

The **Deltasig** of Delta Sigma Pi

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of Delta Sigma Pi

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The Journal of America's Foremost Business Fraternity

Celebrating Our 90th Year!

Spring 1998 - Volume 87, Number 3

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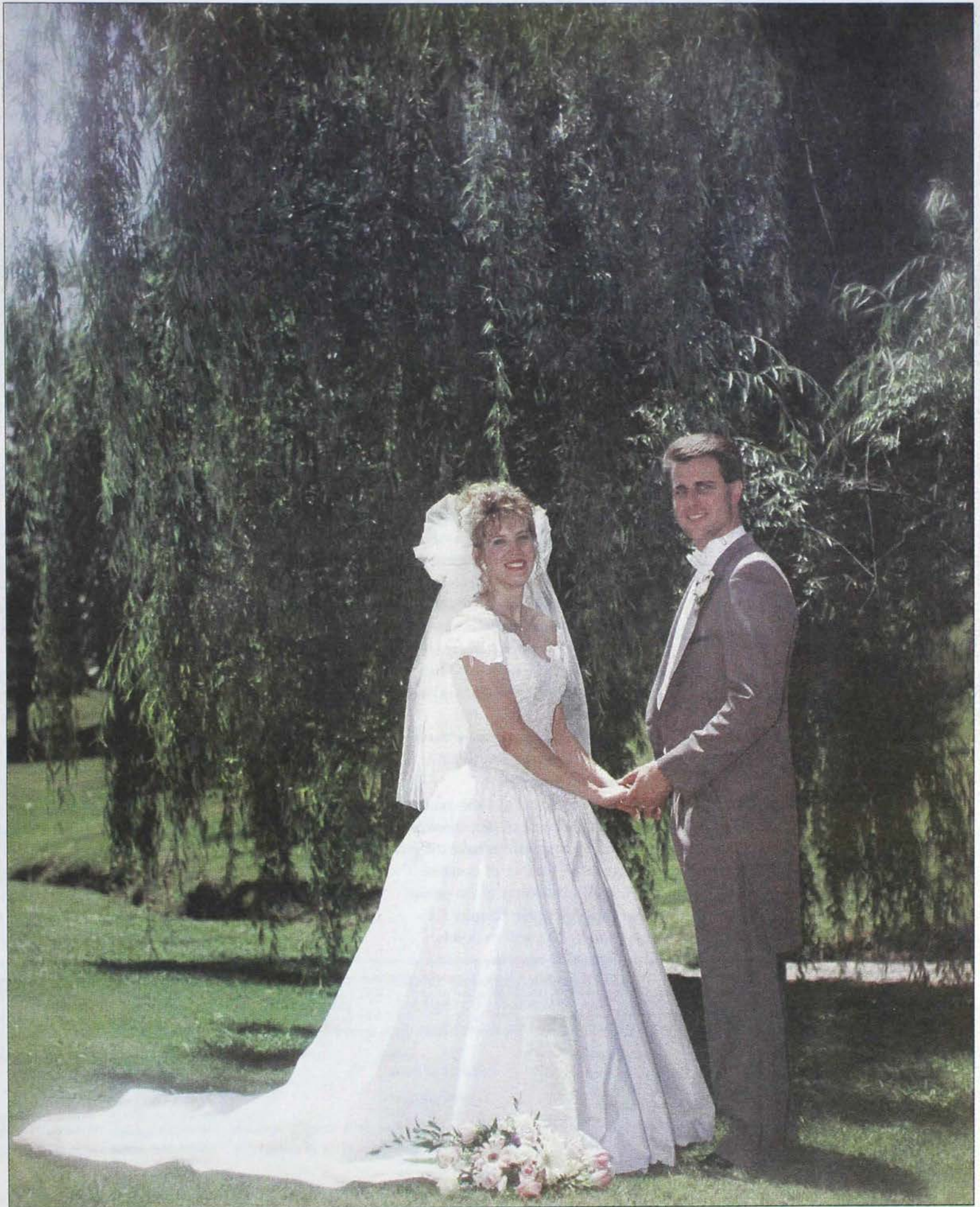
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FOCUS ON THE FRATERNITY

Vision, Goals and Purpose: 2000 and Beyond

Brothers, let me take this opportunity to tell you about a vision. Delta Sigma Pi's vision for the next two years. Over the last 12 months, the Executive Committee and Board of Directors concentrated on developing goals based on the vision of focusing on the Purpose of Delta Sigma Pi. As you recall, our purpose is:



Norman Kromberg, Grand President

Delta Sigma Pi is a professional business fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by

research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community.

Based on this purpose we established the following goals to guide decisions and priorities:

First, we wanted to focus on the Professional aspects of this organization. To promote this we have the goal to increase the number of chapters which maximize points in the professional category of the Chapter Efficiency Index. We will track this through the CEI reporting process.

Second, we are promoting Brotherhood. This goal includes Brotherhood, Social Activity and the Association of

Students. To achieve this goal we will continue promoting Regional and Provincial events. Also important to the promotion of Brotherhood is the need to increase our size, so we are planning to increase the number of active collegiate chapters to 207, by 2007. We now have a ten year growth plan for the organization. Additionally, we are researching a mentoring program between alumni and collegiates. Last, we are planning on addressing ways to increase alumni chapter operations and participation.

Third, we are establishing specific goals in the area of Civic and Commercial Welfare. Specifically, we will continue our focus on Make-a-Difference Day by increasing the number of chapters participating in this important, valuable activity. We would like to see a 70% increase by 1999. In addition, we will review additional ways chapters can participate in Make-a-Difference Day. Also, we will attempt to develop our relationship with Junior Achievement that was renewed with the initiation of their President and CEO James B. Hayes.

Fourth, Scholarship will be a key part of our focus for the next two years. We are challenging the chapters of Delta Sigma Pi to raise the average GPA by 10% in 1997-98 and another 10% in 1998-99. We will start by asking chapters to improve reporting to the Central Office. To help promote this, we will continue to increase the educational opportunities provided by Delta Sigma Pi, and 1996 Collegian of the Year Mike Mitchell will chair a Task Force to recommend programs

that will help improve our focus on scholarship.

Fifth, we will pay attention to Practice. We have a goal to increase the average CEI performance of all chapters. The average for the year ended June 30, 1997 was 79,386. The goal for June 30, 1998 is 83,000 and the goal for June 30, 1999 is 87,000. Additionally, we are implementing a feedback process using the Collegians of the Year called COY Focus Groups. Please refer to the article on page 18 in this issue.

Using the goals developed from our Purpose, the following are priorities to address to make this vision and goals a reality. The increased use of technology will be critical. The Executive Committee approved a list of priorities for technology development. A chapter based page for our web site is the first and primary item on the list. Additionally, corporate involvement will be key. To this end, we are in the process of developing an Advisory Board. Finally, growth is key to our future. We have developed and are proceeding with a ten years' growth plan. Our growth will focus on maintaining the chapters we have while adding new ones.

Brothers, I am excited about our mission for the next two years and beyond. We have a strong base of highly motivated collegiates, support by dedicated alumni and strong leaders on the Board and in the Central Office. I look forward to the new achievements of Delta Sigma Pi as we solidify our position as the **PREMIER BUSINESS FRATERNITY!**

A handwritten signature in black ink, appearing to read 'Norman Kromberg'.

Norman Kromberg
Grand President

"Focus on the Fraternity" is a forum for elected leaders, staff, and interested Brothers to offer updates, viewpoints and commentaries on issues facing the Fraternity. Contact the Central Office if you have an interest in authoring a column. Final determination of content rests with the editorial staff.

