

the
deltasig
of delta sigma pi march 1985

How To Get Ahead

INTERVIEWING:

Knowing the 11 Toughest Questions

COMPETITION:

How It Can Help You

Rho Chapter Returns To California
Southern and Western Provinces Profiled
Grand Chapter Congress: Convention '85-Dallas

commentary



Richard J. Parnitzke

This August our professional business fraternity will conduct its 35th national convention. A convention for all Deltasigs, collegiate and alumni. A Grand Chapter Congress.

Many Brothers will ask questions such as what is a Congress, when is it, where is it going to be conducted and why should I be in attendance. Let me take a few lines to address these logical questions.

What is a Grand Chapter Congress? Simply put, it is *THE* fraternity event to participate in. A Congress exhibits the best in everything our fraternity has to offer the collegiate and alumni members. It is a perfect combination of education, professionalism, legislative actions, fraternalism and social activities. A combination of events that cannot be found anywhere else in our outstanding organization. It provides many opportunities for everyone to expand their horizons. Where else can you go to learn so many ideas and meet so many Brothers from various locations across the land? People who share a common bond, our Brothers.

When and where is our 35th Grand Chapter Congress? August 18-22, 1985, in Dallas, Texas. The Sheraton Park Central Hotel and Towers is in a suburban location and the facilities are excellent.

Why should you and the other members of your chapter be in attendance? A difficult question, but one whose answer revolves around Brotherhood and the development of each Brother's abilities. Brotherhood, a sharing, an association for a common purpose, camaraderie, fellowship, a spirit. If you want to meet other Brothers like yourself, if you want to share

your ideas and listen to new approaches, if you want to participate in business meetings, elections and seminars, if you want to go to parties and a fabulous banquet, if you want to experience the enthusiasm and excitement that can only be derived from a Grand Chapter Congress, then plan to be in Dallas this coming August.

I mentioned planning. Now is the time to start such an activity. Plan a fund raising event or two and set the profits aside to supplement your chapter's national travel subsidy. Contact other chapters in your area and plan a trip to Dallas, together. You would be surprised at how much expenses can be reduced while having a great time traveling with other Brothers. Establish car or van pools or charter a bus. Whatever it takes to be at our Grand Chapter Congress will certainly prove to be worthwhile.

The important point is to be a part of *THE* total fraternal experience. I guarantee a positive experience. See you in Dallas!

Fraternally yours,

A handwritten signature in cursive script that reads "Richard J. Parnitzke".

Richard J. Parnitzke
Grand President



the **deltasig**[®] of delta sigma pi

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Features



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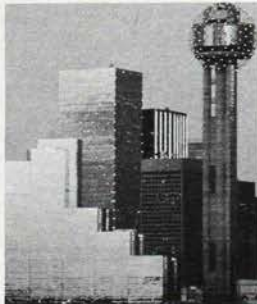


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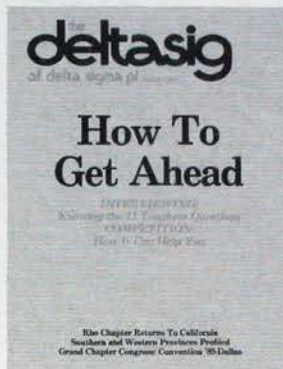


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DELTA SIGMA PI RETURNS TO CALIFORNIA

After an absence of fifteen years, Rho Chapter is reactivated at the University of California at Berkeley



Chapter President Davis Woo accepts the Rho Chapter Charter from Western Provincial Vice President Bill Tatum.

The evening of December 1, 1984, was very special for the Brothers of the Western Province as they gathered in Berkeley, California, to reactivate Rho Chapter at the University of California. Western Provincial Vice President William W. Tatum, Jr., Western Regional Director Claire M. Sammon, South Pacific Regional Director Joe S. Loomis and Intermountain Regional Director Charles E. Farrow were all present as 25 new Brothers were initiated. Brothers from Gamma Omicron Chapter at the University of San Francisco and Delta Omicron Chapter at San Francisco State University served on the Ritual Team. Several Rho Chapter alumni were in attendance including South Pacific Regional Director Joe S. Loomis and Past Chapter President Joseph S. Morrison.

Several efforts had been made to reactivate Rho Chapter since declining membership forced the chapter to close in 1969. Brothers Randall Lee and Davis Y. Woo of Delta Omicron Chapter transferred to the University of California during the 1983-84 academic year. These Brothers established as their goal the reactivation of Rho Chapter.

An initial recruiting function was conducted on February 10, 1984, and consisted of an orientation dinner for interested students. Prior to

the dinner, recruiting flyers were distributed to over 1,000 students at the University of California. Recruiting efforts continued throughout the spring semester and resulted in a good nucleus of members to begin the fall school term.

Faculty support for the colony members was quite good as Brothers Wayne S. Boutell and Tom McCullough provided support and input to the reactivation group. Associate Dean Robert A. Meyer was quick to add his approval on the budding chapter. The University of California School of Business limits its enrollment to business students in their junior and senior years. Presently, the school has an enrollment of over 500 students and annually awards 225 graduate degrees.

The reactivation group was quite active during both the spring and fall semesters and conducted activities such as a resume workshop, a panel discussion on "Developing Your Career Image", a community service project for the Berkeley emergency food project, an alumni wine and cheese function, a ski trip fund raising event and a birthday dance party to commemorate the 62nd anniversary of the founding of Rho Chapter. Partial funding for these events was provided by the university, but the colony members

were instrumental in conducting fund raising events to offset expenses. Weekly meetings were conducted throughout the fall semester in addition to a calendar of social, athletic and professional events. Four professional speakers, one professional tour, and two professional workshops were conducted during the fall semester.

On October 14, 1984, the members of the Rho Chapter reactivation group were pledged in an appropriate pledging ceremony by Western Regional Director Claire M. Sammon and District Director Mark A. Roberts. Over the next six weeks, the members of the colony were to participate in a pledge program administered by Western Regional Director Claire M. Sammon.

Chapter Consultant Richard M. Garber visited the colony on Wednesday, November 7, 1984. Brother Garber spent the day discussing chapter operations with the colony officers and reviewing the steps necessary for the reactivation of Rho Chapter. On November 9, a vote sheet was mailed to the fraternity's Board of Directors seeking their approval for the reactivation of Rho Chapter. Approval for the reactivation was received on Tuesday, November 20, and the initiation was scheduled for December 1.

Director of Chapter Services C.



Western Regional Director Claire Sammon, standing fourth from left, joined the colony members at their pledging ceremony. (Inset) Brothers of Rho Chapter at their initiation in late 1959.



Dean Ferguson travelled to California for the reactivation of Rho Chapter. Arriving on Thursday, Brother Ferguson had the opportunity to visit the final pledge meeting for the colony. Afterward, Western Provincial Vice President William W. Tatum, Jr., Brother Ferguson and members of the colony retired to a local Berkeley establishment for an evening of conversation and Brotherhood. Excitement filled the air as the reactivation approached.

The 25 colony members were initiated during the morning and early afternoon and the traditional banquet celebrating the reactivation was conducted later that evening. Western Regional Director Claire M. Sammon served as the Toastmaster, Dr. Wayne S. Boutell presented a history of the School of Business and Davis Y. Woo outlined the history of the reactivation group. Chapter President Davis Y. Woo accepted the charge and charter from Western Provincial Vice President William W. Tatum, Jr.

The parents of several colony members had the opportunity to attend the banquet and their support and encouragement was recognized with a rousing ovation.

Rho Chapter is located at one of the most respected schools in the state of California at Berkeley. Berkeley is the original campus of the University of California and was officially chartered by the legislature in 1868. The University of California faculty presently includes 11 Nobel Laureates, 84 members of the National Academy of Science and 43 members of the National Academy of Engineering. The business program is equally well respected and offers degrees in accounting, economics analysis and policy, finance, management science, marketing, organizational behavior and industrial relations, production management and real estate and urban land economics.

Delta Sigma Pi is proud to return to the University of California-Berkeley and offers our congratulations to our newest Brothers.

THE 11 TOUGHEST JOB INTERVIEW QUESTIONS . . . And How to Answer Them

By Bruce E. Moses

Bruce E. Moses is founder and president of Pro-Search, Inc., a national executive search firm. This article has been reprinted with the permission of Bruce E. Moses and Halsey Publishing company, publishers of "Sky" Magazine.



As the food commercial jingle on TV suggests . . . "Anticipation . . ."

The job hunter must anticipate and be prepared for the so-called "curve" questions which no doubt will be thrown out during the interview. Everyone is vulnerable to "loaded" or "curve" questions. This is especially true if there is a "red flag" on your resume to call attention to a particularly delicate subject. Not everyone is vulnerable to the same questions in the same way because we all bring different strengths and weaknesses to an interview.

Following is my selection of the 11 toughest questions which are asked during the interview . . . and how to answer them. It is based on composite feedback received from candidates I have recruited as well as corporate clients I have served during over 15 years as an executive recruiter.

1. Several jobs in a short period of time. The best defense is an offense. As long as the "Dates Employed" are glaring at the interviewer from the resume, you should explain why you had so many jobs before the question is even raised.

For instance, suppose you were fired for incompetence after just one year on a particular job. Depending on how long ago it was, you might indicate that, "Although the job did not work out, I gained quite a bit from it because . . ." and then proceed to tell why. You might also list some of your accomplishments, even though you were there only a

short time. You might have taken additional courses to help improve your background—so that you would be better prepared the next time around. Use empathy and make sure you are coming across in a sincere and positive manner.

2. Weak formal education. Turn the liability into an asset. Explain what responsibilities you had when you were young, and how you have studied on your own. If it is true, you might explain that no matter where you were employed, you were usually the only non-college graduate at your job level. If there is a possibility of night school, tell that to the interviewer, too.

3. What are your long-range goals? This question seems to baffle a lot of people. Whatever you say, avoid indicating that "What I really want is a business of my own" . . . even if you do! You certainly will not encourage an employer by indicating you will give the company the privilege of training you for a couple of years, but then plan on going out on your own to compete with them. You may even change your mind once you begin to work for the company. Frequently, I will hear from an employee who has spent twenty or more years with his company who says, "When I first joined my employer more than twenty years ago, I had absolutely no intention of staying more than just a couple of years—just for the experience."

Answer the "long-range goal" question as you really believe . . .

outside of "leaving the company". If you feel that someday you could become president of the company, then tell the interviewer so. Also, offer reasons that support your ambitious plans. Maybe you plan on obtaining your MBA, or some other positive accomplishment to help you meet your goals.

4. What is your greatest weakness? Nobody is perfect. When answering this question, you had better use empathy. The wrong answer could instantly disqualify you for the job.

Be honest, but try to think of a "greatest single weakness" which will not immediately eliminate you from any further consideration for the job.

5. Physical handicap or health problem. Not everyone is blessed with perfect health or appearance. If you have an obvious physical handicap or health problem, it is usually best to discuss it openly with the interviewer, provided it will not automatically disqualify you. Be honest with both the interviewer and yourself.

6. Recently divorced. This is a common subject which, when discussed with applicants, frequently causes discomfort—especially if there are children involved. Some companies will not hire a recent divorcee until after the so-called "adjustment period" (whatever that is) is completed.

The trepidation employers sometimes have about the recently divorced is that any new job requires total concentration and commitment. If a new employee has to tackle, simultaneously, the adjustment to a new job plus putting life back together after a recent divorce, then the pressures may be too great.

When the subject comes up in an interview, it is best to be candid about it. If the divorce is fairly recent, try to explain to the interviewer that because your marital problems are now over, you are prepared to give 100% to the job. Be positive!

7. Recently retired military officers. The typical "curve" question which may be thrown at a recently retired military officer: "Do you think you may have difficulty adapting to civilian life?" Your re-

sponse could be: "The responsibility and exposure that I received in the military are directly applicable for the following reasons . . ." then proceed to explain those reasons. Try to draw analogies between what you accomplished in the military and what you perceive the job requiring.

You want to convince the interviewer that your military experience is an asset in fulfilling the requirements of the job.

8. Why should the company hire you? This is one of the most frequently asked questions, yet most job hunters fail to take advantage of it. Prepare for this question prior to your interview and be ready to answer it with enthusiasm and in a manner of controlled confidence. Summarize your experience and accomplishments in a concise positive statement as to why you are the best qualified candidate for the job. Do not bore the interviewer with a long dissertation, but be sure to convey the benefits the company will receive by hiring you.

9. Why are you leaving your present position? The job may be dull, the boss a bore, and the pay low . . . however, you want to avoid the negative cliches and use more positive reasons. You might be seeking greater advancement opportunities where you could take on added responsibilities and earn more money. Your prospects for career development could be limited because of a lack of promotional opportunities. You do not want to appear as a job-hopper who is just running away from another problem. Use reasons which the interviewer can relate to and identify with.

