn, *Zeta Nu*, Texas A & I



CONGRESSMAN John H. Rousselot, center, is shown here with Brothers William Miller and William McGill during Poly Vue Week on the Pomona campus as they review Eta Chi Chapter's scrapbook.

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 6216 Gregory Peters, *Beta Omega*, Miami-Florida
 6217 Richard L. Walton, *Epsilon Phi*, Sacramento State
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 6310 Larry G. Webster, *Epsilon Kappa*, Shepherd
 6311 Mike R. Cooper, *Delta Phi*, East Texas State
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 6313 Richard E. Yeargin, *Delta Epsilon*, North Texas State
 6314 James F. Minor, *Beta Phi*, Southern Methodist
 6315 Leo R. Miner, *Eta Nu*, Missouri-St. Louis
 6316 Michael E. Thaman, *Alpha Beta*, Missouri-Columbia



BROTHER JOHN J. BOGDANSKY, until recently president of Tamite Industries, has been elected chairman of the board with headquarters in Miami, Florida. He is a member of Beta Chapter at Northwestern University.

Continued on page 77

tribute to social problem-solving and do so at a profit. If this is to be done we must cease defining social problems as problems, and begin to define them as market opportunities. If we do this, the search for an improved quality of life will be the central business of business. By using profit as a yardstick, business action on social problems will, for the first time, provide the nation with objective performance criteria. Second, if business firms do not perform acceptably they will go out of business.

I recognize the trauma some in our society will have with this approach, but they have no plans or positive direction to suggest as an alternative while profit-making companies have much to offer because of their unique characteristics which have already been mentioned briefly. Instead of staying with old and unsuccessful social problem-solving approaches, let's be bold enough to try "the new." If we do, it's possible that future historians will look back upon this period as a turning point in American social development.

There are some indications that this country may be ready to begin to make full use of the abilities of the most effective institution that we have for planning and applying resources to solve problems, the private enterprise system. The real hallmark of industry's successful past record and the measurement of its future success should be its ability to transform creative research, production ability, and resources under the incentive of profits into products and services desired by customers. It seems clear that advanced technology and systems engineering can help develop new solutions for housing, mass transit, health and medicine, education and quality problems of water and air. A number of corporations have undertaken work in these areas and are investing sizeable amounts of capital in more and more such programs. Private business motivated by the opportunity for profits is admirably equipped to achieve social objectives formulated by public consensus.

There is no question that business managers must consider the broad social and environmental consequences of their corporate decisions, and they do this. But, of greater importance, the social and political attitudes in this nation should be changed so as to encourage the use of incentives as a means of mar-

shalling and channelling resources in an attack upon social problems.

Summary

The present definition of social responsibility is loose, ill-defined, and impractical as a guideline for business. Further, it has built-in presuppositions which are not true. Second, if business attempts to solve social tasks for altruistic reasons, it probably will not succeed. Lastly, the best way for American business to contribute to social progress is to pursue economic responsibility which in this context means to develop ways and methods of converting social needs to market opportunities. American business has an economic and social responsibility to do what business does best.

On the wall of a Congressional hearing room in Washington, there is an inscription which says: "Due to the shortage of experienced trumpet players, doomsday will be postponed for three weeks." If business is allowed to follow the rules of economic responsibility with regard to social problems, doomsday might be postponed for an even longer period of time.

Continued from page 45

Although there were more accounting majors than any other group (205 accounting, 189 management, 185 marketing, 69 finance, 49 economics, and 136 others), accounting ranked next to the bottom when Delta Sigma Pi members indicated their feelings about fields of study, and at the bottom when feelings about opportunities provided by study in different fields was indicated. Accounting is portrayed as a "practical" field providing high prestige among students, but with little opportunity for self-expression or personal challenge.

Economics as a field of study, and as a field providing opportunities for the future, consistently ranked low, while no strong feelings either favorable or unfavorable were indicated toward finance. Finance was perceived as leading to occupations providing stability and security, otherwise its image closely paralleled that of accounting.

Management had the most favorable image of any field. Delta Sigma Pi members felt this field was interesting and challenging, although somewhat theoretical, and it would provide opportunities for them to use their special abilities, earn a high income, exercise leadership, and obtain status and prestige.