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BROTHERLY LOVE

Brothers Matthew and Amy (Risch) Jaffke, Cal State-Fullerton and Arizona respectively, were married May 8, 1993. For their story and many others turn to page 4. Cover photo by Margie Mauss Photography of Hacienda Heights, California.

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MOVIE PRODUCT MARKETING

1975 Deltasig of the Year George Simkowski places products in movies for brand promotion.

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EDS PARTNERS WITH DELTA SIGMA PI

One of the Fraternity's first corporate partners, EDS tells its story.

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Casual clothes have taken the business world by storm. Examine the diverse trends and opinions on the dress issue.

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1996 Collegian of the Year Mike Mitchell outlines Collegiate Focus Groups.

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The Deltasig of Delta Sigma Pi is published four times annually by the International Fraternity of Delta Sigma Pi in the Fall, Winter, Spring and Summer. Publications mail rate postage paid at Oxford, Ohio 45056, and at additional mailing offices. USPS 152-940. © Copyright 1998 by The International Fraternity of Delta Sigma Pi, Inc.

The Deltasig of Delta Sigma Pi is distributed quarterly to all collegiate members, recent graduates, life members, faculty and honorary initiates, national officers, Golden Council members, current Leadership Foundation donors, and other Fraternity leaders. The publication is also provided to numerous schools of business and Greek organization headquarters.

Postmaster, send address changes to:
 Managing Editor
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 330 South Campus Avenue
 P.O. Box 230
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Send address changes, articles and letters to:
 Managing Editor
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Made For Each Brother

Deltasig Brotherly Love Takes On A Whole New Meaning!

The introduction of women members into Delta Sigma Pi in 1975 changed the Fraternity forever. Some abandoned our cause, while others embraced the change. As a whole the Fraternity has thrived and is now represented by more than 50% female collegiate members. While the gender mixing does present challenges, these stories are proof positive of many successes. Married Brothers tell their own tales on how they went from pledges to pledged for life!



A STRONG BOND

David and Katie Caver
North Texas



It was the spring semester of 1992 at the University of North Texas in Denton. I was a pledge in the Delta Epsilon Chapter. David was an active member. At that time, each pledge was required to get three interviews from each active Brother. I had already gotten my first interview from David, but that is not where our story started. It was during spring break, and the annual Deltasig Houston Softball Tournament. Our chapter, along with many others, always took a road trip to Houston for a weekend where the Houston chapter hosted the annual softball tournament.

I went with about five or six other Brothers, with David being one of them, in two cars. He was in a different car than I was. We all stopped in Galveston for one night on the way to Houston, and played on the beach for a day. At this

point, David and I still had not really talked to each other much. He was getting over a broken heart from a break-up with another member of our chapter. I had just turned 21, and had broken up with a boyfriend myself.

I believe it was our second night in Houston when it all really began. David had spent the first night moping over this ex-girlfriend, who was there telling her friends all about this new guy she had gone out with. My roommate and Big Brother, who by now was dating David's roommate, also a Brother, were both trying to convince David on our second night to come out with us and try to forget about his ex for awhile. He agreed and the four of us went out to dinner. We then went to Yucatan Liquor Stand, a fun bar/dance club in Houston. That was when David and I had our first real conversation together and could sense some kind of "magic" between us. For the road trip back home, he and I drove together and really started getting to know each other during that four-hour drive.

We had our first date the following weekend, and were virtually inseparable after that. We both graduated from North Texas in the spring of 1994, found jobs, and that October David proposed to me. We were married on May 20, 1995.

We've been married for almost three years, and we couldn't be happier!



HEAD OVER HEELS

Tony and Sara Soto
Cal State-Long Beach



I first met Sara at a fall 1993 recruiting BBQ sponsored by Lambda Phi Chapter. I was feeling rather burned out since it

was my fourth year in the Fraternity and I had just completed serving as Chapter President. Frankly, the last thing I wanted to do at the time was attend the recruiting BBQ...until I saw her.

When Sara was invited to the BBQ, she thought it wasn't for her. She couldn't afford joining as she wasn't working and had skepticism about joining a fraternity, even if it was one for both men and women. Still, she went; after all, the food was free.

As soon as I saw Sara, I was head over heels for her. She was looking at one of our scrapbooks when I introduced myself. She said "Hi" and quickly turned her attention back to the scrapbooks. I felt a bit rejected but I later learned she was afraid to talk to anyone there.

I tried everything I knew to keep her attention and interest in joining the Fraternity. Yet, to my dismay, she never attended another recruiting event that semester and here she was, the main reason I went to everything after the BBQ! Even though the chapter wasn't sure on how interested Sara was in joining, the Senior Vice President and I convinced everyone to extend her a bid. As fate would have it, our efforts prevailed and Sara pledged the Fraternity.

Sara became my Little Brother and we became good friends. As it was forbidden for Brothers to date pledges, I made no advances toward Sara. She didn't have a clue I was interested in her. Some say it was out of respect, honor, and trust that I made no advances, but in reality, I was just chicken. Sara still can't believe how chicken I was and is surprised I eventually got the courage to ask her out.

We had a lot of fun while she was pledging and these times are great to sit back and

laugh at, especially all the little stupid things we did to be around each other on campus and at Fraternity events. Having not just been Deltasigs together, but also having been a Big/Lil Bro pair has really helped us develop and strengthen our friendship. This is one of the greatest aspects of Sara and I both being Brothers.

Although Sara and I both graduated two years ago and married each other one year ago, we are still very active in the Fraternity. Sara serves as Alumni Advisor for Lambda Phi, *Cal State-Long Beach* and I serve as District Director for Iota Upsilon, *Cal State-Northridge*. We feel our continued commitment to the Fraternity further strengthens our relationship as it serves as a common interest we share.

Now, when we visit our home chapter, we are often teased by the Brothers and serve as an example to prospectives that along with a lot of professional development and fun, you could even find a spouse by joining Delta Sigma Pi. We'll both tell you it's the most wonderful thing that has happened to us!



OUR STORY

Terrell and Susan Ford
Southeastern Louisiana &
Marquette



It has been said that your first Grand Chapter Congress will be your most memorable. I tend to believe it. I would never in my dreams believe this Brother from New Orleans six years later would be stating wedding vows in Milwaukee, to a Brother that he met in Dallas.

Our story begins with my first Grand Chapter Congress in 1985 in Dallas. As the Alumni Delegate from Crescent City-New Orleans, I was sitting next

to the Milwaukee Alumni Delegate Joe Dabrowski. We conversed as anyone would do during the Business Session. Later that night I ran into Joe at the favorite hangout during a Grand Chapter—the swimming pool. Joe introduced me to his fellow attendees, Susan Wilhelm and Rebecca Webber. The rest of the week we hung out as much as other Congress attendees. We ate, drank, danced and toured various establishments in the Dallas area. On the last day we exchanged addresses and promised to keep in touch. We tried, but we lost touch with the exception of Joe.

As the years went by I always said to myself, "What if?" Well Grand Chapter in 1987 was in my home town of New Orleans and Susan didn't attend. But two years later in St. Louis, Brother Dabrowski informed me that Susan would be attending. Since at the time I was Regional Director I was hosting a get-together and I dropped an invitation in her registration packet. Next thing I knew there she was, knocking on the door. From then on we hung out together a lot more. Upon the conclusion of the Congress Susan informed me that she would keep in touch a whole lot more.

True to her word, Sue continued to keep in touch.

That November I was invited to the Milwaukee Alumni and Delta Chapter Founders' Day Ball. That was an experience. I left work at the foot of Canal Street in New Orleans at 2:30 p.m., picked up my corsage at a flower shop and headed to the airport. I boarded my plane and we headed to my first stop, St. Louis, for a plane change to Milwaukee.