10. Age—Too young or too old? If you are young, you want to come across as mature and level-headed. You want to illustrate that you have already handled business situations and possess the experience and good judgment to do an excellent job. Cite some examples of your success.

If you are "middle aged" or older (and I am not sure I know what "middle aged" is), you want to appear full of vim and vitality. Talk about your most recent accomplishments and the future goals you have set for yourself. Highlight your most recent achievements.

11. Unemployed executive. If you are unemployed and there is no way you can cover yourself with your prior employer—like remaining on the payroll—then just indicate that you are unemployed . . . but have several offers pending.

It just does not pay to try and cover yourself with the "I am presently doing consulting" routine, unless you really are. Any astute interviewer will see right through your facade, and you will only further weaken your position.



One approach you may consider is that you found it difficult taking time off from work to explore other opportunities. You felt that as long as your prior employer was paying you, you owed him a fair day's work. So rather than lie or make excuses for taking time off, you elected to pursue your job campaign on a full-time basis.

The above subjects and questions are the 11 toughest, but there are many more which could be just as important, depending on your circumstances. Do not be caught by surprise. Make a list of every conceivable question an interviewer might ask.

Successful interviews do not happen by chance. Everyone has the desire to do well in an interview, but the job hunter who will ultimately receive the offer is the one who has the greatest desire to prepare for the interview.

PROVINCIAL PROFILES



PROVINCE: Western
REGIONS: Intermountain, South Pacific,
Western
PROVINCIAL VICE PRESIDENT:
William W. Tatum, Jr.
**INTERMOUNTAIN REGIONAL
DIRECTOR:** Charles E. Farrow
**SOUTH PACIFIC REGIONAL
DIRECTOR:** Joe S. Loomis
WESTERN REGIONAL DIRECTOR:
Claire M. Sammon
NUMBER OF CHAPTERS: 25 Collegiate; 7
Alumni
**AVERAGE NUMBER OF NEW
INITIATES PER CHAPTER:** 23.77
NUMBER OF NEW LIFE MEMBERS: 66
**AVERAGE CHAPTER EFFICIENCY
INDEX PERFORMANCE PER
CHAPTER:** 76,261
**CHAPTERS INSTALLED OR
REACTIVATED:** Rho Chapter,
University of California
Lambda Mu Chapter, University of the
Pacific

PROVINCE: Southern
REGIONS: South Central, Southeastern,
South Atlantic, Southern, Gulf South
PROVINCIAL VICE PRESIDENT: Frank
M. Busch, Jr.
**SOUTH CENTRAL REGIONAL
DIRECTOR:** Charles F. Eaton, Jr.
**SOUTHEASTERN REGIONAL
DIRECTOR:** Velvet A. Mitchell
**SOUTH ATLANTIC REGIONAL
DIRECTOR:** Elaine M. Norton
SOUTHERN REGIONAL DIRECTOR:
James F. Pendergrass
GULF SOUTH REGIONAL DIRECTOR:
Gerard S. Artigue
NUMBER OF CHAPTERS: 46 Collegiate; 1
Alumni
**AVERAGE NUMBER OF NEW
INITIATES PER CHAPTER:** 24.60
NUMBER OF NEW LIFE MEMBERS: 82
**AVERAGE CHAPTER EFFICIENCY
INDEX PERFORMANCE PER
CHAPTER:** 69,222

the chapters speak

SOUTHERN PROVINCE

SOUTH CENTRAL REGION

East Tennessee State

DELTA XI—The Delta Xi Chapter has had a busy fall semester building Brotherhood in the College of Business at East Tennessee State. Delta Xi Chapter is especially looking forward to building a closer Brotherhood with the other chapters in the region and, if fall semester is any indication, things look great! Several members attended the South Central Regional Conference in Greensboro last fall and loved every minute of it. We are also looking forward to the regional activities during the remainder of 1985.

Delta Xi Chapter would like to congratulate its newest members: Laura, Tammy, Jim and Lewis.

—Kaye Barnett

Virginia Tech

ZETA UPSILON—In keeping with the South Central Region's theme, Zeta Upsilon Chapter is **ON THE MOVE**. We started off the year in the best way possible by attending the South Central Regional Conference. Not only did we take home a lot of great ideas, but we gained a sense of fraternal spirit and friendship that can rival any region in the country.

We had a record breaking Homecoming, with many of our lost alumni returning to join in the festivities. Our Vice President for Professional Activities has instilled a new sense of professionalism in the chapter and, as a result, our calendar is filled with speakers from major corporations, and a more active involvement in College of Business programs. We are also looking forward to a super Rose Dance and a Spring Blast celebration.

Our goals for the year include attaining 100,000 CEI points, fulfilling our membership quota and becoming more actively involved in Delta Sigma Pi at the regional and national levels. We'll see you in Dallas this summer and let you know how we did?

Virginia Commonwealth

ETA OMEGA—In an effort to get our name more widely recognized on campus, we have opened many of our professional activities to the entire

School of Business. We have been fortunate to host a fine cast of speakers for this 1984-85 school year.

One speaker, in particular, was very influential. Ross Ritchey came to us from E. F. Hutton and spoke about the stock market and investments. His inspiring words prompted us to set up the Deltasig Stock Exchange in the business building snack bar. "Investors" are encouraged to purchase shares of their choice of stock. We will monitor the investments through the Wall Street Journal. Near the end of this spring semester, a prize will be given to the investor who shows the highest capital gain.

—Christopher S. Traylor

James Madison

IOTA KAPPA—After highly successful recruiting functions, Vice President for Pledge Education Bob Gibbons brought 23 pledges through the pledge process last semester. In October, several Brothers and pledges attended the South Central Regional Conference in North Carolina and brought home the traveling award for the largest number of miles logged in attending. Iota Kappa Chapter was the first chapter in the South Central Region to be awarded the Monroe M. Landreth, Jr., Award for the chapter that best exemplifies the purpose of the fraternity.

Vice President for Professional Activities Jeff Harper has arranged several business tours and speakers. Planned for this semester is a tour of Ray Carr Tires, the largest recapper of tires in the United States. Speakers have included Dottie Markley of King's Daughters Hospital, and Peter Mullin from Dominion Bank.

Happily, no major injuries were entailed in the semi-annual farm party Brother vs. Pledge football game last semester. The pledges emerged unscathed to attend the initiation banquet in Falls Church on December 1. Special thanks go to Maria Lusick for all the hard work she put into the banquet and all the alumni that showed up to make it a success.

—Dale East

North Carolina-Greensboro

IOTA OMEGA—One of the highlights in Iota Omega Chapter's fall semester was the South Central Regional Conference, which we were honored to host. In November, our chapter was

strengthened by the initiation of 12 pledges into our Brotherhood. The initiation banquet was held the next night and the evening was topped off by an initiation party.

Among our various activities last semester were a faculty softball game and picnic which enabled the Brothers to become better acquainted with various professors in the School of Business and Economics. A float for the university's Homecoming Parade was constructed at a party sponsored by the pledges. Food for a needy family was provided at Thanksgiving and Christmas cheer was spread as the Brothers "played Santa" by giving various gifts to a needy family. The semester concluded with a potluck Christmas party and the Brothers are looking forward to another action-packed semester.

—Laura Smyre

SOUTHEASTERN REGION

Georgia

PI—Pi Chapter began the school year with an exciting activity, a Careers Day Program where various businesses came to the Dean Tate Student Center armed with answers to the many questions that the business students had. Then, on October 18, we went on the Portec tour arranged by Patrick Riley, Vice President for Professional Activities. On November 15, Pi Chapter hosted Faculty Recognition Day.

On the lighter side, Pi Chapter has had many exceptional social activities. Pi Chapter got block seating for the Homecoming football game and hosted a party afterward. We are also planning our traditional Rose of Deltasig Dance.

Pi Chapter used the Georgia vs. Georgia Tech football game as a perfect opportunity to raise money. We sold "Wreck Tech" stickers and we are planning to use the money for more activities in the future.

—Dana D. Gordon

South Carolina

BETA GAMMA—At the Southeastern Regional Conference in October, Beta Gamma Chapter received the Howard B. Johnson Award for Regional Most Outstanding Chapter and also the travel award. We are proud of these accomplishments and plan to carry on this tradition with many great activities planned for this year.

In the fall, our major fund raiser was a

the chapters speak

booth at the South Carolina State Fair. This was supplemented with several credit card tables for a successful fund raising semester. At the end of the semester, we initiated 15 new Brothers into the chapter.

For the spring, we have plans for a computer fair for the entire student body. We are also sponsoring the Second Annual Spring Fling.

—Cindy Vinson

Auburn

BETA LAMBDA—Six representatives from Beta Lambda Chapter were able to attend the Southeastern Regional Conference in Atlanta, Georgia. Through the seminars offered, our chapter has been able to implement some new ideas. We also joined in the fun at the regional conference Halloween party and then proceeded out into the city for a "Night on the Town".

Other events last fall included our faculty appreciation coffee and a tour of the Delta Airlines Technical Operations Center. We finished fall quarter with a chapter dinner party with Dean Ethel Jones of the School of Business.

The momentum of fall kept us rolling right into the winter quarter, with a chapter intramural basketball team and additional speakers. Also, Beta Lambda Chapter teamed with the School of Business for the "Executive-in-Residence" banquet. Our chapter is anticipation yet another successful recruiting period this spring and the other events the quarter holds in store.

Clemson

KAPPA TAU—The fall semester was an exciting and busy one for the Brothers of Kappa Tau Chapter. Our First Annual Career Fair was held in early September, with 19 companies attending. The two-day event was attended by almost 400 students. Next year's Career Fair promises to be bigger and better, as plans for it are already being made.

The Chapter's Professional Program was very active during this term. A wide variety of speakers introduced the Brothers to many aspects of the world of commerce. The semester was "capped off" with an interesting tour of the nearby Oconee Nuclear Power Station.

Kappa Tau Chapter is also proud to announce the initiation of 24 new Brothers into our fraternity. Initiation was held on November 13, followed by a formal banquet, senior roasts and an after-



Brothers of Kappa Tau Chapter at Clemson University mingle with faculty members and representatives from industry at the chapter's Career Fair cocktail party.

party. Kappa Tau Chapter is continuing to strive for excellence as an integral part of Delta Sigma Pi.

—Christopher M. Reh

Atlanta

The Atlanta Alumni Chapter has experienced another successful year. We started it off with our Annual Bar-B-Que which included the continued mastery of the Alumni Brothers over the collegiate Brothers in the softball game. The celebration of Founders' Day took place at Stone Mountain Park and was supported with members from Kappa and Pi Chapters in attendance.

The year 1985 began with a bang! A schedule of monthly business meetings with guest speakers as well as an industrial tour were planned. We look forward to meeting all alumni Brothers in attendance in Dallas at the Grand Chapter Congress this August.

If you live in and around metro Atlanta and have not yet become a part of this Alumni Brotherhood, please contact the President—R. M. Drewniak, at home, at 404-979-0677.

—Robert M. Drewniak

SOUTH ATLANTIC REGION

Florida

BETA ETA—The fall semester was a busy one for the Brothers of Beta Eta

Chapter at the University of Florida. The Brothers were very active in the College of Business Administration by sponsoring a wine and cheese reception for the faculty and a career fashion show for all students.

At our recent initiation, 19 new members were initiated. The new Brothers worked enthusiastically as pledges. They held numerous doughnut sales to raise money, a blood drive for their service project and gave the Brothers a fun-filled party.

The Brothers finished the semester with a Founders' Day banquet. Dr. Gleim, a noted accounting lecturer, spoke about the benefits of graduate school. Afterward, the Brothers enjoyed dancing the night away.

Florida State

GAMMA LAMBDA—Last September, Gamma Lambda Chapter sent seven delegates to the South Atlantic Regional Conference in Orlando. There, Gamma Lambda Chapter was noted for having such a professional pledge program. We are proud to say that our program has been adopted by other chapters in our region!

Recent information received on the Junior Achievement programs in Tallahassee has provided the opportunity for several of our members to work as advisors from November to May. This commitment has led to many open doors

the chapters speak

with community service, as well as "hands-on" job experience.

Professional activities have also been very informative this year. This past semester we had presentations by Mr. Sam Walhen of Centel and Ben Haskew with the Florida Chamber of Commerce.

To our delight, our chapter was asked to assist in the dedication of the Charles A. Rovetta Business Building. The building is named after a professor at Florida State University who is also a Brother in Delta Sigma Pi. Since the opening of the building in 1958, business student enrollment has increased more than 300 percent and Gamma Lambda Chapter is proud to be a part of this growth.

—M. Janene Twitty

Tampa

EPSILON RHO—Epsilon Rho Chapter received several awards at the 1984 South Atlantic Regional Conference held in Orlando. The chapter was awarded the regional Community Service and Most Outstanding Chapter Awards, and finished in second place for both awards in the nation. The chapter was awarded 100,000 points in the Chapter Efficiency Index as well, placing them on the Honor Roll.