Student members of Delta Sigma Pi indicate they feel marketing does not have a good reputation or high prestige among other students and that study in marketing leads to occupations which would not provide social status and prestige. But in contrast, they feel marketing is interesting and challenging, would provide opportunities to be creative and original, to use their special abilities, and would provide freedom from supervision. There exists conflict between perception and reality in the field of marketing. Students think their peers have a poor image of marketing, while in reality marketing's image is very favorable among business students.

This study has determined that among student members of Delta Sigma Pi, management has the most favorable image of fields of study in business, marketing the next most favorable, finance has a neutral image, accounting next lowest, and economics has the poorest image of these five fields.

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- 6317 David J. Hallo, *Alpha Pi*, Indiana
- 6318 Edward M. Cain, *Epsilon Lambda*, Rochester Tech
- 6319 Don R. McCarty, *Delta Chi*, Washburn
- 6320 George F. Cervenka, *Epsilon Lambda*, Rochester Tech
- 6321 Sammy Burch, *Delta Tau*, Indiana State-Terre Haute
- 6322 Edward P. Lyng, *Alpha Kappa*, State U. of New York-Buffalo
- 6323 Charles L. Cagle, *Gamma Phi*, Texas -El Paso
- 6324 Robert T. Southward, *Beta Rho*, Rutgers
- 6325 Thomas P. Flinn, Jr., *Omicron*, Vanderbilt
- 6326 Lonnie E. Haney, *Epsilon Zeta*, Midwestern
- 6327 David N. Harvey, *Epsilon Phi*, Sacramento State
- 6328 James G. Lincoln, *Epsilon Phi*, Sacramento State
- 6329 Robert S. Macechak, *Gamma Upsilon*, Babson
- 6330 Harvey M. Matsumoto, *Eta Chi*, California Poly-Pomona
- 6331 John J. McKeon, *Epsilon Tau*, Dayton
- 6332 Kile Morgan, Jr., *Alpha Rho*, Colorado
- 6333 Leonard J. Parent, *Zeta Iota*, Mississippi College
- 6334 Bruce G. Queen, *Delta Omicron*, San Francisco State
- 6335 John H. Rogers, *Beta Gamma*, South Carolina
- 6336 Thomas F. Samson, *Beta Theta*, Creighton
- 6337 Robert B. Taylor, *Epsilon Rho*, Tampa
- 6338 Mack Taylor, Jr., *Pi*, Georgia
- 6339 William O. Watkins, *Theta Sigma*, Florida Tech
- 6340 John E. Weisgerber, *Alpha Mu*, North Dakota
- 6341 Cooper Wiese, *Beta Iota*, Baylor

- 6342 John C. Wise, *Beta Pi*, Kent State
 6343 Warren W. Carity, *Delta*, Marquette
 6344 Sherman A. Moore, *Gamma Lambda*, Florida State
 6345 Frank S. Fenn, *Pi*, Georgia
 6346 Robert W. Rubel, *Upsilon*, Illinois-Urbana
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 6348 John R. Rodenburg, *Alpha Chi*, Washington-St. Louis
 6349 Eric T. Rieke, *Delta Tau*, Indiana State-Terre Haute
 6350 Clyde A. Farris, *Alpha Zeta*, Tennessee-Knoxville
 6351 Michael P. Parmblee, *Epsilon Iota*, Mankato State
 6352 David M. Koch, *Upsilon*, Illinois-Urbana
 6353 James C. Winston, *Epsilon Mu*, Sam Houston State
 6354 Dan E. Jones, *Beta Chi*, Tulsa

MERGERS

Thomas H. Farris, *New Mexico*, on August 14, 1971, to Esther Benavides, at Albuquerque, New Mexico.

Larry E. Moore, *California Poly-Pomona*, on June 16, 1971, to Jeanne Ann Graff at Fontana, California.

Donald B. DeVore, *State U. of New York-Buffalo*, on July 23, 1971, to Suzanne Bindeman, in Buffalo, New York.

Curtis A. Conrad, *Minnesota*, on June 26, 1971, to Rita Cruse, at Eden Prairie, Minnesota.