But then the plane taxied to another gate. It was having mechanical problems. So we waited and waited and waited some more. It was now well past 9 p.m. - so much for our dinner plans and a night at the Comedy Club. We were then informed we would have to catch the next flight out. I was 47th on the stand-by list. So five other Milwaukeeans decided that if

we would not make this flight, we would fly to Chicago and rent a car. Needless to say, we were not on the last flight to Milwaukee; but we were on the flight to Chicago with an arrival time of 11:30 p.m.

By this time Susan was giving the airlines all heck on where was Terrell. In the meantime, I had left her unlisted phone number at home. After we arrived in Chicago my mind went blank and I could not remember her parent's names. Somewhere between O'Hare and Milwaukee I finally remembered. I convinced my five other travelers to stop at the Oasis gas stop in Illinois. I got in touch with Sue's mother and explained the whole story. Mind you, I'm still holding on to this corsage. Finally, at 1:30 a.m., I arrived in Milwaukee with flower in hand. Dinner was at Denny's. Now who else but Brothers would go to that much trouble for their first official date?

We enjoyed the weekend and from then on we made major investments to Ma Bell and continued visiting each other. On the Saturday after Mardi Gras in 1990 I gave Susan a promise ring at our favorite restaurant -Trey Yen in Covington, Louisiana. In April, 1991, I moved to Milwaukee and on September 26, 1992 we said our vows.

What has this meant to us? We are both committed Brothers of Delta Sigma Pi. We have attended Grand Chapters in Orlando and New Orleans, numerous regional meetings and OTiS sessions since our marriage. It was most rewarding to have the Grand Chapter in my home town in 1997. Mainly, it was the first time I was able to get back to my home town since moving to Milwaukee. It was fun to see once again fellow Deltasigs, family and friends, and some real Cajun food and seafood.

As for our fraternal lives in Milwaukee, we are a team. I am President of the Milwaukee Alumni Chapter and Susan serves as the Chapter Secretary. I have served as District Director and both of us are liaisons between the Milwaukee Alumni

and Delta, Marquette.

With our commitments and our work schedules, we have little time for us, but since we are both Brothers we enjoy regional events and planning meetings and social events for the Milwaukee Alumni Chapter.



INTERCHAPTER RELATIONS

*Eric and Ethelinda Corpuz
California-Berkeley &
San Jose State*



We were "just friends"—or so we thought. Ethelinda and I are the same age and have known each other for half our lives! We originally met at Independence High School in San Jose, California, through mutual friends. And although we were friends, we each associated with very different crowds. Despite the difference in our lifestyles, we had a decent friendship in high school.

We both went straight to college after high school. Ethelinda attended San Jose State and I went to California-Berkeley, just an hour north of San Jose.

Our paths crossed again when we both started associating with the same circle of friends. Our friendship strengthened a considerable amount during the first two years of college. During this time, both Ethelinda and I were in steady relationships. . . just not with each other, but we built a very close friendship, helping each other through the good and the bad. At that age, I remember thinking that the relationship Ethelinda and I had was great, because we felt so comfortable around each other. We admit today that we were attracted to each other all along, but were

afraid to say anything to each other for fear of "messaging up" our friendship.

We both pledged Delta Sigma Pi in the fall of 1989 — Ethelinda at San Jose State and myself at Cal-Berkeley. Initiation into the Fraternity added another common thread to our relationship.

Ethelinda and I didn't start dating each other until the beginning of our senior year. Years before, we only joked about us dating but never took it seriously, because we were "just friends." When we finally overcame this "blindness," it just felt natural for us to get together. For the many years Ethelinda and I were friends, one thing is certain — we know that love, in its confusing and intoxicating nature, definitely stood the test of time. We value the fact that we were friends first, and we know that this foundation truly makes our relationship special.

Ethelinda and I married in May 1994, a few years after graduation. (Many Deltasigs attended our wedding - some were even bridesmaids.)

Ethelinda and I took very active roles in Delta Sigma Pi. Together we volunteered on numerous occasions to moderate Officer Training School (OTiS) seminars in Las Vegas, Los Angeles, Washington, D.C. and locally. We had a great time in the summer of 1991, when we attended Grand Chapter Congress.

Together, Ethelinda and I became advocates of increased interchapter relations in order to strengthen brotherhood in the Western Region. When I served as Vice-President of Pledge Education at Rho Chapter, Ethelinda and I teamed up to incorporate interchapter pledge events between Rho and Theta Chi chapters. One semester, both Ethelinda and I served as Senior Vice-Presidents for our respective chapters, working together to add an interchapter element to our region's recruiting efforts by inviting Brothers from neighboring chapters to attend each other's recruiting events. By the time I served as Presi-

dent of Rho Chapter, interchapter relations in the region were very strong.

We both remain active as Deltasig alumni. Together we upheld the strong Deltasig ideals while serving as national officers. One of our greatest accomplishments as Deltasigs and as a couple is our role in the colonization of what is now Nu Rho Chapter, *California-Davis*. We used to make the five-hour round trip together from San Jose to Davis to meet with the founding Brothers of Nu Rho and recruit for membership.

Ethelinda and I share a unique fraternal bond that makes us stronger as a couple. We both understand the commitment of a Deltasig and through this understanding have come to appreciate each other's commitment to our professional lives. Our courtship coincided with our Deltasig experiences, and it's through these Fraternity experiences that we really learned a great deal about ourselves as individuals and as a couple. The Fraternity has strengthened our relationship in a truly unique way in that we cherish each other not only as husband and wife, but as Brothers in Delta Sigma Pi.



HOW DELTA SIGMA PI TRIED TO KEEP US APART

*Mark and Claire Roberts
San Francisco &
San Francisco State*



We met in the fall of 1979 at a professional recruiting event hosted by Delta Omicron, San Francisco State. Claire was a key organizer of the event and Mark,

then a recent graduate, and a few of the Brothers from Gamma Omicron, San Francisco, decided to come by to help. Of course, (at the time) Delta Omicron's definition of proper attire for a professional recruiting event was a business suit while Gamma Omicron's definition of professional was a tie with your Fraternity windbreaker and not singing off-color drinking songs while carrying a keg into the event. A rocky beginning at best.

Our next opportunity to work together was as District Director and Vice President for Pledge Education for Delta Omicron. As Delta Omicron was on probation for hazing, this was a real opportunity for positive interaction.

Just as Claire graduated in 1980 (and by then she'd decided that Mark had possibilities), Executive Director Ben Wolfenberger offered Mark a job as Chapter Consultant and off he went to Oxford!

At the Grand Chapter Congress in Denver in 1983, Mark and Claire both arrived seeing the opportunity to get "better acquainted" but, as Mark was on staff, time was limited. We had just found a few minutes to sit in the dark (to watch a thunderstorm) when Executive Director Mike Mazur joined us, and proceeded to sit and talk with us for an hour and a half (until Claire went back to her room alone).

As we all know, the Fraternity is always up for some good gossip, so a Regional Director and the Director of Chapter Operations as a couple was good for the rumor mill. After the February 1984 Executive Committee meeting, the Director of Alumni Activities Tony Fernandez called to say that, after talking to Mark, he was announcing our engagement in the next issue of *Echoes* (the alumni newsletter). Claire then spent a week chasing Mark around Louisiana by phone as he visited chapters to confirm what was going on since she didn't think she was engaged.

ΔΣΠ + ΔΣΠ = ♡

At the installation of Lambda Mu, *Pacific*, in the Spring of 1984, more romance filled the air as we both attended.