During the second weekend in November, the chapter hosted the First Annual Rose Ball, inviting Brothers from several other chapters in the region. Events during the weekend included: a spirited jersey party, a picnic highlighted by a volleyball game, an industrial tour and a formal dinner and dance.

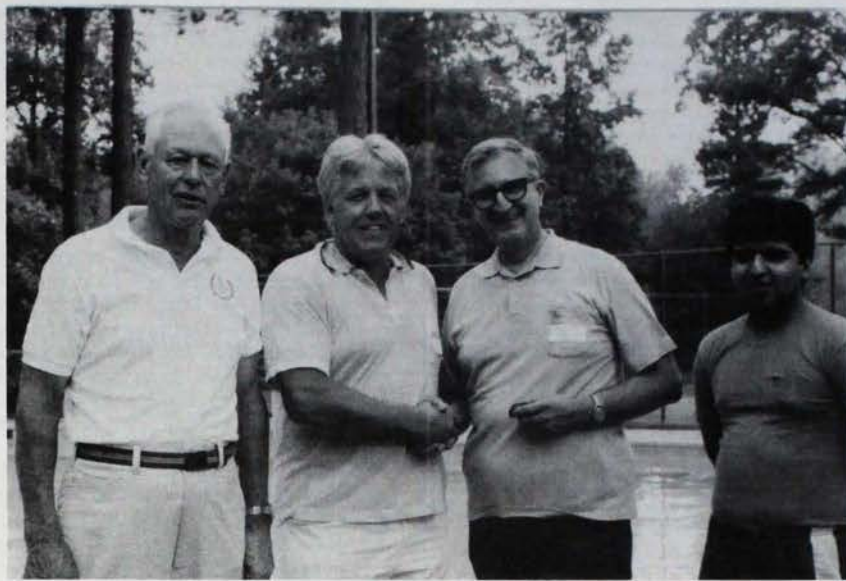
Eleven new Brothers were initiated into the chapter during the fall semester with another group of campus leaders currently seeking admission during the spring term.

The chapter, together with Theta Phi Chapter at the University of South Florida, is busy with details of Area Conference and is excited to be hosting the event this year in Tampa.

—A. Tracey Tucker

Central Florida

THETA SIGMA—Our chapter has completed a successful fall 1984 semester. We hosted the South Atlantic Regional Conference in Orlando and enjoyed meeting our fellow Brothers. Initiation was a success with 23 collegiate members and one faculty member initiated, now bringing our roster to 59



Past Grand President Bob Busse and Atlanta Alumni Chapter President Bob Drewniak, along with Adman Mohammed of Kappa Chapter at Georgia State University, present a pearl and ruby fraternity badge to Dr. Norman Harbaugh, Kappa Chapter Faculty Advisor, for his untiring and devoted service to Delta Sigma Pi.

Brothers.

Activities last semester included a trip to Daytona Beach, speakers on our topic "Professionalism Through Education", a faculty reception and our annual Christmas party held at Walt Disney World's Viscount Hotel. We are now enjoying this semester and we are looking forward to seeing everyone in Dallas, Texas.

—Lori A. Bittner

South Florida

THETA PHI—Theta Phi Chapter began last semester with a strong recruiting program led by Past Senior Vice President Mike Sinclair, which ultimately led to the initiation of 12 Brothers. Jim Taylor, Past Vice President for Professional Activities guided us through the semester with a diverse professional program. A tour, films on management and speakers ranging from the Assistant Managing Editor for the Tampa Bay Business newspaper to Managing Director of Committee 100, kept the Brothers on their toes.

The highlight of our semester was attending the South Atlantic Regional Conference. This conference provided our chapter the chance to meet Brothers from other chapters in the area and exchange ideas, make long-lasting friendships, attend beneficial seminars, and

win the attendance award. The Brothers of Theta Phi Chapter would like to publicly thank Elaine Norton, South Atlantic Regional Director, for that experience which helped us grow in many ways.

—Jinx Hanger

North Florida

KAPPA PI—Kappa Pi Chapter initiated eight collegiate members and one faculty member last November. During our Founders' Day celebration we had a birthday party with balloons, streamers, a big cake with 77 candles and some "swamp water" punch. For our Kappa Pi Chapter's third birthday on December 5, we had a dinner/dance where everyone had a fantastic time.

We would like to thank Joey Hassan for taking over as President when we needed him. Congratulations, also, go to Dale Fauss, our new President, and our candidate for Collegian of the Year.

SOUTHERN REGION

Alabama

ALPHA SIGMA—Getting to know the pledge class of fall, 1984, was the focal point of many of our activities this past semester. After the semester be-

the chapters speak

gan, we held the first annual "Chicken and Chips, Beans and Beer Social" at Andy Betze's house. A large crowd of Brothers and pledges stormed the house and yard, harassed the cooks and proceeded to devour every morsel in sight. The crowd, of over 60 people, managed to consume at least 30 pounds of barbecued chicken, as well as untold amounts of chips, baked beans and cold beer. What a great way for the pledges and Brothers to meet and share a good time!

—Jeffrey W. Stegall

Mississippi

ALPHA PHI—Alpha Phi Chapter initiated 32 new members in the fall, including the university's newly-inaugurated Chancellor, Gerald Turner. The total number of Brothers initiated in our chapter is now well over 1300!

Our professional program for the year is getting a lot of emphasis. We are planning many different topics for speakers and presentations, including small business management, marketing strategies for clothiers, the accountant's daily activities and a history of the School of Accountancy at Ole Miss. Also planned are a study skills workshop, a tour of the university's computer facilities and at least one tour in Memphis, Tennessee. Alpha Phi Chapter members are also looking forward to having several pledge/Brother social functions and to celebrating our chapter birthday in April with an Ugly Tie Party.

Alpha Phi Chapter members look forward to meeting our Brothers in other chapters at the Grand Chapter Congress in Dallas in August. "See y'all there!"

—Mozella Brown

Mississippi State

GAMMA DELTA—The Gamma Delta Chapter at Mississippi State University had one of its largest pledge classes for the past few years during the fall, 1984, semester. The pledge class chose as their service project to spend an afternoon at an orphanage home in Columbus, Mississippi.

The Brothers have had several professional dinners and tours. One of the dinners featured a presentation by Dr. James McComas, president of the university. The tours included the enology lab, where wine is produced, and the School of Veterinary Medicine on the MSU campus.

The chapter observed Founders' Day by having a reception for the business

faculty. As a service project, the chapter adopted a family for the Christmas season. We provided presents, food and other needed items to help with your celebration. We also had a canned goods drive and a "Toys for Tots" collection for the needy in our local community.

—Byron Trahan

Memphis State

GAMMA ZETA—With recruiting, professional activities and fund raisers, the Gamma Zeta Chapter had a very busy semester. Sometimes we feel a bit bogged down by the daily chores of making posters and applying for CEI points. Whenever we begin to feel weary and a bit depressed, though, we participate in a service project.

On Saturday, October 6, 1984, we volunteered our services to a fund raiser for a newly opened kindergarten in an underdeveloped community. Gamma Zeta Chapter sold raffle tickets on prizes that were donated by various businesses. We also ran errands for the teachers and sold popcorn.

When all the fun and games were over, we helped raise over \$800.00 for this kindergarten. This money will help the school get supplies they desperately need. We left exhausted, but we had a very good feeling in our hearts. To us, this is what a service project is all about.

—Jo Claire Gallimore

Christian Brothers

EPSILON PSI—The fall semester proved to be a very active and successful semester for Epsilon Psi Chapter. Our outstanding professional program and recruitment of new pledges, complimented by both social activities and service projects, has continued to make us a very closely-knit and well-rounded chapter.

Our main social event for the fall, the popular Barn Dance, turned out to be a tremendous success. Several buses were chartered to transport enthusiastic students who were more than ready to participate in the fun-filled night.

Epsilon Psi Chapter was well represented at the Southern Regional Conference in September. Our faculty advisor, Brother Alfred Moroni, FSC, was presented with his second pearl and ruby badge at the conference which was held in Jackson, Mississippi. Brother Alfred presented one of these badges to our chapter to be worn and passed down by the president.

At our fall initiation, 10 students and one faculty member became Brothers of the chapter. Gary Guinn was named best pledge at the dinner following initiation. In December, new officers were installed and Paul Strack was named Epsilon Psi Chapter's Collegian of the Year.

—Lisa M. Lucas

Western Kentucky

ZETA THETA—During September, six Zeta Theta Chapter members attended the Southern Regional Conference in Jackson, Mississippi. October witnessed our first publication of a new monthly newsletter, "Fraternally Yours".

In November, Kate Shepard represented us as Homecoming Candidate. The Zeta Theta Chapter also sponsored a float which we are excited to say placed second in overall competition. In addition, November brought us nine new talented and energetic initiates whom we are pleased to welcome to our chapter.

At our Awards Banquet in December, we installed our newly elected officers and said farewell to our faculty advisor, Dr. Lawrence Finley, who is on sabbatical this spring semester.

With the beginning of the New Year, we re-elected Dr. John Herrick, a former faculty advisor. With Dr. Herrick's help, plans were finalized for our annual recognition banquet. The purpose of the banquet is to honor a person who is outstanding both in business and in community service and to allow our members to mingle with local business people.

Upcoming plans for the Zeta Theta Chapter include a trip to Gatlinburg, Tennessee, for our Spring Fling and our annual reception honoring our graduating seniors in May.

—Sharon Waggener

Mississippi College

ZETA IOTA—"Excited" describes this year's Zeta Iota Chapter of Delta Sigma Pi. Every phase of our program has been revamped and we are experiencing a record breaking year.

Our year was highlighted as we hosted the Southern Regional Conference in Jackson, Mississippi. Our chapter won the Southern Regional Scrapbook Award.

Many exciting tours were taken this year, among them a tour of our state capitol. We were also honored to have as

the chapters speak



Brother Kate Shepard represented Zeta Theta Chapter as Homecoming candidate at Western Kentucky's 1984 Football Homecoming.

a guest speaker The Honorable Ray Maybus, State Auditor.

Zeta Iota Chapter is proud to welcome to our chapter 22 new members. They were initiated on December 11.

Thanks to Dr. Lloyd E. Roberts, our new chapter advisor, our great officers, and an enthused membership, this year has been and will continue to be the best yet!

West Florida

ETA UPSILON—Eta Upsilon Chapter is off to a good start with 19 new Brothers joining us this past November. We have been working hard to improve our chapter management and to beef up our professional and community service programs. Last fall the chapter gained much needed recognition and publicity through its professional program. By taking advantage of the election year enthusiasm, Eta Upsilon Chapter held a highly successful Election Forum which gave UWF students an opportunity to compare the two political parties involved and to review the issues.

We have planned a full slate of tours and speakers for the spring and will also be working as counselors with Junior Achievement. We hope to make rapid progress toward our chapter CEI goals through these and other projects.

As the weather grows warmer and you journey to Florida to frolic on our sunny beaches, stop by the University of West Florida in Pensacola. Our Brothers are eager to meet with other Deltasigs for a little "Brotherly" fun.

—Donna J. Berkley

GULF SOUTH REGION

Louisiana Tech

BETA PSI—Beta Psi Chapter is proud to have as one of its alumni, Dwayne Hoffpauir, the 1984 Collegian of the Year. Congratulations Dwayne!

Under the guidance of our new President, Stanley Williamson, 33 initiates were welcomed by Beta Psi Chapter in November. These new Deltasigs are filled with spirit and enthusiasm which will help carry us to a fourth consecutive 100,000 CEI point year! The fall and winter quarters were also marked by several speakers, the annual Ruston State School Halloween party and a Christmas party. Professional activities also included area tours of a funeral home and the State Farm Insurance Clearing House in Monroe.

An integral part of Beta Psi Chapter is our involvement in intramural sports, from flag-football to ping-pong. Our CAB bulletin board features an outstanding member of Beta Psi Chapter as the Deltasig of the Month and spotlights a faculty member.

—Mark C. Craig

Loyola-New Orleans

DELTA NU—Delta Nu Chapter activities have included many speakers, tours and fund raising events. The highlight of fund raising was the Las Vegas Night.

At the Gulf South Regional Conference in Lafayette, Louisiana, 10 of our Brothers shared in an educational as well as fun weekend. On November 3, Delta Nu Chapter, in conjunction with the New Orleans-Crescent City Alumni Chapter and Epsilon Nu Chapter, celebrated the Founders' Day of Delta Sigma Pi.

We are proud to announce the initiation of our 26 new members which took place on November 11. We feel that this new addition of enthusiastic members will add to our chapter strength and help us toward a 100,000 point year in the CEI.