Richard M. Fischer, *Minnesota*, on September 11, 1971, to Suzanne Sorenson, at Minneapolis, Minnesota.

David B. Kaysen, *Minnesota*, on August 28, 1971, to Nancy Elizabeth Norton at St. Paul, Minnesota.

Craig E. Stough, *Minnesota*, on October 9, 1971, to Bonnie Jo Nelson at St. Paul, Minnesota.

Milan D. Jester, *Virginia Tech*, on August 7, 1971, to Mickey Fast, at Colonial Heights, Va.

Richard P. McClevey, *Virginia Tech*, on August 14, 1971, to Karen Murphy at Arlington, Va.

Gary Robin, *Philadelphia Textiles*, on August 22, 1971, to Maxine Metzger.

Steven Greenstein, *Philadelphia Textiles*, on December 5, 1971, to Merle Sofian.

Byron G. Hensley, *Virginia Tech*, on October 9, 1971, to Jane C. Dazet, at Richmond, Va.

Richard Sevier, *Christian Brothers*, on December 18, 1971, to Susan Oakley, at Hendersonville, Tenn.

Thomas Sevier, *Christian Brothers*, on March 7, 1971, to Judy Davis, at Tusculumbia, Ala.

John Peterburs, *Christian Brothers*, on June 16, 1971, to Terry Barajas, at Milwaukee, Wis.

Steve Schneider, *Missouri-Columbia*, on June 5, 1971, to Lois Summers, at Palmyra, Mo.

Steve Huffman, *Missouri-Columbia*, on August 14, 1971, to Marsha Rasch, at Kirkwood, Mo.

Kip Wiggins, *Missouri-Columbia*, on August 15, 1971, to Elizabeth Skinner, at Kansas City, Mo.

Preston T. Higgins II, *U. of the Americas*, on June 10, 1971, to Bonnie Coverston, at West Baden Springs, Ind.

Joe A. Van Pelt, *Tennessee*, on August 7, 1971, to Linda F. Borden, at Livingston, Tenn.

David E. Morrill, *U. of the Americas*, on June 16, 1971, to Gail E. White, at Mexico City, Mexico.

Gale Woodbury, *Ferris State*, on June 11, 1971, to Tonnie Diffin, at Davison, Mich.

Arthur P. Neumann, *Ferris State*, on September 4, 1971, to Carolyn Lee, at Pinconning, Mich.

James A. Hanlon, *Ohio U.*, on September 11, 1971, to Janice Sawyer at Madison, New Jersey.

Kirk G. Boe, *Louisiana State-Baton Rouge*, on August 14, 1971, to Sandra Gay Cortez, at Reserve, La.

Joseph S. Fontenot, *Louisiana State-Baton Rouge*, on July 31, 1971, to Carolyn Ann Manuel, at Ville Platte, La.

Gary Stieg, *Missouri-St. Louis*, on June 12, 1971, to Terry Hopkins, at St. Louis, Mo.

Alan Wuest, *Missouri-St. Louis*, on July 24, 1971, to Deborah Farhner, at St. Louis, Mo.

Dean Braun, *Missouri-St. Louis*, on November 6, 1971, to Deborah Shelton, at St. Louis, Mo.

Gary L. Sullivan, *Western Kentucky*, on July 10, 1971, to Judy A. Huff, at Louisville, Ky.

Patrick Klein, *Xavier-Cincinnati*, on April 17, 1971, to Margaret Shehan, at Cleveland, Ohio.

Gerald Boudreau, *Suffolk*, on April 30, 1971, to Candace Bacon, at Reading, Mass.

Steven G. Reed, *Rutgers-Beta Rho*, on August 14, 1971, to Dolores McRae, at Newark, N.J.

Jack Srader, *Angelo State*, on August 28, 1971, to Marcia Alexander, at San Angelo, Tex.

David Harrison, *Angelo State*, on June 5, 1971, to Sally Otto, at San Angelo, Tex.

Richard A. LaVergne, *Sacramento State*, on July 31, 1971, to Judith G. Prentice, at Rancho Cordova, Calif.

Larry Isaak, *North Dakota*, on October 2, 1971, to Ruth Senechal, at Annamoose, N. Dak.

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