In spite of all of the opportunities, Mark left the Central Office in June 1984 and returned to California to get engaged to the Claire. Our wedding in June 1985, was attended by many Brothers but (as a result of many, many incidents) our mothers insisted that they sit in the back of the room!

Claire told those attending a recent recruiting event at Delta Omicron that the best thing Delta Sigma Pi ever did for her is Mark (and thankfully, Mark agrees.)

♡ THANKS TO PIZZA

Rob and Laura Vacko
Illinois



Rob and I met in February, 1987, when he became a Deltasig pledge. As part of his pledging he had to interview a number of Brothers, one of whom was me. Since we lived in dormitories that were fairly close together, we decided to handle the interview over lunch at a local pizzeria.

Neither of us can remember much about the interview except the fact that I managed to clumsily drop a slice of pizza down the front of my sweater. Quite an embarrassment!

At first, we were just friends. We socialized at different Deltasig events. This gave us lots of time to get to know one another. Our first official date was Upsilon's annual spring dance — Rose Formal 1988. We continued to date through college and married in 1991.

Delta Sigma Pi has definitely played an important part in our lives. Not only were Rob and I brought together through Delta Sigma Pi, but we have made many lifelong Deltasig friends as well. In fact, we both lived with Deltasigs our senior year at Illinois and had the following Brothers in our wedding: Christine Lipetzsky Barker, Debbie Kaczmaryn Dewar, Gary Link, Greg Hannemann and Lang Nguyen.

I met many inspiring people in Delta Sigma Pi, including my best friend and husband. To this day, Rob jokes that he was first attracted to me on that fateful pizza day. We never would have met if it were not for Delta Sigma Pi.

We currently live in Alpharetta, Georgia. Rob is the controller at Portman Holdings, a real estate development firm in downtown Atlanta. I am lucky enough to stay at home with our two daughters, Kylie, two and Kate, six months.

♡ IN SICKNESS AND IN HEALTH

Richard and Lisa McDougle
Angelo State & Louisiana Tech



In the fall of 1980, Richard and Lisa began to follow very similar paths although at different universities. Richard started his freshman year at Angelo State, and Lisa began her freshman year at Louisiana Tech. Both were initiated into Delta Sigma Pi during their freshman year. It was during their sophomore year that their paths differed significantly.

In August, Richard collapsed in his dad's office. He was hospitalized but no one knew what was wrong. Two weeks later he collapsed in his apartment. He was sent back to San Antonio for surgery. It was during his surgery that Richard was diagnosed with a very rare congenital liver disease. Richard decided to move back to San Antonio and to pursue his college courses on a part-time basis and completed two undergraduate business degrees.

Meanwhile, Lisa continued her studies and active involvement in Delta Sigma Pi at Louisiana Tech. She stayed there for seven years, earning two undergraduate business degrees and a master's degree. In August of 1987 she accepted her first professional job at St. Mary's University in San Antonio, Texas. She had listed Delta Sigma Pi on her resume (of course), which brought her in contact with a fellow Brother interested in starting a chapter of Delta Sigma Pi at St. Mary's. That academic year was full of colonization activity and the eventual installation of Lambda Upsilon Chapter.

Throughout the next few years, Lisa stayed in contact with founding Brothers Amy Nieto and Ron Duval. In the spring of 1990, Amy requested a list from the Central Office of Delta Sigma Pi Brothers living in the San Antonio area. Richard was on that list and was invited to a meeting to discuss the possible organization of an alumni chapter in San Antonio. When Amy met Richard, she decided immediately that he was Mr. Right for Lisa. Unbeknownst to the other one, Amy encouraged both Richard and Lisa to attend the upcoming initiation of new members at St. Mary's.

Lisa remembers meeting Richard for the first time. It was April 6, 1990. They were both in a classroom in the Alkek Business building waiting for initiation to begin. It was that night that they found

out what a wonderful sense of humor they each had. The next night, Richard and Lisa talked and danced at the initiation banquet and dance. They went on their first date soon thereafter.

In January 1991 he proposed and Lisa and Richard were married November 30, 1991. Their friend and fellow Deltasig Amy served as a bridesmaid in their wedding.

When Richard and Lisa took the vows "in sickness and in health" they had no idea they would be tested on them so quickly in their marriage. One month after they married Richard ended up in the hospital for two weeks. His liver disease had decided to rear its ugly head and Richard almost died. That was the first of 14 hospitalizations in the first three years of their marriage. In March of 1994, Richard was evaluated as a possible candidate for a liver transplant and put on the waiting list for a donor liver.

Richard received his new liver at the Baylor University Medical Center on September 26, 1994. After two weeks in the hospital, Richard was released to the Twice Blessed Apartments two blocks away.

At 6 a.m. on Sunday, October 9, 1994, Lisa awoke to find Richard at death's door once again. He had had an aneurysm that had ruptured in his abdomen and he had severe internal bleeding. He was rushed to the hospital and was shortly rushed into emergency surgery. The liver transplant was nothing like this. Thanks to some very skillful surgeons, Richard survived. Lisa and Richard stayed in the Dallas area for three months while Richard recovered. They moved back to San Antonio just in time for Christmas.

Since then, both Richard and Lisa have led normal lives. He does accounting work for the Department of Defense and she serves as the Director of Residence at St. Mary's. They continue to attend occasional Deltasig events.

♡ IT PAYS TO BE AN ACTIVE MEMBER

Phil and Kristina Goble
Illinois State



Kristina (Thompson) and I met in the fall of 1993. She pledged Iota Chi, Illinois State, as a junior that semester, while I had been initiated a year earlier. While we became friends her first two semesters, we never really spent very much time together away from Deltasig events. Then, during the fall of 1994, I was elected Chapter President, while Kristina was elected Vice President for Pledge Education. It was also that semester that we attended the Tri-Regional Conference held in Ft. Wayne.

This proved to be a terrific bonding experience, and we left the conference as close friends. We wound up spending a tremendous amount of time together over the months that followed (for both Fraternity and as friends.) At the end of that semester, we finally went out on our first date.

Almost three years later, we were married in Naperville, Illinois, on September 27, 1997. All of this goes to show that you definitely do get much more out of Delta Sigma Pi when you are a more active member!

♡ THANKS DELTASIG!

Matthew and Jennifer Dolan
St. Cloud State

It was fall quarter, 1993. I was a pledge at St. Cloud State, Jennifer was the Pledge Mom. Throughout the pledge process it was business as usual. There was not a "lovey dovey" interest between Jen and I. As the quarter proceeded, along with



Matthew and Jennifer Dolan

the pledge process we started to "hang out" more often. Jen usually quizzed me on the weekly tests, of course over a cold one at DB Searles. Still, no "lovey dovey" interest was present. It seemed as though the more times we were together, the more we realized what we had in common. At one point, I'm thinking, "would it be appropriate for a pledge to date their pledge mom?" For some reason it didn't sound right.

We officially started dating a few months after initiation and have been together ever since. In fact, we were recently married on June 21, 1997, and have just settled into our new home in Jordan, Minnesota. Both of our lives have been made better because of our relationship to one another. We always said that if it weren't for Delta Sigma Pi we would never have met. Thanks, Deltasig!

THE COMMITMENT OF FRIENDSHIP

*Bill and Ann Baxter
St. Cloud State*



This is not an "I'll give you the moon and stars kind of love story," but for Bill and Ann Baxter it explains why it is enough for us to be together and

happy. For us, all we need from each other is the commitment to our friendship, love naturally comes second. Without friendship, we couldn't handle the day-to-day stresses of life. Being in love is just the bonus to make our friendship better.