The members are looking forward to the spring semester because we have made plans to take a trip to Houston during the Easter break. We are also looking forward to the basketball tournament sponsored by the New Orleans-Crescent City Alumni Chapter.

—Michael Wallace

New Orleans

EPSILON NU—The Brothers of Epsilon Nu Chapter at the University of New Orleans are proud to say that another semester has taken off successfully. As it stands now, we have 11 prospective members and all seem to be enthusiastic and interested students.

Our activities began last semester with our recruiting program. The program consisted of various lively recruiting parties, lawn parties, a sunglass party and a wine and cheese party. The wine and cheese recruitment party boasted attendance of over 90 people.

The rest of our semester was also very busy. Our baseball team battled hard for first place. Our community service started off with cleaning up the children's hospital.

Our professional and social calendar is also full and Epsilon Nu Chapter is well on the way to another 100,000 point year. We hope to have a lot of fun and excitement the remainder of this year.

Nicholls State

ETA IOTA—Eta Iota Chapter's professional program was highlighted by a visit from Dr. E. Jerome McCarthy, author of our marketing textbook. We hosted a luncheon to welcome Dr. McCarthy to Nicholls State University.

We are very proud to have finished in second place for the National Community Service Award and have continued to contribute our service to the Thibodaux community. Campus-wide, Eta Iota Chapter placed second in NSU's Homecoming Display competition.

The response to our recruiting was very successful and led to the initiation of a group of 20 individuals including Dean C. Glenn Walters and Mary Little, a faculty member. We would like to extend our congratulations to Brother Ridley Gros for his recent promotion to Vice president of Institutional Advancement at Nicholls State University and for the appointment of our newly initiated Brother C. Glenn Walters as Dean of the College of Business Administration.

—Karen J. Bahle

Northeast Louisiana

ETA OMICRON—On November 7, 1984, the School of Business Administration sponsored a Phone-A-Thon for the funding of new information systems hardware. Eta Omicron Chapter solicit-

the chapters speak

ed \$3445 in pledges from alumni of Northeast Louisiana University.

Vice President for Pledge Education Laura Doyle successfully guided 13 pledges to business experiences and friendships in Delta Sigma Pi. The initiation concluded with a banquet held at one of Monroe's most exquisite restaurants, Bernard's Steak House.

Dr. J. W. Smith recently retired as Eta Omicron Chapter Advisor. His many years of leadership will never be forgotten for his dedication to the fraternal order has instilled in us the true meaning of Brotherhood. We'll miss you Dr. Smith.

On a happier note, we would like to welcome Dr. Robert G. Martin to Northeast Louisiana University. Dr. Martin, Assistant Professor of Management and Marketing and a spring, 1984, faculty initiate, has assumed the position of Chapter Advisor.

—Daphne M. Howard

McNeese State

ETA TAU—Guest speakers for last fall included Jim Tinsley, Director of Economic Education at McNeese State University. His topic was "STUDENTS IN FREE ENTERPRISE (SIFE)". Other speakers included Danny L. Williams, a Certified Public Accountant and Gary Carriere, President and Owner of Carriere Jewelers. Vice President for Professional Activities John St. Romain, also organized a tour of the Lake Charles Hilton Hotel.

We proudly welcomed nine collegiate and four faculty members into our Brotherhood. Under the guidance of Vice President for Pledge Education Jim VanHoover, these new Brothers worked hard during the pledging process.

This spring semester, Eta Tau Chapter will participate in a number of community service projects. Plans are now in progress for the spring Rose Ball, and it promises to be a very special one.

—Eliza M. Brignac

Southwestern Louisiana

KAPPA XI—Kappa Xi Chapter held many recruiting functions last fall, with a recruiting party in September and with some Brothers from the Eta Iota Chapter from Nicholls State attending. Thanks to those Brothers for attending the party; it was a success.

We pledged and initiated 10 new Brothers. We are very happy to have

these new people associated with our chapter and are confident that we are taking steps in the right direction toward improving our chapter.

We celebrated Founders' Day with a semi-formal party. Many of our Brothers attended and brought guests to the annual celebration. We all enjoyed ourselves and were glad our new Brothers were able to attend the function.

The process of recruiting new Brothers for the spring semester is well underway. We are enjoying another good semester. We are also getting ready for the Grand Chapter Congress in Dallas and are excited about meeting our fellow Brothers.

—Cherie E. Hidalgo

Baton Rouge-Red Stick

The Baton Rouge-Red Stick Alumni Chapter will celebrate its first anniversary in June. In our first year we have established a scholarship fund for an outstanding Brother of the Beta Zeta Chapter at Louisiana State University.

Founders' Day was celebrated at Brousseau's Seafood Restaurant. Other social activities held for the Brothers included a Family Barbeque, Halloween party and Christmas party.

Meetings are held every second Tuesday of each month. If anyone is interested, please call President Tom Bubrig at 673-4125 or Social Vice President Adele Donner at 766-6383.

—Barbara J. Mitzell

New Orleans-Crescent City

The Brothers are looking forward to our annual Gulf South Basketball Tournament being held for the collegiate chapters of Louisiana and other neighboring states. Last year, eight local, two invitational and three alumni chapters participated, with Eta Tau Chapter at McNeese State University taking the victory trophy. This year we are anticipating a bigger and better tournament.

Just around the corner the Brothers of the New Orleans-Crescent City Alumni Chapter will be holding our election of officers and the installation banquet in the latter part of spring.

Upcoming events include our seafood party (New Orleans style), pilgrimage to Fort Walton Beach and our summer picnic.

The "Lone Star" state will be hosting the Grand Chapter Congress in Dallas and the Crescent City alumni will have a delegation in attendance.

We would like to congratulate the

1985 graduating Brothers throughout the country, wish them much luck in their endeavors and invite those locating in the Greater New Orleans area to join the Crescent City Alumni Chapter. Interested Brothers may write Brian K. Mouille at 821 Aurora Avenue, Metairie, Louisiana 70005, or call at 504-832-5055.

—Brian K. Jouille

WESTERN PROVINCE

INTERMOUNTAIN REGION

Colorado

ALPHA RHO—Inspired by our delegates' experience at the Intermountain Regional Leadership Conference, Alpha Rho Chapter has begun an ambitious program to re-evaluate every aspect of our chapter operations. We are analyzing areas like our pledge education and professional programs, alumni relations, chapter structure, fund raising and our position as a student organization in relation to the College of Business, the University of Colorado and the community.

Although this process is a little unsettling now, we believe the new Alpha Rho Chapter which develops will be stronger and more consistent with the ideals set forth in the Preamble to our Constitution.

—Steven D. Ruff

New Mexico

GAMMA IOTA—The Gamma Iota Chapter at the University of New Mexico started preparing for the fall semester in June by mailing an indepth newsletter and questionnaire to our members. This correspondence consisted of important information and ideas ranging from professionalism and Brotherhood to desired activities and speakers. A superb professional activities program with dynamic speakers and educational tours was organized. The topics varied from stress management to personal investments.

The recruitment and selection process has been revised to enhance the quality of our membership. The new format includes the submission of resumes and thorough interviews stressing professionalism and dedication in past and present organizations, goals and objectives. Out of 22 prospective members last fall, 12 met the qualifications. We

the chapters speak



The Brothers of Alpha Rho Chapter at the University of Colorado enjoyed themselves at the Intermountain Regional Leadership Conference in El Paso, Texas.

are extremely enthusiastic about the future direction of our chapter.

Some of the many highlights of the fall semester included a wine and cheese party, home game tailgates, alumni sponsored activities and the Intermountain Regional Leadership Conference in El Paso, where the Gamma Iota Chapter representatives discussed the different methods of fund raising.

—Jim White

Texas-El Paso

GAMMA PHI—The Brothers of Gamma Phi Chapter wish to thank all who attended the 1984 Intermountain Regional Leadership Conference in El Paso. Thanks also go to our co-hosts Epsilon Upsilon Chapter and the El Paso-Sun City Alumni Chapter. We enjoyed meeting our Brothers from other chapters and hope the friendships made will continue.

Fall recruiting resulted in an excellent 11 member pledge class. We are very happy to have them as Brothers! We are also very proud of Brother Adriana Sierra who was chosen the 1984 University of Texas at El Paso Homecoming Queen.

Professional activities included some

very interesting speakers and community service projects included some very interesting activities such as helping out at the El Paso Zoo and donating toys for the American Cancer Society Children's Christmas party.

We are enjoying a fabulous spring semester and wish all chapters a very good and successful year!

—Cassandra S. Taylor

Arizona

GAMMA PSI—At the Intermountain Regional Leadership Conference in El Paso, Texas, Gamma Psi Chapter at the University of Arizona was very proud to be put on the Honor Roll for being a 100,000 CEI point chapter. With the help of our 16 newly initiated Deltasigs, we are looking forward to continuing this tradition of excellence.

The Brothers participated in a unique greeter program for the placement center, whereby it was possible for members to welcome recruiters to the University of Arizona.

This year is Gamma Psi Chapter's turn to host Deltasig Daze, an annual event in which all the Delta Sigma Pi Chapters in Arizona gather for a week-end of togetherness and Brotherhood.

We are looking forward to this function, as we are to others, to inspire us to further Delta Sigma Pi achievements.

Arizona State

GAMMA OMEGA—The Gamma Omega Chapter is well on its way to its 29th consecutive year of attaining the CEI Honor Roll. We also were honored to receive the award for the Most Outstanding Collegiate Chapter in the Intermountain Region. Eric Wooten, our past chapter President, was presented the Collegian of the Year Award for our region at the Intermountain Regional Leadership Conference in El Paso last fall.

A strong recruitment program, along with generous support from the chapter, brought us 35 new pledges who were initiated as our largest pledge class ever. Along with our new members, we will have a total of 85 members.

Our professional activities have included speakers, tours of Arthur Andersen and Company, Arrow Electronics, a computer seminar and a debate involving representatives from different industries.

We are looking forward to the annual Deltasig Daze at the University of Arizona and hope to meet many of you at the Grand Chapter Congress this summer in Dallas, Texas.

—Deborah J. Sanno

Albuquerque-Zia

Greetings from the desert southwest! The Albuquerque-ZIA Alumni Chapter has been busy this year. We hold monthly breakfast meetings and a monthly happy hour for our Brothers. Please contact Dave or Lynda Hahn at 505-256-1297 for information.

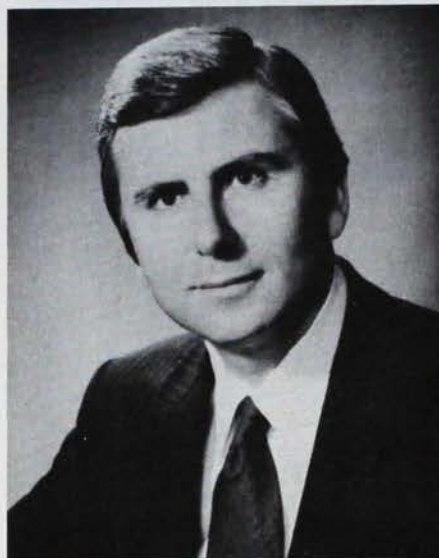
For the past six semesters, Albuquerque-ZIA alumni have been sponsoring a progressive dinner for the pledges and members of Gamma Iota Chapter at the University of New Mexico. We serve a course at several Brothers' homes. We feel it is a good way to get to know each member of the pledge class and to show our Brotherhood.

The Intermountain Regional Leadership Conference in El Paso, Texas, was attended by five members of the Albuquerque-ZIA Alumni Chapter and we were awarded the alumni chapter Travel Trophy. Also, we are proud to announce that at the time of the conference, the Albuquerque-ZIA Alumni

(See **CHAPTERS** page 20)

Be Thankful For Your Competition They Make You Improve

By Nido Qubein



Nido Qubein

What is a competitor? A competitor is any person, product, or service which vies with you for a prospect's money. And, in most categories, there are plenty of them out there!

With the antitrust laws being what they are, there are very few "monopolies" in the world. Name almost any product category or service that is attractive to a large segment of the public, or the business community, and you can almost instantly name many other companies who are out there to get the business.

A competitor is someone who stays up late at night, and gets up early in the morning, scheming and working hard to try to lure away people who buy your products or services. Competitors try to offer more quality for less money, better service, more convenience, higher prestige, and everything else you offer to your customers. Most of them are honorable people, who use honorable means; but all of them are trying hard to outperform you and your company, and keep you from getting business you would otherwise get.

Any person who is going to become successful must learn to compete. Those who do it well often find that it is both financially rewarding and exciting. In fact, many people who are very competitive by nature find that they are stimulated by competitors far more than they are by incentive programs, commission checks, and quotas.

Strategies For Beating Competition

Most companies—at least most of those who want to stay around for a while—recognize that they are marketing against other companies and have devised strategies aimed at beating that competition. Here are some of those winning strategies.

STRATEGY #1: Know your competition!

It is highly disconcerting to be interrupted by a customer, in the

middle of a presentation, and introduced for the first time to a product you have never heard of.

Of course, you can always pass it off by saying something like: "I've never heard of them; they must be new!" But that approach can create several problems for you.

1. It makes you look bad. The customer might think he or she knows more about your business than you do. Some even get a sadistic pleasure out of making you squirm by using tantalizing claims for the products they are telling you about. Any time your customer knows more about your business than you know, your power is weakened.
2. If the customer is pretty well sold on the product you don't know anything about, that customer might find your remark offensive. He or she might think you are attacking the customer for being such a "dummy" as to think a company you never heard of can produce something that would be

competitive with your company.

3. Your lack of knowledge gives the customer a convenient smokescreen to hide behind.

How To Spot Your Competition

The alert person keeps all five senses working all the time to spot anything that even remotely resembles a competitor. Some even seek to develop "a sixth sense" which enables them to perceive the presence of the competition.

"I always assume I am marketing against a competitor until I know for sure that none is involved," a highly successful executive told me recently. "That way, I'm never caught off guard!"

Here are some pointers I've learned from some real professionals and through personal experience.

Tip #1: Listen to your customer!

Sometimes the customer will come right out and say, "I'm going to get bids on this purchase." But very often, the hints are much more subtle. A customer may say something like, "I want your best price on this," or "I need to talk to some other people before I can make a decision." Listen for any subtle hint that a competitor may be involved.

Tip #2: Watch for any "trail marks" left by a competitor!

Have your salespeople watch for signs of a competitor's presence: a car in the customer's parking lot, a salesperson's calling card on the receptionist's desk, door-openers a salesperson often uses, sales literature on the customer's desk—anything that would indicate a competitor has been there.

Tip #3: Ask about competitors!

This has to be done carefully. A friendly receptionist or secretary will often say something like, "Mr. Jones has been swamped with salespeople today!" You can learn a lot by countering with a subtle question like, "Were they mainly new

people, or those who call on him regularly?"

Competition In Disguise

Competition often comes in some strange disguises.

When the Cadillac Motor Division of General Motors was about to go under during the great depression, the company's new president asked the question, "Who is our competitor?" His research people came to the conclusion that the primary competitors were not other cars, but "diamonds and mink coats." coats."

Everything your prospect says is important! For example, a furniture salesperson might find that a prospect is not weighing a furniture purchase against other stores, but against a contemplated trip to Europe.

It really gets tricky when the husband wants a trip to Europe, and the wife wants to take the available money to redo the house. But if the salesperson is not even aware that the conflict is going on, chances of swinging the sale to his or her product are greatly reduced.

Watch for competitors in disguise!

What You Should Know About Competitors

In an earlier section we said that "what you don't know about your competitors can cost you money." To be successful against competition, you simply must know as much as you reasonably can ascertain about them.

I am not suggesting "industrial espionage," but I am suggesting that you cultivate a keen alertness to who your competitors are, and how they do business.

Knowing their products! The smart executive knows almost as much about what the competition is selling as about his or her own line.

Most companies in highly competitive industries design products in price brackets to keep up with what the competition is doing. For example, it is not accidental that Burger King has a "Whopper," McDonald's has a "Big Mac," and Wendy's has a "Triple Decker."

Understanding this game is very important against competitors in almost any field. An executive might

find that a competitor has entered what appears to be a ridiculously low bid. On further investigation, that executive might find that the competitor has bid on a cheaper product line.

Make it your business to know what each of your direct competitors has to offer: features, prices, advantages, disadvantages, quality level, etc.

Know their methods of doing business! I said that most competitors are honorable people, but a few are not. For example, a salesman who attended a seminar I did for people who were calling on convenience markets, told of a competitive salesman who would slit the packages of other products on the shelf with a razor blade. When the store's customers would pick up a damaged package, they would return it to the shelf and pick up the competitor's product, even though it was not a well-known brand. Be alert for "sneaky" practices and "dirty pool."

Fortunately, unethical tactics are not the primary concern of most salespeople. What they are concerned with are such things as: terms and discounts competitors offer, shipping schedules and methods, service policies, warranties, and all the other intangibles that make it attractive for your customers to buy from them.

Often a small thing—like a two percent discount for payment within 10 days—can swing a sale in your direction.

Know their relationship with your customer! Sometimes you will find yourself selling, not against a competitive product, but against a unique relationship the competitor has established with your customer. For example, a purchasing agent might be paying more for a competitive product because it is sold by his brother-in-law. How you handle that will obviously be appropriate to the situation, but to simply sit through it is not very smart.

STRATEGY #2: Avoid open conflict with competitors!

A friend shared with me a very wise insight he had received from an old man. "You can fight with a skunk, and you can kill him, but when you finish, you'll smell just as

he does," the old man had said. Now, I'm not implying that competitors are "skunks," but the principle is the same for any person in business. Open conflict almost always diminishes your standing with a competitor, and—more importantly—usually it hurts your standing with the customer you're fighting over.

Here are some principles that can help you avoid conflict with competitors:

Principle #1: Never knock a competitor's product or service! It might sound good to say, "They know what their stuff is worth," but snide remarks have a way of cheapening your image.

To knock a competitor's product, when the customer has made up his mind to buy it, is to cast doubt on the judgement of the customer. If the customer interprets it that way, it is likely to be hard to get back in to see him or her.

Principle #2: Don't go to the other extreme! Some people tend to bend over backwards to appear magnanimous toward a competitor. A simple statement that you respect the customer's appraisal, and that you recognize that customer's right to make any choice he or she wishes to make, is usually sufficient.

Principle #3: Stress benefits to the customers, advantages of doing business, and the superiority of your company and its products and services. It's okay—even good—to build up the value of your proposition by showing its superiority. But, the poorest way to do that is by tearing down claims of the competition.

STRATEGY #3: Find out all you can about the customer's expectations of the competitor and his or her products!

By tactfully asking questions, you can learn a great deal that will make it easier for you to deal with the competition. Here are some things you might want to ascertain from the customer:

1. What does the customer know about the product or service the competitor is offering? The customer might not know certain disadvantages. It is easier to market against a competitor if you know what the customer

- knows.
2. How does the customer feel about the competitor and the products or services offered? If the customer still calls you "Mr. Brown," while calling your competitor "Charlie," that might indicate greater acceptance of the other person. Attack a product the customer strongly favors too directly, and you might get thrown out before you get started.
 3. How close is the customer to making a decision? If the customer is taking you through the motions of interview to simply prove to superiors that all options have been explored, that's a totally different situation from being in on the early explorations. Try to find out how near the buying decision is.
 4. Why hasn't the customer already bought the competitive product or service? Is there some perceived drawback that you can capitalize on?

The more you know about the situation, the better you can plan your strategies. Don't come across as preoccupied about the competition; just do a lot of listening, and learn all you can. It not only can help you deal with that immediate situation, but can give you valuable ammunition.

STRATEGY #4: Outsell the competitor!

Many times an underdog can win out simply because of superior salesmanship. And, that works the other way, too! Sometimes a salesperson, selling an inferior product, at a greater price, and offering less service, can close the sale your salesperson almost made because he or she was simply out-classed.

Here are some tips to help your salesforce outsell the competition:

1. Get there first and try to lock up the sale before a competitor gets the business. Your salesforce simply cannot stay ahead of a salesforce who does a better job of prospecting, time management, and closing sales. The professional salesperson looks at every sale made by a competitor as a sale he or she lost.

2. Give a better presentation! Have your salesforce practice the presentation until they can outperform any competitive salesforce in their territory, and give every customer their best presentation.
3. Demonstrate! Get the customer involved in the presentation by showing, telling, and getting the customer to participate in the selling process. Try to move that customer to psychological ownership.
4. Build more value! Don't just claim that your product is superior; prove it! Invite comparison, use proof statements from satisfied customers, and stress the benefits that appeal most to your customer.

STRATEGY #5: Turn price into an asset!

If your price is lower, focus on the value received and the money saved. If it is higher, focus on increased benefits, lower risk, and hidden factors.

Amateurs get the wind knocked out of their sails by a discovery that the customer has been offered a lower price; but professionals seek to turn price into an asset.

How do you do that? Here are some techniques that have proven to be effective:

1. "They must be leaving something out!" By focusing the question on what the competitor is leaving out, you can— with the customer's help— discover what, if anything, is being omitted that would make the competitive product less of a value to the customer. Also, you raise some questions in the customer's mind.
2. "Price is not the whole cost involved!" In the early days of photocopies, the Xerox people gained a competitive edge over all other makers of copy machines with this tactic. They focused on the per copy cost, instead of the purchase price of the new machine. Gradually, other copier salespeople wised up and began to use the same tactic, but not before the name Xerox almost became a generic term for photocopied materials.

3. "Better quality is actually cheaper in the long run!" Whether it is actually true or not, extensive research indicates that most people believe that "you get what you pay for!" Particularly in times of financial uncertainty, people tend to avoid risk, and move up to quality.
4. Stress the intangibles! Remember the four most common reasons people buy: fear, pride, gain, and to imitate others. When you start stressing such intangibles as reliability, reputation, prestige, convenience, and service, you can overcome price objections.

Remember, amateurs talk about price; professionals talk about value!

STRATEGY #6: Make it easier and more pleasant to do business with your company than with your competitors!

A chemical salesman in my area once chartered an airplane to deliver a \$10 bucket of paint to a customer in a remote area. Foolish? His customer called to say that a shipment had not come in on schedule, and although the delay could have been blamed on the freight company (which was in fact at fault), it didn't diminish the fact that the customer "desperately needed" the paint. That kind of service opened wider the door, and soon the salesman was selling more than \$200,000 worth of chemicals to that customer each year.

The Rockefeller corporation once conducted an extensive survey to determine why customers quit buying from their regular suppliers. They determined that 68% of the people who dropped a supplier did so because of "an attitude of indifference toward the customer by one or more persons representing the supplier."

Do you realize what that means? Lack of attentiveness to a customer's needs can cost you as much as two-thirds of your repeat business. It also means that your attitude of concern for the customer's best interest can help you lure business away from your competitors.

A commitment to be the most convenient, most pleasant, and

most cooperative company in your territory can go a long way toward making your profits increase.

STRATEGY #7: Benefit from the business you lose to competitors!

When you feel you desperately need a business, and a competitor walks away with one you thought you had sewed up, it is often hard to view it positively. However, professionals learn to be good losers.

First, they always seek to leave the door open to future business. There is no place in business for the attitude that says, "You'll be sorry!" or, "You're making a big mistake!"

Learn to be gracious—whether you win or lose! If you must celebrate, wait until you are a few blocks away, then let out your yell. If you feel like grumbling, complain to your mate, your dog, or anyone but the customer.

Second, learn something from the

experience. If a competitor beats you once with a tactic, that's one point for him or her; but if that competitor beats you with the same tactic twice, that's two against you! Winners learn from their failures, but losers only wallow in their negative feelings.

Third, persist! Take the long view. Track the results of the competitor's product or service and stay ready to move in if the customer shows signs of dissatisfaction. If the customer offers enough potential for future business, keep going back, again and again, until you get their business.

How Do You Sell Against Competition?

Professionals beat their competitors by using tested and proven strategies. They stay alert and know their competition; they avoid open conflict. They learn all they can from their customers; they out-

sell their competitors; they turn price into an asset; they make it easy and convenient for the customer to do business with them; and they benefit from the business they lose to competitors.

Nido R. Qubein is one of America's top rated professional speakers and is a sales/management consultant for many major corporations. He has served as the president of the National Speakers Association and is the author of several best selling books. For more information on books and cassettes, please write Creative Services, Inc., P.O. Box 6008, High Point, NC 27262. Or call 919/889-3010.

YOUR INVITATION TO BECOME A LIFE MEMBER

Special advantages of Life Membership:

Your National Alumni Dues are paid for life.

You receive The DELTASIG Magazine for life.

You receive your gold embossed Life Membership Certificate and Life Membership Identification Card.

You have helped to permanently endow your fraternity.

DELTA SIGMA PI

APPLICATION FOR LIFE MEMBERSHIP

Name _____ Chapter and Number _____

Address _____

City, State and ZIP Code _____

Enclosed is my check for \$ _____ to pay () part, () all of my Life Membership.

_____ Alumnus (\$125.00)

_____ Collegiate Member (20% Discount—\$100.00)

_____ Collegiate Member and CEI Discount (Total 30% Discount—\$87.50)

I understand that if this is a partial payment, consecutive monthly payments of \$10.00 or more will be made until the balance is paid in full. Each time a payment is received at The Central Office, a statement for the remaining balance will automatically be sent to me. I will keep The Central Office apprised at all times of my current address.