It all began for us at an informational meeting in January of 1991. We sat across from each other at the tables set up in a square. Everyone present was given a sheet with names of the people present. I remember noticing Bill and trying to figure out which name he might be. I saw the name Kip and thought, "that's him, he looks like a Kip," kind of a preppy sort. I guess I had caught his eye also. He says that he kept telling himself, "what am I looking at, I am not going to go out with her." After the meeting as I was walking back to my dorm Bill caught up with me and asked me what I thought about the pledge process. Now, for someone who was trying to get me out of his head, he was in a hurry to get my feedback!

After pledging we became sidekicks. We studied for quizzes, completed projects, and attended events together. During the entire pledge process we were great friends. We both had significant others and our relationship strictly was for helping each other through the very stressful process. On April 23, 1991, we were initiated into the Fraternity. After becoming Brothers, we continued to hang out with each other at Fraternity functions as well as non-fraternity gatherings. We became very close, but again it was still at a level of friends only. We learned about each others' dreams and goals for the future.

When summer break rolled around, Bill left to sell books on the east coast. I stayed back at school for the summer. Halfway through summer break my roommate took a message that my Brother Bill called. I wasn't used to the Brother thing yet and being an only child it caught me off guard. I called back because it was a local St. Cloud number and I was curious. The voice on

the other end was Bill Baxter and the first thing he asked was "how's your love life?" Stunned, I said I didn't really have one. He told me that he had broken up with his girlfriend before he left for Maryland. He had come back to school early because he didn't like his job.

After that conversation we moved our friendship up a few notches. Because we didn't want to hear the "I knew its" we decided to keep our relationship secret. Of course, you might know that stuff like this doesn't stay a secret long. By homecoming, we were out in the open as a couple, and yes, teased unmercifully.

The Fraternity was the base to our relationship. We held positions on committees, attended outings and even ran against each other in elections.

On October 9, 1996 we were married. We incorporated our fellow Brothers into our wedding.

We have since moved from Minnesota to Memphis, Tennessee. This has been a huge step for us, but if we made it through initiation we can do anything! Bill and I know we can count on each other because of the strength of our friendship. I remember a Brother told me once that "a lot of people in the Fraternity marry each other. It must be because they have so much in common." I say it's because the Fraternity teaches us to be great friends. That is what is most important.

BONDS OF BROTHERHOOD

*Matthew and Amy Jaffke
Cal State-Fullerton & Arizona*



Brotherhood brought us together. Matthew was a newly initiated

Brother in Lambda Sigma, California State-Fullerton. I was a veteran Brother in Gamma Psi, Arizona. In the summer of 1989 I found myself alone in Southern California on an internship at Rockwell International. I thought there might be a Delta Sigma Pi chapter in the area and I could meet lots of people with similar interests. I called California State-Fullerton student government office and found out that there was a chapter on campus. They gave me a phone number and I made the call. True to Deltasig form, their Chapter President was very friendly and receptive. He invited me to a board meeting scheduled the following week.

I remember walking into that meeting and receiving a hearty welcome. That's when I first saw Matt. As the story goes, "He was the cutest guy in the room, so I introduced myself."

That was a summer to remember, both attending Deltasig functions and dating Matt. That August I even attended Grand Chapter Congress with members of the Chapter. I had one more year at Arizona and Matt was finishing up at Cal State-Fullerton. Even though we were apart, it was a great year.

The next spring, after my graduation, I moved to Southern California. Matt and I were married four years after we first met. Our wedding was wonderful and we were able to share the day with Brothers from both chapters.

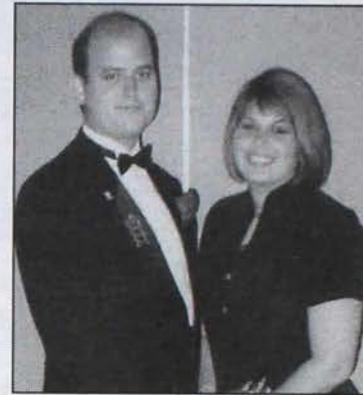
Matt is an administrative aide with the Los Angeles County Office of Education. He is furthering his education at Cal State-Fullerton in a certificate program for School Business Management. I am a senior programmer/analyst with the Los Angeles County Emergency Operations Center and Vice President of the Los Angeles Oracle Users Group.

Matt and I never would have met without Delta Sigma Pi. We are so lucky to have each other and so many great Deltasig friends. Our lives have been greatly affected by our bonds of Brotherhood.



TOGETHER AS LEADERS

*Eddie and Ivonne Stephens
Miami-Florida*



Eddie and Ivonne met when they were in high school, over ten years ago. They pledged Delta Sigma Pi at the University of Miami together in the spring of 1991. While collegiate Brothers, they both took on leadership roles. Ivonne served several semesters as Vice President for Chapter Operations, while Eddie served the Chapter as Pledge Educator and President. During this time they had the opportunity to travel to joint initiations, Regional Conferences and Officer Workshops across the South Atlantic Region.

They married upon graduation in July, 1994. Six out of 12 people in their bridal party were Deltasigs.

After the marriage, they both went on to get advanced degrees. Ivonne earned her masters of accountancy and became a CPA., while Eddie received his juris doctorate and passed the Florida Bar Exam. During this period of time Eddie was appointed District Director of Theta Phi, South Florida, and then served on the Fraternity's national Board of Directors as South Atlantic Regional Director. They are both active in their local alumni chapter and attended this year's Grand Chapter Congress.

Since graduation, the couple has relocated to West Palm Beach, Florida. Eddie is working in a private law firm (Christiansen & Jacknin) and Ivonne is practicing Public Accounting with Moore, Ellrich and Neal, P.A. Eddie is now the

District Director for Zeta Phi Chapter, *Florida Atlantic*, and they both remain active in the South Florida Alumni Chapter.

Their next vacation plans are Grand Chapter Congress in Houston, Texas, in 1999!

LONG DISTANCE RELATIONSHIPS DO LAST

*Jeb and Donna Bertolasi
McNeese State & Adelphi*



This story is for all those who say, "Long distance relationships never last".....

Jeb and I met while at a Fraternity meeting for the Board of Directors in August of 1992. I was already elected to the Board as Eastern Regional Director at the Grand Chapter Congress in Washington, and Jeb was newly appointed Gulf South Director a few months prior to the meeting in Ohio. Jeb and I had never met before, and it was just by chance that we both happened to attend the Board meeting in Ohio. I, of course, lived in New York, and Jeb was living in Louisiana, approximately 1600 miles apart. We got along very well at our first meeting, and from that basis, we began several months of large phone bills!

In October of 1992, I was having a conference in Philadelphia, and Jeb was kind enough to say that he would attend, and he would also do a seminar. What he failed to mention was the Monday after the Conference, he would have to sit for the CPA exam back in Louisiana. Jeb came to Philadelphia, and we had a great time. From that trip, I visited New Orleans twice in November, and Jeb came to New York for New

Years. During that trip - Jeb proposed - only four months after we had first met - and remember, we had only seen each other four times! I guess when things are meant to be, they work out, because Jeb was able to find a job and move to New York two months after our engagement. The rest is history!

Jeb also passed the CPA test after the Philadelphia trip, and is now the Director of Finance for the Webb Institute of Naval Architecture. Currently, I am the Controller for Schapiro & Reich, Esqs. In our spare time, we are developing a cookie business together, called Donna's Delectables, Inc. Through the business, we are able to spend time together, developing something that has really turned out to be a great experience, and has some great potential for success in the future.

The moral of the story is - for all those who say - long distance relationships never work - don't listen! If two people are willing to work at the relationship, then it can work!