CUT AND MAIL TO: Delta Sigma Pi, 330 South Campus Avenue, P.O. Box 230, Oxford, Ohio 45056-0230

the chapters speak

(CHAPTERS from page 15)

Chapter was the only fully franchised alumni chapter in the Intermountain Region.

Tucson-Old Pueblo

As a recipient of the Delta Sigma Pi 1983 National Community Service Award, the chapter is proud of its contributions to the community. The chapter is very active in service to the Pima County Special Olympics. In fact, three of our members: Chuck Farrow, Intermountain Regional Director; Cliff Mangano, Gamma Psi Chapter Advisor; and Danny Spitzer, Tucson-Old Pueblo Alumni Chapter President are on the Pima County Special Olympics Board of Directors, as well as being Associate Members for Arizona.

Another way to serve your community and give recognition to Delta Sigma Pi in the process is when you, as a Brother, give money to a local charity, such as your local chapter of the cancer society or heart association, given in the name of Delta Sigma Pi with the honorariums being acknowledged to your local Deltasig chapter or to The Central Office in Oxford. You'll be performing a community service and you'll be doing it in the name of our great fraternity. Think about it.

Please give us a call the next time you're in Tucson on business or pleasure: Danny Spitzer: 327-4275, 795-9447 or Chuck Farrow: 325-6449, 881-5097. We want to hear from you!

—John Munro

SOUTH PACIFIC REGION

Loyola Marymount

DELTA SIGMA—Delta Sigma Chapter wound down one of its most critical semesters at Loyola Marymount. Our chapter needed "member medicine" and now we have it. Not only are we feeling healthy again, but strong and enthusiastic. John Walsh, our Senior Vice President, led the chapter in doing a superb job with recruiting.

No longer are we crutched financially. On December 1, we held a "Free Carwash" and earned over \$1100.00. Brother Ludwig did an excellent job in organizing this function.

This semester, several of our members are participating in the VITA (Volunteer Income Tax Assistance) program. Training for such is at UCLA in Janu-



Gamma Omega Chapter at Arizona State University continued its successful recruiting efforts last fall by recruiting a pledge class of over 40, pictured here.

ary and services follow every Saturday over the next three months. Recruiting will begin immediately during the first week after we resume classes from our five week winter term. We have a few "out-of-pocket" surprises for our student community. Finally, our annual "Meet the Companies Night", sponsored on February 13 at the Airport Marriott Hotel, was a success, with over 50 companies attending!

Cal Poly-Pomona

ETA CHI—Eta Chi Chapter was proud to host the first South Pacific Regional Conference at the Sheraton-Anaheim Hotel during November, 1984. Past Grand President Thomas M. Mocella presented an excellent keynote speech. Many useful ideas were also obtained from the address presented by Western Provincial Vice President William W. Tatum, Jr. Eta Chi Chapter wishes to recognize South Pacific Regional Director Joe "Skip" Loomis for his support over the year, especially thanking him for his assistance during the regional conference.

Among the chapter's varied service activities were the continued support of the campus-wide blood drive and support for the School of Business "Phone-A-Thon" fund raiser for an expanding computer facility. Professional events included an outstanding tour of the

General Motors plant in Van Nuys with Phi and Iota Upsilon Chapters.

This year, a series of retreats designed to improve chapter operations, Brotherhood, communication and morale has begun. For 1985, we have an ambitious agenda of professional speakers, tours and social events planned.

—Robert J. Kobylak

Cal-State-Northridge

IOTA UPSILON—Iota Upsilon Chapter at California State University at Northridge ended their fall semester with the initiation of eight members which brings the total number of initiates to 100. The pledge period consisted of a champagne brunch, a birthday party in honor of Founders' Day and a leadership film presentation.

A new community service, a "Book Nook" was a huge success and the donations were presented to the group, Guide Dogs for the Blind, who then conducted a presentation for the Brothers. The Brothers also sold raffle tickets for the Child Guidance Center and attended an excellent tour of the Vay Nuys General Motors manufacturing plant with Brothers from Eta Chi and Phi Chapters.

After half of the chapters' participation at the South Pacific Regional Conference, and welcoming 10 new Yellow Dogs into the chapter, Iota Upsilon

the chapters speak



Members of Iota Upsilon Chapter get together at a famous landmark on the campus of California State University at Northridge.

Chapter looks forward to seeing everyone in Dallas.

—Sonya M. Lehmann

Cal Poly-San Luis Obispo

KAPPA MU—Kappa Mu Chapter has had a successful year so far. For our community service project, we built corals and retaining walls for Rancho De Los Animales, a non-profit organization that trains the physically disabled to ride horses. Our professional program included a seminar at the Disneyland Administrative Offices and a tour of NBC studios. Afterward, we were guests at the taping of the Tonight Show.

To kick off our regional conference, Phi Chapter at the University of Southern California, hosted a professional meeting with our Chapter Advisor, Dr. Walter Rice, speaking on the United State's Economic Future. Our evening ended in a party with several other chapters attending. Kappa Mu Chapter is proud to welcome 20 new members to the chapter.

—Sallie Martin & Liz Hatch

WESTERN REGION

California-Berkeley

RHO—We did it! The Rho Chapter of Delta Sigma Pi is officially reactivated

on the California-Berkeley campus. It all started back in the winter of 1984, when two dedicated initiates, who transferred to Cal from the Delta Omicron Chapter of San Francisco State, began working on the very worthwhile, but seemingly far-fetched goal of Rho Chapter's reactivation. Those two initiates, Brother Davis Woo and Randy Lee, saw their goal realized at the Sheraton Plaza Hotel in San Francisco on December 1, 1984, when Rho Chapter was again presented with its charter by Past Grand President Bill Tatum.

Rho Chapter currently has 28 initiates, but will be hitting hard in its recruitment campaign to increase its number to at least 40 by May, 1985. Many potential activities are on the drawing board, such as big fund raisers and a Tahoe ski trip, and we are striving toward our goal of 50,000 CEI points in our first full semester of reactivation.

We look forward to hearing from our new Brothers and can be contacted by writing c/o 350 Barrows Hall, UC Berkeley Campus, Berkeley, CA 94720.

It's great to be Brothers!

—Melanie Wilhoite

San Francisco

GAMMA OMICRON—The spirit of Gamma Omicron Chapter was seen at the Western Regional Conference held in San Francisco and hosted by Delta Omicron Chapter. Good job Brothers! If nothing else our chapter has spirit we

can be proud of. We are 37 strong and will only become stronger next semester.

Aside from making noise, what else is Gamma Omicron Chapter up to? A lot. Fall semester for our chapter is always the busiest with the annual Rose Dance, added to San Francisco professional tours, like a trip to the Federal Reserve Bank in San Francisco, community events such as visiting children at the Tenderloin and social events like partying, fund raising activities and, of course, every chapter's main concern, pledging.

A few of our major fund raisers this spring were a Macy's inventory, a calendar poster and the implementation of an Invitation Delivery Program for Gerald D. Hines Interests. Naturally, we intend to continue fund raisers, but with one extra push; we wish to fund ourselves to the Grand Chapter Congress and experience THE experience of all experiences! SEE YOU THERE!

—Asuncion Rapadas

San Francisco State

DELTA OMICRON—Delta Omicron Chapter hosted the Western Regional Conference November 9-11, just one week after initiating 14 new Brothers, including one faculty Brother. Delta Omicron Chapter also had its second—ever, two-term president complete his second term. Thanks to our noteworthy chapter events and an efficient chairperson, we were able to reach our targeted amount of Chapter Efficiency Index points.

Our professional events committee brought us "Giants: Marketing of a Team", a tour of the Federal Reserve Bank and other lectures and tours. Doughnut, hot dog and candy sales were our main source of financial support; that is, when they weren't rained out. Native Polynesian dancers entertained us at our Island Paradise Party in September, and October saw the Brothers feast at our annual Chile Cook-off. Fall community events were very special, including a pledge class Halloween party for the kids at the nearby Shriners Hospital for Crippled Children, a blood drive and a lecture by Mothers Against Drunk Drivers (M.A.D.D.).

—Christine Castillo

Nevado-Reno

DELTA PI—Professional activities, community service projects and frater-

the chapters speak



The studio of NBC television in Burbank, California, was the location of one of the tours of Kappa Mu Chapter at Cal Poly-San Luis Obispo.

nal spirit were in abundant supply in Delta Pi Chapter during the fall semester.

Delta Pi Chapter's professional program included such notable speakers as Governor Richard Bryan, Barrie Brunet, President of MGM, representatives from Dean Witter, Allstate Insurance and Coldwell Banker, a part of the Sears Financial network.

In community service projects, Delta Pi Chapter helped to raise \$5,000 for Multiple Sclerosis through a benefit concert and lent a helping hand to the Jerry Lewis Labor Day Telethon.

The Brothers of Delta Pi Chapter enjoyed the spirit of fraternalism exhibited at the Western Regional Conference in San Francisco and wishes all the Brothers of Delta Sigma Pi good health and happiness. See you in Dallas!

—Cory D. Nigri

Cal State-Chico

EPSILON THETA—Epsilon Theta Chapter was runner-up in the National Community Service Award. The Brothers were very proud and honored to receive this award. The competition was very tight and we worked hard to achieve this goal.

Recruiting week resulted in 11 outstanding pledges for fall, 1984. Other activities included: a tour of a Napa Valley winery, in conjunction with Phi Chi

Theta another professional fraternity on campus; two excellent speakers; and a spaghetti dinner for all the Brothers of Epsilon Theta Chapter. We have planned some community service events, more speakers and various other professional events.

Another interesting item is that the Bonsai Bombers, our own semi-pro international football team, has broken a two-year long losing streak. The first game of the season they received a bye and the next two games were won 13-8, and 22-8, respectively. So the Bonsai Bombers now stand undefeated.

—Mark Moses

Cal State-Fresno

IOTA PHI—Iota Phi Chapter has had many exciting things happen this past fall. It started with a great recruiting effort with 12 outstanding pledges and three faculty pledges. They are a very dedicated group and will ensure Iota Phi Chapter's progress in the future.

Iota Phi Chapter sent 15 delegates to the Western Regional Conference; five members and 10 pledges. During that time, we grew closer together and had a great time. All members and pledges became or started their Life Memberships and the members became "Yellow Dogs".

Our initiation banquet was a success. It was held on November 17, 1984, at the Downtown Hilton. The banquet was

attended by William W. Tatum, Jr., and Claire Sammon. Terese Petro was named the chapter's Collegian of the Year, Nick Pasculli was voted Most Valuable Member and Craig Cornwell was named Most Valuable Pledge. The banquet was then followed by a great dance and party.

—Butch Digma & Nick Pascullia

Pacific

LAMBDA MU—Lambda Mu Chapter of the University of the Pacific got off to a good start. We entered the Homecoming Parade as the Business Briefcase Drill Team. We are proud to announce that our chapter won the first place trophy in the novelty division.

On December 8, 1984, our chapter initiated 25 enthusiastic members. This was our first initiation, and it went very well. For the rest of the year, our intention is to make Lambda Mu Chapter the finest in the Western Region by developing and implementing a strategic plan to help us fulfill Chapter Efficiency Index goals and to foster a stronger sense of Brotherhood.

Sacramento

Alumni involvement was high as the Sacramento Alumni Chapter kicked off its fall activities with a swim party and barbeque at Brother Cedric Voll's home. Ced was an excellent host! Brother



Chartered last spring, the members of Lambda Mu Chapter at the University of the Pacific gather together after their banquet.

the chapters speak



Members of Theta Chi Chapter celebrate after having won the travel trophy at last year's Western Regional Picnic.

Howard Frasinetti invited both collegiate and alumni Brothers to tour his local winery and have a wine & cheese tasting party.

On Founders' Day, a formal dinner was held. Past Grand Presidents Bill Tatum and Tom Mocella spoke about their rewarding experiences in Delta Sigma Pi, as did Cedric Voll, past Chicago Alumni Chapter President and our alumni chapter founder, Nick Windeshausen.

Several alumni Brothers attended the Western Regional Conference in San Francisco. We also visited the Lambda Mu Chapter in Stockton and attended the initiation of their pledge class. Our biggest event of the year was, of course, the Christmas Party at Bill Tatum's home. Brothers from the entire Western Region showed up to enjoy the holiday spirit.

At the end of 1984, we had over 50 paid members in our chapter! Our monthly luncheon is held on the first non-holiday Wednesday of the month at the Old Spaghetti Factory on 1910 J Street in Sacramento. For more information, call Chip Dunavent at 916-485-1054.

—Chip Dunavent

ARE YOU MOVING?

Please Let Us Know

Attach your current mailing label in the space provided, fill in your new address and return this form to the address below.

New Address:

Name

Street, Route, Box, Apt.

City, State, Zip Code

Please send to: Delta Sigma Pi, 330 South Campus Avenue, P.O. Box 230, Oxford, Ohio 45056-0230

alumni in action

ALUMNI COMMENTARY

Are all your alumni chapters ready for Dallas? We urge all of the collegiate chapters to work at getting ready, to plan their delegation, to finance their trip, to arrange credentials and to exercise their voting right. But what about alumni chapters?

Are all your requirements met? Are your fees paid current? Has your list of officers and roster of members been received and acknowledged by The Central Office? Has a current copy of your bylaws been submitted and approved? You must know that for an alumni chapter delegate to be seated at the Grand Chapter Congress, all four requirements must be met. Do you need help?

The target is to have at least 50 alumni chapters' delegates and delegations in attendance. Sixty would be better! "Wishful thinking!" "You're a cockeyed optimist!" "That's funny stuff you smoke," you say. Laugh all

you want, let's see who laughs last.

This is the year! In the past, the thrust of the Grand Chapter Congress has always been on developing leadership qualities and presenting operational orientations to collegiate members. The alumni got together in a forum-type meeting to brag about successes and to gripe about failures. Not the best technique to motivate success.

Well, Dallas will be different! We are learning to respond to the needs of the alumni program. You will have your own schedule of seminars and workshops. You will have experienced panelists, experts in their field, using state-of-the-art training techniques, including role playing, peer critiques, audio-visual aids, brainstorming, etc.

Several all new seminar topics will address some live issues and situations. These are not going to be theoretical concepts about ideal operations. They will be aimed at alumni and

alumni chapters who face real dilemmas, knotty problems, diminishing enthusiasm and disappearing commitment. We want to address those Deltasigs who feel overwhelmed by the enormity of the task before them.

Some of the topics under consideration:

1. The Mission of a Deltasig alumnus—Who we are, what we do, what we need, how we get it and why?
2. Selling the Concept of Alumni Participation—A Marketing Approach.
3. Operations Management and the Volunteer Workforce.
4. What to do when the Formula does not catalyze?

Can you afford to pass up this opportunity to have an Advanced Management Course in Leadership in Delta Sigma Pi? It's free for Grand Chapter Congress attendees. We'll count on your being there with your delegation.—ANTHONY Z. FERNANDEZ, DIRECTOR OF ALUMNI ACTIVITIES

Kathleen Brown, *Tennessee*, has a new position as Physical Distribution Management Trainee with General Electric in Hendersonville, North Carolina. She also serves the fraternity as District Director in the South Central Region.

Lou E. Kerrins, *Ferris State*, has accepted a position with Mediflex Systems, Inc., in Evanston, Illinois.

Edward Gaebler, *Missouri-Columbia*, is the Executive Director of the Central Columbia Association in Columbia, Missouri. He previously served as President of the Popsicle Industries' Division of Consolidated Foods.

Robert H. Gaertner, *Marquette*, has joined E. G. Artz, Inc., as a Product Manager. E. G. Artz, Inc., is a distributor of material handling equipment.

Robert Kirby, *Missouri-Columbia*, is the Manager of Materials Management and Logistics for the Metal Goods Divi-

sion of Alcar Aluminum Corporation in St. Louis. He is also an instructor in the Department of Engineering Technology at Washington University and an instructor in the Department of Business and Administration at Fontbonne College.

Laurie G. Senko, *Arizona State*, has joined the State Savings Mortgage Company in Phoenix, Arizona, as Loan Officer. Laurie is Executive Vice President of the fraternity's Phoenix-Thunderbird Alumni Chapter and also serves the fraternity as District Director in the Intermountain Region.

Daniel T. Putman, *Ferris State*, has been promoted to Assistant Director of Data Processing for the county government of Ottawa County, Michigan.

Sinclair Rogers, *Missouri-Columbia*, is the owner of Rogers Studio, a photography studio located in Monett, Missouri. He recently finished his second

year as President of the Professional Photographers Association of Missouri.

Thomas C. Fey, *Miami-Ohio*, is President of the R. N. Fey Company, Inc., in Oxford, Ohio.

David G. Braun, *Miami-Ohio*, is Corporate Banking Officer for Comerica Bank in Detroit, Michigan.

Linda Smith, *Alabama*, has been named Loan Interviewer for the Central Bank of the South in Birmingham, Alabama.

Raymond Thompson, *Missouri-Columbia*, is an auditor within the city auditor's office in Kansas City, Missouri.

George M. Gevas, *Miami-Ohio*, is Assistant Vice President, BancOhio National Bank in Columbus, Ohio.

Herbert H. Vollendorf, *Northwestern-Chicago*, has a new position as Sales Representative in the Dairy Division of

alumni in action

Interbake Foods, Inc., in Elk Grove Village, Illinois. Interbake Foods, Inc., is a supplier to the ice cream industry.

Scott Nelson, *Missouri-Columbia*, has a position as Marketing Representative for IBM's National Marketing Division in Peru, Indiana. Scott recently qualified for his third IBM 100 Percent Club for outstanding sales achievement.

Julie E. Moloney Shuffleton, CPA, *Miami-Ohio*, is a partner at the Richard Martin Company, a Sydney, Ohio, accounting firm and is serving on the Board of Directors of the Sidney-Shelby County YMCA and the Shelby County Health Foundation.

Brian L. Glover, *North Texas State*, has a new position as Market Analyst at the Equity Management Corporation, a real estate management and syndications firm in Dallas, Texas.

Sandra Emerling, *Miami-Ohio*, is a Tax Analyst at the corporate headquarters of TRW, Inc., in Cleveland, Ohio. She also has a law degree from Cleveland State University.

Robert H. Glasser, *Connecticut*, has been promoted to Director of Financial Planning and Analysis for the Direct Mail Division of Avon Products, Inc., in New York City.

Mary Gieser, *Miami-Ohio*, has accepted the position of Credit Analyst for the Southern Ohio Bank in Cincinnati, Ohio.

Marshall Crossman, *Northwestern-Evanston*, has been awarded an honorary Doctorate of Human Letters by his undergraduate college, Sioux Falls College in Sioux Falls, South Dakota, on the occasion of the 50th Anniversary of his graduation from that college in 1984.

King G. Herr, *Iowa*, has been elected Regional Representative, Region VII, of the Service Corps of Retired Executives in Dubuque, Iowa.

H. Nicholas Windeshausen, *Nebraska-Lincoln*, has been named to the staff of Deanne Hanson and Associates, a management consulting firm in Sacramento, California. He is a member of the fraternity's Golden Council, having served previously as a member of the fraternity's Board of Directors.

Harold A. Shanafield, *Northwestern-Chicago*, who has been Editor of the SCOTTISH RITE MAGAZINE for eight years, has also been named Editor of MEDINAH NEWS, the monthly publication of Medina Temple, A.A.O.N.M.S.

John T. Black, *Ferris State*, has joined the Dow Corning Corporation in Mid-

land, Michigan, in the Information Services Department. John is currently serving the fraternity as Central Regional Director.

A. M. Frisoni and Associates, headed by Alan M. Frisoni, *Indiana-Bloomington*, in Oak Brook, Illinois, has been acquired by Checkers, Simon & Rosner, an independent accounting firm in Chicago, Illinois.

Robert M. Drewniak, *SUNY-Buffalo*, and Senior Product Planner, International Sales Planning at AT&T Network Systems, recently completed his third year as a volunteer consultant for Junior Achievement's Project Business program in Atlanta, Georgia. As a consultant, he helps 8th and 9th grade students increase their awareness of the role business plays in their lives. Bob, who has served the fraternity as District Director, Eastern Regional Director and North Central Regional Director, is currently President of the Delta Sigma Pi Educational Foundation.

NEW POSITION, MERGER, DIVIDENDS?

If so, please let us know!

Send us press releases, photographs and additional information about yourself.
Share your successes with other Brothers by sending them to:

EDITOR
The DELTASIG of Delta Sigma Pi
330 South Campus Avenue
P.O. Box 230
Oxford, Ohio 45056-0230

bits and pieces

merger

Mary Gieser, *Miami-Ohio*, on April 21, 1984, to Michael M. McCandless, at Cincinnati, Oh.

Brian L. Glover, *North Texas State*, on December 8, 1984, to Valerie A. Spurrer, at Denton, TX.

Linda Smith, *Alabama*, on January 26, 1985, to Gregory W. McCurley, in Atlanta, GA.

Carey Rowe, *Virginia Commonwealth*, on January 5, 1985, to Allen W. Parker, at Richmond, VA.

A. Maria Font, *South Florida*, on August 11, 1984, to Stephen E. Willis, at Eustis, FL.

Virginia C. Hanger, *South Florida*, on December 19, 1984, to Patrick E. Young, at Tampa, FL.

Henry R. Bennett, Jr., *Georgia Southern*, on August 17, 1984, to Sherry M. Yearty, at Cochran, GA.

Bob Gaertner, *Marquette*, on October 13, 1984, to Heidi Kartye, at South Milwaukee, WI.

David Dennis, *Clemson*, on September 22, 1984, to Laura Jarck, *Clemson*, at Rock Hill, SC.

John W. Belke II, *Wisconsin-LaCrosse*, on July 28, 1984, to Linda A. La Point, at LaCrosse, WI.

Carolyn Connolly, *Cal Poly-San Luis Obispo*, on April 7, 1984 to Jeffrey Lake, at San Jose, CA.

Laura Reardon, *Cal Poly-San Luis Obispo*, on May 27, 1984 to Jack Colker, at Anaheim, CA.

Marc Perkins, *Cal Poly-San Luis Obispo*, on July 14, 1984, to Stephanie Sessions, at Sacramento, CA.

Ginny Pfaff, *Cal Poly-San Luis Obispo*, on October 27, 1984 to Bryan Cummins, at Torrence, CA.

Kim Hanson, *Cal Poly-San Luis Obispo*, on January 5, 1985, to Kevin Farrell, at Walnut Creek, CA.

Dave Kessinger, *Western*

Kentucky, on May 19, 1984, to Carol Evans, *Western Kentucky*, at Bowling Green, KY.

Donnie Gregory, *Western Kentucky*, on August 11, 1984, to Barbara Mitchel, at Nappanee, IN.

Jack G. Kramer, *Florida Atlantic*, on December 22, 1984, to Alicia M. Oliva, *Florida Atlantic*, at Hialeah, FL.

Leon S. Niles, *Rochester Tech*, on December 29, 1984, to Gail P. Baumer, *SUNY-Buffalo*, at Houston, TX.

Thornbory, *Troy State*, and Gaye Thornbury, on September 24, 1984, a son, Mark Anthony.

To Brothers Wayne and Ellen Robinson, *Akron*, on October 9, 1984, a son, Bradley Thomas.

To Brother Michael R. Melendez, *Cal Poly-Pomona*, and Irene Melendez, on May 4, 1984, a son, Matthew Michael.

To Brothers Kevin and Kris Moir, *Indiana-Bloomington*, on November 30, 1984, a son, Sean Patrick.

Office for record keeping purposes.

Owen L. McRee, *Southern Mississippi*, 6-23-84

Paul Y. Grambsch, *Tulane*, 11-15-84

William J. Heuer, *Wisconsin-Madison*, 9-17-84

Francis C. Knautz, *Northwestern-Chicago*, 11-9-84

Neil W. Hovland, *Rutgers*, 11-12-84

Charles A. Pieper, *Ohio State*, 1984

Gervase G. Fohey, *Marquette*, 10-23-84

Curtis Hankamer, *Baylor*, 12-9-84

August J. Witmeyer, *Marquette*, 4-2-84

Joseph W. Oberlander, *Detroit*, 10-28-84

Joseph E. Saunders, *Nebraska-Lincoln*, 12-18-84

Simeon J. James, *Detroit*, 3-29-84

Merwin H. Waterman, *Michigan*, 6-10-84

Raymond Bolmes, *Marquette*, 11-84

dividends

To Brother Ellaine, M. Prevost, *Northeast Louisiana*, and Lawrence Prevost, on November 11, 1984, a son, Terral Lawrence.

To Brother Debbie Johnson, *McNeese State*, on September 18, 1984, a girl.

To Brother Michael

in memoriam

The fraternity, its officers, its staff and the editor of the magazine do not assume responsibility or liability for the accuracy of this column. Information in this column is printed as it is reported to The Central

Delta Sigma Pi Educational Foundation Officers

President and Executive Director—Robert M. Drewniak, 565 River Oak Way, Lawrenceville, GA 30245

Vice President for Membership—William E. Beatty, 194 Connor Drive, Henrietta, NY 14467

Vice President for Financial Aid—Richard L. Schreiner, 4400 Hadrian Court, Alexandria, VA 22310

Vice President for Research and Development—Marilyn D. Franson, 3317 Payne Street, Evanston, IL 60201

Secretary—Frank M. Busch, Jr., Box 3004, Tech Station, Ruston, LA 71272

Treasurer—Albert S. Gordon, P.O. Box 1374, Cambridge, MA 02238

**APPLICATIONS ARE NOW BEING ACCEPTED
FOR THE POSITION OF**

CHAPTER CONSULTANT

**WITH THE
INTERNATIONAL FRATERNITY OF DELTA SIGMA PI**

The position of Chapter Consultant, a two-year, full-time employment opportunity, is an exciting, challenging and rewarding position for any member of Delta Sigma Pi who is a recent graduate or who will be graduating during the spring of 1985.