GIVING SOMETHING BACK
*Todd and Lesli Whisenant
Alabama & Florida Southern*



Lesli and Todd first met in May 1992 at an area conference in Orlando. Lesli was representing Delta Iota, Florida Southern. Todd was attending as a District Director for Theta Sigma. During the lunch break, Lesli and two other Brothers accepted a ride from Todd to the restaurant. On the way, Todd stopped to run into a bank. In doing so, he left his car running and in the care of his passengers, who took ad-

vantage of the situation and drove to the rear of the building, in hopes of pulling off a practical joke. While engaged in driving the car, the driver's seat was repositioned and it broke the seat's back (it was already broken), forcing the driver to drive in a reclined position with Lesli holding up the driver as best as she could from the back seat. Todd, of course, made the Brothers feel guilty for breaking his seat, which was already broken. Hence, began the introduction and the beginning of a life long relationship.

Other than an area conference at the Florida Southern campus, it was not until the November 1994 South Atlantic Coast Conference that Todd and Lesli met up again and something sparked between them. They soon fell in love and discovered they were meant to be. They started dating shortly afterwards and in April 1995, they were engaged. They attended Grand Chapter Congress in Orlando together that August. It was Lesli's first Congress and Todd's fourth. On October 21, 1995, Todd and Lesli were married and about 30 Brothers circled around them to sing "The Rose of Deltasig" at their reception.

Since then, Todd continued to serve as a District Director for Theta Sigma Chapter, Central Florida, and Leslie served for one semester as Theta Sigma's receiver. They both attended Grand Chapter Congress in New Orleans and plan to do so again in Houston. Today, Todd is the Atlantic Coast Regional Director and Lesli serves as the District Director for Theta Sigma Chapter. They have also both held offices in the Central Florida Alumni Chapter, of which Todd was a founding member.

As a couple, they both support each other in their positions within the Fraternity. They want to give back to Delta Sigma Pi since the Fraternity is what brought them together. Todd and Lesli feel they are stronger as a couple because they share this special fraternal bond. Nei-

ther one could be as involved with the Fraternity as they are without the other one's complete understanding and support. It's unique to be able to bounce ideas off each other. There are many Deltasig couples within their area and they are able to share this unique bond with other couples at Deltasig events.

Although Todd and Lesli are now man and wife, they were first Brothers, which makes their marital bonds that much stronger. During recruiting, each was told he/she would get many things out of Delta Sigma Pi; fortunately, each one got more than they dreamed, a lifelong partner!

"TIS THE SEASON"
*Jeff and Judith Briggs
Miami-Ohio & South Dakota*

Judith moved to Oxford, Ohio to take a job as a Chapter Consultant at the Central Office in June 1994 after graduating from South Dakota. Jeff graduated from Miami and moved to Cincinnati at the same time. They met for the first time in July 1995 at an organizational meeting for the Cincinnati Alumni Chapter.

They wouldn't see each other again until September when the Board of Directors came to Oxford for the Board Retreat. Several local alumni were invited for a picnic. Judith's friend Gina Pettit brought her Deltasig Little Brother Jeff Briggs. Judith was thrilled to see him again and anxious to make a good impression. She tried to make him feel welcome and spent the whole evening intro-

ducing him to people as Jeff "Brooks!" Nice try.

Judith spent the fall traveling for the Fraternity. They wouldn't cross paths again until Jeff hosted a party in December. Gina made sure Judith was invited. It was at that party that Jeff asked Judith out for the first time.

They dated for nearly a year when Jeff surprised Judith by asking her to marry him at the Cincinnati Zoo holiday Festival of Lights, one of Judith's favorite places during her favorite time of year, Christmas. They spent the next year planning a holiday wedding and were married December 13, 1997. Twenty-eight Deltasigs from twenty different chapters made it to the wedding, a great example of how fraternity extends beyond a single chapter. But when all the Brothers gathered around Jeff and Judith to sing "The Rose of Deltasig" at the reception, it was not a great example of musical talent.

Delta Sigma Pi remains a central part of their lives. Judith is still on the staff of the Fraternity as Director of Administrative Services and Jeff is in his third year as District Director. ▲

Editor's Note: Thanks to everyone who sent in their story! We received so many that we'll continue the feature in a future DELTASIG.

Also, are there any legacies "out there" with both parents as Brothers?!!



Twenty-eight Brothers from 20 chapters attended Jeff and Judith (Jaspers) Briggs wedding in Ohio last December.

DELTA SIGMA PI



42ND GRAND CHAPTER CONGRESS

AUG. 18-21, 1999
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St. Louis, MO—October 9-11
Gulf Western Region
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*Flagstaff, AZ—October 23-25
East Central/Huron/Allegheny Regions
Richfield, OH—Oct. 30-Nov. 1
Great Lakes Region
Milwaukee, WI—November 6-8
Mid-South/South Ctrl Regions
Johnson City, TN—November 6-8
Rocky Mountain Region
Boulder, CO—November 6-8
New England Region
*Cape Cod, MA—November 6-8
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DELTA SIGMA PI



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For details on all events see www.dspnet.org.

*Subject to change

The Soft Sell: Movie Marketing with Deltasig George Simkowski

And now for a movie trivia quiz: 1) What kind of rental van could be seen driving around the motion picture "Home Alone"? 2) What brand of television set played a video of Jack Lemmon in the buff during "Grumpier Old Men"? 3) What whiskey did Bill Murray drink in a bar during "Groundhog Day"? and 4) What kind of camera did Zapruder use to document the Kennedy assassination in "JFK" (and real life)?

Stumped?

Call Norridge, Illinois resident George Simkowski, whose Prime Time Marketing specializes in placing brand-name products in movies and television. He cast the Budget van, Zenith televisions, Jim Beam whiskey bottles and the Bell and Howell camera in the above movies.

Product placement does not come to mind as one of the more glamorous facets of the movie industry. Indeed, this euphemism for advertising in film can be downright annoying when overdone, and it seems to be getting more and more brazen.

Of course, Simkowski does not see it that way. He loves the business.

"Yeah, some people stretch it," Simkowski admits. "But when it's done right, and done as part of the action, that's real stuff. Ninety percent of product placements are part of the action."

"Years ago, when I first started, they would use white

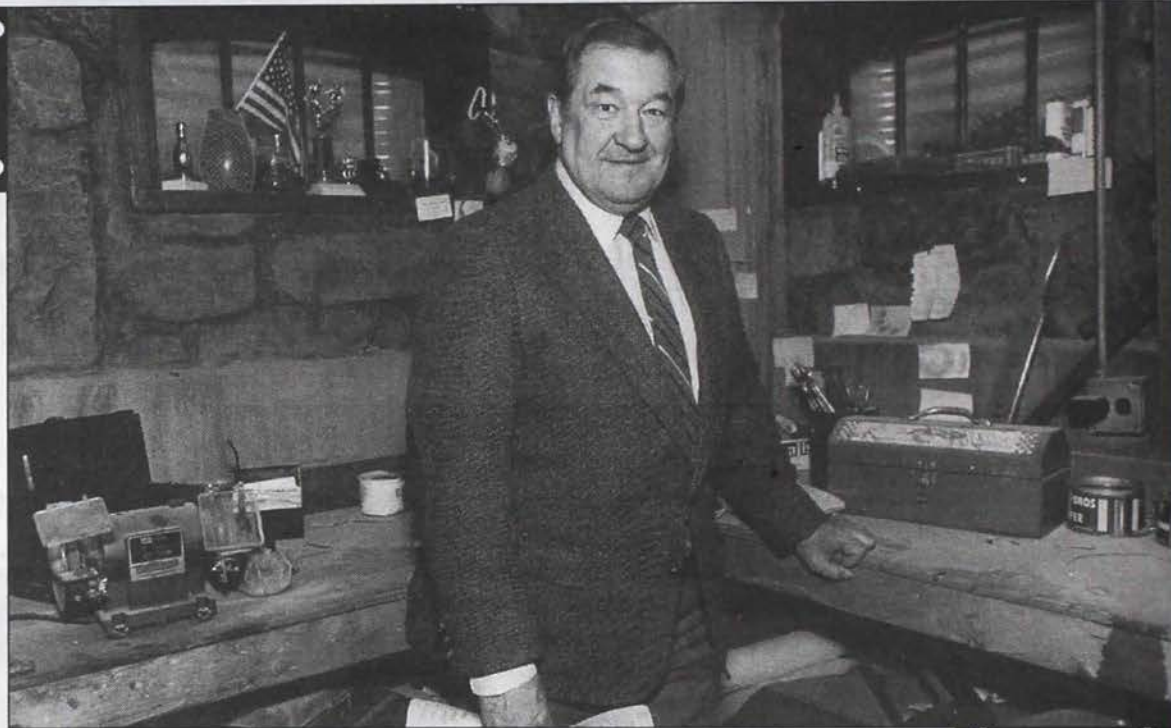
beer cans and whiskey bottles with no labels," Simkowski says. "But then they said, if we're going to be realistic, let's use real products instead."

Simkowski is a burly, energetic salesman with enthusiasm to spare. As we chat, he pulls out a talking picture frame with his photo inside, which plays a personal introductory pitch: "Hi, my name is George Simkowski and I'm a former football player and former Marine. So semper fi!"

"I love gimmicks," Simkowski says, listening to the playback. Simkowski fought with the Marines in Korea and briefly played professional football with the then -Chicago Cardinals. He says he caught the movie bug when his University of Wisconsin team played the Rose Bowl in 1953 and he toured studios in his free time.

He got his first movie marketing idea in 1961, when he worked for Webcor, a manufacturer of tape recorders and stereo equipment. He set up a promotion tied to the release of the film version of "The Music Man." After years of working for others, he founded Prime Time in 1980. He has placed products in hundreds of movies since. Recent projects include "Chain Reaction," starring Keanu Reeves, and filmed in Chicago.

"Home Alone," this was one of my best," Simkowski says, "That Budget truck was unbelievable! . . . We had people calling Budget thanking



1975 International "Deltasig of the Year" George Simkowski places brand name products in movies with his Prime Time Marketing Company. The Wisconsin Brother was president of Bell and Howell from 1974-1978.

them for getting the mother home."

Simkowski's home office is filled with memorabilia from his work: scripts, posters, pictures with famous personalities, jackets and baseball caps with movie logos. The scripts have been marked for placement opportunities, where Simkowski's assistant found references to appliances, liquor or some other prop that his clients could provide.

According to Simkowski, his clients do not pay for their products' exposure to millions of filmgoers. He barter instead. In return for placement in "Groundhog Day," Jim Beam stocked the liquor for the production's wrap party. Budget provided the "Home Alone" production with the use of a Budget van and two Lincoln Continentals during filming.

That may seem like an insignificant drop in the bucket for a multi-million-dollar film budget, but Simkowski says production companies need to save money wherever they can, which makes his job easier. To sweeten the pot, Brother

Simkowski's clients do cross-marketing promotions at the retail level that help publicize the films, such as contest give-aways.

"I get scripts from everybody in the business," he says, pointing to projects from a host of major film companies, such as Warner Bros. Pictures and 20th Century Fox.

The product-placement business has a few complications, of course. Simkowski's biggest concern is getting his clients exposure with positive connections. For instance, he doesn't want his Budget vans running over people or his Jim Beam bottles used to conk people over the head. Hence, he had no interest in placing products in Oliver Stone's disturbing and super-violent "Natural Born Killers."

Simkowski learned this lesson, he says, from a movie starring Bob Hoskins.

"Hoskins was a cop drinking and driving, drinking Jim Beam," Simkowski grimaces. "That's when I realized I had to go on notice that



Brother Simkowski poses with Bill Murray on the set of "Groundhog Day." Other films he's placed products on include: "Home Alone," "Grumpier Old Men," "JFK," and "Chain Reaction."

people needed my permission on how they use my products."

This oversight has its perks. Simkowski does his best to visit the sets where his products are being used, and he has collected the autographed pictures and anecdotes to prove it. Taped to his refrigerator and walls are pictures of him with Joe Pesci, Bill Murray, Gene Hackman and others. He wants to write a book from his movie adventures called "A Lot from Around the Lot."

Is he star struck?

"No, I'm just a marketing guy," Simkowski demurs.

He has a sense of humor about the role. Next to the signed photos hangs a caricature of Simkowski next to Macaulay Culkin, drawn by an artist on the "Home Alone" set. In it, Simkowski says: "Alright, Culkin, you splash on Aqua Velva then smack Stern with the Dutch Boy paint, and don't cover up the labels!!!"

The labels are important tricks of his trade.

Simkowski demonstrates this with the oversized Zenith logos he slaps on his televisions for filming. "The real logos are too small to see," he points out.

This week Simkowski is reminded about a Hollywood marketing idea, inspired by last year's Oscar awards. The light bulb flickered on above Simkowski's head when he read that best actor winner Nicholas Cage said he would put his new statue on the old, non-working Zenith TV in his bathroom.

Simkowski put in a call to Cage. "We offered to give him a new television and fix the old one," Simkowski says. "Isn't that a great gag? It's a super publicity stunt and the kind of thing my business is all about." ▲

This article was adapted, with permission, from a story written by Lisa Robbins, staff writer, with the Lerner Times.

On Wisconsin!

George Simkowski was named Deltasig of the Year in 1975 but his close relationship to the Fraternity began long before that. "The one event in my life that will always stay with me was my initiation at the University of Wisconsin as Psi Chapter member #500 in Delta Sigma Pi," he wrote recently.

During his undergraduate days, he served the chapter as president. His memories of that time are many and varied. "I play the accordion," he recalls, "and I formed a little band called the 'Deltasig Roses.' Besides my accordion, we had a homemade string bass using a washtub with a stick and string attached. Brother Bud Neitzel was my bass player. Brother Woody Woodruff was my 'git fiddle' player. It was a tambourine mounted on a pole with guitar strings attached. Woody would bounce it on a rubber ball and hit it with a drum stick. You talk about rhythm, we had it!"

The other members of the band included Brother Karl Stodefalke who "played a mean washboard with a silver

dollar," and a banjo player who joined the Fraternity "just to play in our band." Brother Simkowski said the chapter parties were the talk of the Wisconsin campus and the band frequently played for university functions.

"I'll always remember a variety show at the Student Union," said Simkowski. "There was a full house of 2,000 people. We were the opening act. The night was very stormy. Just as the curtain opened on the Roses, lightning hit the building and the lights went out. The emcee asked us to keep playing until the lights went back on. He recruited several students to hold flashlights on us while we played for one hour. We brought the house down. Yes, the show must go on!"

Other memorable performances included playing for the Governor, playing as the first act on the first television show broadcast in Madison, and a trip to the Rose Bowl when Wisconsin won the Big Ten football championship in 1952. Simkowski played the accordion at the Coconut Grove in



Hollywood, on stage with Bob Hope as emcee at the Big Ten Rose Bowl party. His accordion was a Christmas gift from Meredith Wilson, the Music Man, but, as Simkowski says, "that's another story."