Men and women interested in the position of Chapter Consultant should contact Director of Chapter Services C. Dean Ferguson for further information about the position and application requirements. All inquiries should be addressed to:

**C. Dean Ferguson
Director of Chapter Services
The Central Office
Delta Sigma Pi
330 South Campus Avenue
P.O. Box 230
Oxford, Ohio 45056-0230**

Dallas

***IS** many things to many people. To some, it's the land of cowboy hats, six-shooters and cattle. To others, oil money, J. R. Ewing, oil money, Southfork and oil money come to mind. Many of the varied images of The Big D are simply media-created but . . . VARIETY is a key word in any description of the Dallas Metroplex, home of the 35th Grand Chapter Congress.*



Variety — Shopping

Dallas is a shoppers' haven and, for that matter, a shoppers' heaven as well! New York has "Bloomies" and Chicago is famous for Marshall-Field's but The Big D's claim to retail fame is Neiman-Marcus, known as the "shrine of commercial elegance." Avid shoppers will also find such famous names as Lord & Taylor, Tiffany's, Brooks Brothers, Saks Fifth Avenue as well as locally famous stores like Sakowitz, Joske's and Sanger-Harris. And, lest we forget, Bloomingdale's and Marshall-Field's are represented as well! The extra bonus is that these and many other fine shops can be found within a mile or so of our convention hotel!



The Galleria

Variety — Entertainment

Nightlife abounds in The Big D! Whether your taste is for jazz, Dixie-land, country-western, comedy or dress-up dancing, these, and many other entertainment options are available. North Dallas is perhaps the most cosmopolitan of areas in any city with its hundreds of dining and dancing establishments. The Greenville Avenue area is also a very popular mecca offering everything from jazz to Fifties dancing and much, much more!

Country-western spots can be found in a number of Dallas area locations; however, the most well known of these is actually found in nearby Fort Worth. The spectacular Billy Bob's Texas is a 100,000 square foot entertainment complex seating nearly 6,000! This Texas-size facility offers down-home food, country-western entertainment, a giant dance floor and its own live bull riding ring.



Southfork Ranch

Variety — Convention

The Dallas Metroplex offers variety in many areas but the 35th Grand Chapter Congress is your most varied event in Delta Sigma Pi! Sharing, learning, friendship and fraternalism are just a few of a multitude of experiences available to you from August 18 thru 22, 1985 in Dallas.

The Sheraton Park Central Hotel & Towers will serve as the site of this 35th gathering of The Grand Chapter of Delta Sigma Pi. Located in North Dallas, it is near many of the most popular shopping, dining and entertainment facilities in the Metroplex. Our convention hotel offers 560 guest rooms and a number of amenities including three restaurants, a lobby lounge, a nightclub, health club, pool, sundeck, jacuzzi and complimentary self-parking. Opened in late 1982, The Park Central offers facilities and accommodations among the finest in Dallas with an atmosphere of understated elegance.

The May, 1985 issue of THE DELTASIG will offer more detail on our convention hotel as well as a wealth of information on the convention program. Meanwhile, here are some preliminary convention facts for your planning purposes. . . .

35th Grand Chapter Congress Agenda

SUNDAY, AUGUST 18, 1985

10:00 A.M.—5:00 P.M.
8:00 P.M.—12:00 MIDNIGHT
9:00 P.M.—12:00 MIDNIGHT

MONDAY, AUGUST 19, 1985

9:00 A.M.—3:30 P.M.
8:45 A.M.—12:30 P.M.
12 NOON — 1:30 P.M.
3:30 P.M.—5:00 P.M.
7:00 P.M.—9:00 P.M.
9:00 P.M.—11:00 P.M.

TUESDAY, AUGUST 20, 1985

8:30 A.M.—10:00 A.M.
9:00 A.M.—12 NOON
10:30 A.M.—12 NOON
1:30 P.M.—3:00 P.M.
3:30 P.M.—5:00 P.M.
6:00 P.M.

WEDNESDAY, AUGUST 21, 1985

9:00 A.M.—12 NOON
10:00 A.M.—12 NOON
1:30 P.M.—4:00 P.M.
4:00 P.M.—5:00 P.M.
7:00 P.M.—10:30 P.M.

THURSDAY, AUGUST 22, 1985

8:30 A.M.—12 NOON
12 NOON —2:30 P.M.

REGISTRATION

Grand President's Reception & Dance
Yellow Dog & Pink Poodle Initiations

Opening Business Session & Keynote Address
Spouse & Guest Tour of Dallas & Southfork Ranch (optional)
National Awards Luncheon
Educational Seminars
Regional Meetings—First Segment
Regional Meetings—Second Segment

Educational Seminars
Delta Sigma Pi Educational Foundation Meetings
Educational Seminars
Educational Seminars
Educational Seminars
Departure for Country-Western Extravaganza (optional)
Evening Free for Personal or Optional Activities

Legislative Business Session
Spouse Activity
Meet The Candidates Forum
Initiation of National Honorary Member
GRAND CHAPTER CONGRESS BANQUET

Final Business Session
Farewell Luncheon

Staff Office Will Be Open Sunday Thru Thursday
Texas Hospitality Center Will Be Open Sunday Thru Wednesday

Convention Information

Transportation

Surface transportation to Dallas is available via I-10, I-20, I-30, I-35, and I-45 as well as many secondary routes. By air, Dallas is served by an extensive number of air carriers at both D/FW Airport and Love Field. D/FW is the home of American Airlines, our official convention airline. All major bus companies have service to Dallas and there is limited Amtrak Train service as well.

Convention Registration

An **ADVANCE REGISTRATION FORM** appears for your use elsewhere in this issue and includes information on the advance registration cost as well as optional events.

Registrations received after July 14, 1985 or made at the convention will incur the Regular Registration Fee which is \$15.00 per person over the appropriate Advance Registration Fee.

Advance Registrations cancelled by August 2, 1985 will be fully refunded less a \$5.00 per person handling fee. Cancellations after August 2, 1985 will not be refundable.

Hotel Rates & Reservations

All hotel reservations are to be handled directly with The Sheraton Park Central Hotel & Towers by attendees. Room reservations are required in advance of your arrival at the hotel. Upon receipt of your Advance Registration Form, a Hotel Reservation Card will be sent to you for completion and return to the hotel. The rooms currently set aside for Deltasig convention attendees will be released for renting to the general public after July 14, 1985. Reserve early to assure a room in our convention hotel!

The Daily Room Rates shown below are on a per person basis and are on the European Plan (no meals included).

Appropriate state and local taxes are included in this table.

SINGLES (one person, one bed)

\$69.12

DOUBLES (two persons, one bed)

\$39.96 per person

TWINS (two persons, two beds)

\$39.96 per person

TRIPLES (three persons, two beds plus rollaway)

\$30.24 per person

There are no quad rooms available. A major credit card must be presented upon check-in for each account.

Optional Events

The response to the Optional Events at the last convention was "let's have them again!" These offer attendees a chance to get away as a group from the convention hotel and to experience the variety of Dallas.

Dallas Mini-Tour & Southfork Ranch

Leaves the hotel at 8:45 A.M. on August 19th and provides a tour of the highlights of Dallas with an extended stop at Southfork Ranch where exterior scenes of the "Dallas" series are filmed. Returns to the hotel at 12:30 P.M. Delegates, alternates and national officers should not attend this event which conflicts with the Opening Business Session and the National Awards Luncheon.

Country-Western Extravaganza

This event provides an opportunity for all convention participants to enjoy a night of entertainment together at Billy Bob's Texas—the largest and most famous country-western spot in the Dallas area. Our caravan of busses leaves the hotel at 6:00 P.M. on August 20 and heads West to Fort Worth.

At Billy Bob's, a Texas BBQ (that's "barbeque" to you city slickers) will be served and, afterward, dancing and entertainment abound. So practice your two-

step, cotton-eyed joe and other Western dances! Note that alcoholic beverages are not included in the price of this event.

Don't be left out from these group events and register now as tickets are not expected to be available for them when you arrive in Dallas.

Personal Costs

- Your hotel bill including taxes.
- Transportation to and from Dallas. Collegiate Chapter Delegates are eligible for a travel allowance announced directly to each chapter.
- All meals and gratuities except those group meal functions included in the Official Program for the registration category for each participant.
- Incidental expenditures such as, shopping, Optional Events, souvenirs, entertainment, beverages, airport, limousine, cabs, and other items not a part of the Official Convention Program.

General Information

Convention registrants will receive complete information on a variety of items including, transportation options, wardrobe needs, dress requirements, climate, available activities, area guides and other useful items.

**INTERNATIONAL FRATERNITY OF DELTA SIGMA PI
35TH GRAND CHAPTER CONGRESS
ADVANCE REGISTRATION FORM**

- MEMBER REGISTRATION—\$95.00 per person**
includes Reception & Dance, Awards Luncheon, Grand Chapter Congress Banquet & Farewell Luncheon \$ _____ (31-01)
- SPOUSE, GUEST OR CHILD (16 or older)—\$80.00 per person**
includes Reception & Dance, Grand Chapter Congress Banquet & Farewell Luncheon \$ _____ (32-01)
- CHILD UNDER AGE 16—\$40.00 per person**
includes Grand Chapter Congress Banquet & Farewell Luncheon.
Children under 16 not wishing to participate in included events need not be registered \$ _____ (33-01)

OPTIONAL EVENTS (registration for these events may not be available on-site)

- SPOUSE & GUEST TOUR OF DALLAS & SOUTHFORK RANCH—\$15.00 per person**
Monday, August 19, 1985—includes mini-tour of Dallas & Admission to Southfork grounds \$ _____ (35-01)
- COUNTRY-WESTERN EXTRAVAGANZA—\$30.00 per person**
Tuesday, August 20, 1985—includes transportation to Billy Bob's Texas in Fort Worth, entry fee, BBQ dinner and live entertainment. \$ _____ (35-02)
- PINK POODLES LUNCHEON—\$15.00 per person**
Wednesday, August 21, 1985—Open to current and newly-initiated members of the Pink Poodles ONLY. Spouses of male members are eligible for membership. \$ _____ (34-04)
\$ _____ (35-03)
- TOTAL FEES \$ _____ (32-01)

FORM OF PAYMENT (check one)

CHECK VISA MASTERCARD

_____ Credit Card Number

_____ Expiration

_____ Full Name On Card

NOTE:

- Registration and optional event fees do not cover any portion of hotel costs nor meals not a part of the Official Convention Program under the appropriate registration category.
- Cancelled registrations will be refunded in full less a \$5.00 per person handling charge if cancellation notice is received at The Central Office by August 2, 1985.
- Cancellations received after August 2, 1985 are not refundable.
- Advance Registration cutoff date is July 14, 1985. Registrations received at The Central Office after this date or made at the convention will be at the Regular Registration Rate which is \$15.00 per person added to Advance Registration Rates stated on this form.
- Transfer of registration will incur a \$5.00 per registration handling fee. Registration cannot be transferred without the written approval of the original registrant.

Please give full names for all registrants and complete all other requested information. Providing complete information will assist the registration staff in promptly processing your registration. Seminar Selection Form, Hotel Reservation Card and other convention information will be sent after receipt of Advance Registration at The Central Office.

All hotel reservations are to be made directly with The Sheraton Park Central Hotel & Towers using Reservation Card.

NAME: _____

NAME: _____

ADDRESS: _____

ADDRESS: _____

STATUS:

FRATERNITY MEMBER
Collegiate—Alumni (circle one)

FRATERNITY MEMBER
Collegiate—Alumni (circle one)

Chapter & Number _____

Chapter & Number _____

Alumni Chapter _____

Alumni Chapter _____

SPOUSE

SPOUSE

GUEST

GUEST

CHILD 16 OR OVER

CHILD 16 OR OVER

CHILD UNDER 16

CHILD UNDER 16

PLEASE USE PHOTOCOPIES FOR ADDITIONAL REGISTRATIONS

**SEND TO: DELTA SIGMA PI
P.O. BOX 230
OXFORD, OHIO 45056-0230
ATTENTION: GCC**

ADVANCE REGISTRATION CUTOFF IS JULY 14, 1985



*Make
Dallas
Definite*

*35th Grand Chapter Congress
The Sheraton Park Central Hotel & Towers
August 18-22, 1985*