Today, at 66, Simkowski still plays the accordion once a week. It reminds him of his early days in Delta Sigma Pi. And today, as he looks around the office where he's had his own business for 19 years, for all the photos, plaques and memorabilia displayed there he says three items stand out: 1) "My degree from Wisconsin." 2) "My Rose Bowl ring." and 3) "My selection as Deltasig of the Year in 1975."

Calling All Delta Sigma Pi Members



Beginning March 9, representatives of Bernard C. Harris Publishing Company, Inc., began phoning members for the verification phase of our Delta Sigma Pi Membership Directory project.

Much of the information to be verified on each individual's listing will be going into the directory; in particular, this includes current name, academic data, residence address and phone number (if applicable). The scope of this information is an indication of the comprehensive quality of the entire volume. The directory will sort this data by name in the alphabetical section, and by class year, and geographical location in separate sections of the book. There will also be a special message from the Central Office, as well as photos and historical information about Delta Sigma Pi.

Soon, locating fellow members will be as easy as turning a page with the Delta Sigma Pi Membership Directory. You may reserve your personal copy when your Harris representative phones, but don't delay because only pre-publication orders received at that time will be guaranteed.

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Every day around the world EDS applies original thinking to help clients be more productive. EDS combines the power of information and technology in ways that improve business and the lives of millions of people around the world. EDS however, is not just another big computer company, it is an information services provider and a consulting firm that teams with banks in Belgium, manufacturers in Brazil, retailers in Tokyo, government departments in Hong Kong and even doctors, grocers and insurance agents in local home towns. EDS has experienced dramatic growth from its pioneering days in the early 1960s to its current status as the world's largest information services provider with over \$15 billion in revenues and 110,000 employees in 46 countries.

Over the years through its Employee Development Unit, EDS has targeted the brotherhood of Delta Sigma Pi as a key source of talent from its targeted universities. Indeed, the brotherhood has produced talent that currently exists throughout the organization at all levels- from entry-level Information Analysts to Directors of operational business units and administrative support functions. It is clear that the brotherhood has produced a legacy of outstanding performers in a company and industry that is constantly growing, ever-evolving, and setting the trends in technology for the future.

So why have so many brothers determined that EDS is a place to build a career? While EDS is clearly a large, global firm, employees are developed through a culture that focuses on smaller teams in an "extended family" environment. Individuals can shine while leveraging the resources of the largest firm in the industry. In order to ensure its competitive advantages well into the future, EDS is on its way to becoming a learning organization that continually reinvents and transforms itself to meet the needs of changing markets and technologies. This learning approach encompasses the "whole person," enabling people to increase their knowledge, skills and abilities for application at work and beyond. EDS provides a wide range of professional, technical and personal development courses to its employees brought to life by innovative learning styles that promote continuous lifelong learning and career growth. This is all part of a process that incorporates the selection of the right people for the right jobs, assimilates new employees, develops individual abilities, recognizes employees, and provides for continuous professional improvement.

As measured against its competitors, EDS has one of the highest employee retention rates in its industry. The career development program has provided the opportunity for all employees to search internally for long term career options rather than consider jobs outside the company. The program includes an EDS career library, a global job vacancy database, individual career development plans, a training database, and a 360 degree performance management system that optimizes the career experience for each employee.

Having commenced a career after college through an EDS developmental program, many employees transfer internally to different business units or alter vocational roles in order to build a diverse skill base, provide career enrichment, or experience the latest in cutting-edge technologies. The EDS corporate values system espouses that opportunities for all employees be

based on a combination of the expanding business, an individual's performance, and personal interests. For many employees, this provides the challenge of limitless potential based on the abundance of opportunity available throughout the corporation.

While many students may perceive that EDS focuses its campus hiring activities on technically-oriented Business or Engineering majors, EDS



hires majors from all academic disciplines in order to cover its business needs in every field from Customer Service to Human Resources, Finance, and Administration.

I understand the diversity of opportunities- just what does EDS do? As mentioned, EDS helps its clients improve their business performance by meeting their needs. The company has a variety of strategic services it provides its over 9000 customers in 40 different industries. The services include:

- * **Systems and Technology Services:** This offering encompasses systems development, systems integration, systems management, desktop services and Year 2000 conversions.
- * **Business Process Management:** EDS manages and/or integrates clients business processes such as marketing, customer service, and purchasing.

* **Management Consulting:** Through its AT Kearney and Enterprise Solutions units, EDS helps clients make measurable improvements in business performance. This is accomplished by strategic consulting, operations consulting, and technology consulting.

* **CoSourcing Service:** This service focuses on improving a customer's business performance through simultaneous implementation of new business processes, the application of information technology and organization transformation.

* **Internet and Electronic Markets:** EDS helps clients compete in the digital economy from creating a strategic marketing plan through Web site development and payment processing.

EDS has been successful in so many industries based in part on its ability to understand the business of the customer. Throughout its 35 year history, EDS has been successful in forging long term partnerships with customers that promote win-win situations for both the customer and the company. EDS pioneered the concept of outsourcing a customer's information technology needs in both a mainframe and client server environment; this concept spawned a \$200 billion dollar industry.

So what do I need to take advantage of EDS opportunities? EDS seeks out the best in growing its most important asset - its people. Through the Staffing and Campus Relations organizations, the company pursues a broad variety of talent from schools and organizations around the world. While EDS Recruiters seek a different skill set based on the essential functions of a job, the following factors are common considerations in identifying the strongest match from a campus environment:



- * Required technical or vocational skillset
- * Flexibility
- * A track record of academic achievement
- * Strong time management skills
- * Excellent verbal and written communication skills
- * Honesty/Integrity/Credibility
- * Strong level of professionalism
- * Proactivity to change
- * Experience working in teams
- * Leadership experience
- * Ability to multi-task

in the collegiate environment with a combination of practical learning experiences. The following programs target Delta Sigma Pi brothers throughout the country:

* **The Information Analyst Development (IAD) Program:** This program provides participants a variety of modularized technical training experiences over a course of two years in an effort to develop the skillsets of technically-oriented business professionals. Traditionally individuals who graduate from this program work in the line operations positions as either Systems Engineers or Information Analysts.

* **The Accounting and Finance Development (AFD) Program:** This program focuses on developing the top Accounting and Finance talent from EDS' targeted schools for leadership and specialist opportunities within the support functions of Corporate Managerial Accounting and Financial Analysis. The program includes a variety of work rotations within different parts of the Finance organization that are supplemented with courseware designed to optimize professional competencies.

* **The Customer Solutions Development Program:** While a majority of EDS' base business focuses on the application of information technology, the Customer Solutions Unit provides a different kind of strategic service. Help desk, consumer assistance and other less technical services are provided to the consumers of a broad variety of products through this unit. One of the fastest growing units within EDS, the unit serves manufacturers of automobiles, computer



hardware and financial services. This development program provides career opportunities for less technical majors and professionals interested in developing careers in customer service management.

In addition to these programs, EDS hires over 2000 interns and cooperative education students each year for opportunities that provide a glimpse at the potential long term options following graduation. EDS also hires numerous experienced candidates that are often alumni from its targeted schools. For more specific information regarding career opportunities with EDS, visit the EDS website on the Internet at WWW.EDS.COM.

Just what is in store for the future? EDS has recently experienced its best business year ever, with a total of \$15 billion in new business acquired in 1997 alone. With over \$50 billion in backlogged business and holding the leadership in the industry, EDS intends to maintain its competitive advantages in business and career growth well into the next century.

In every manner possible to measure technology- power, capacity, and reach, have all skyrocketed. Fifteen years ago, few people had even heard of the Internet and personal computers were just beginning to appear in offices. While EDS can not predict the future, the company has firm plans on how information will be created, utilized and

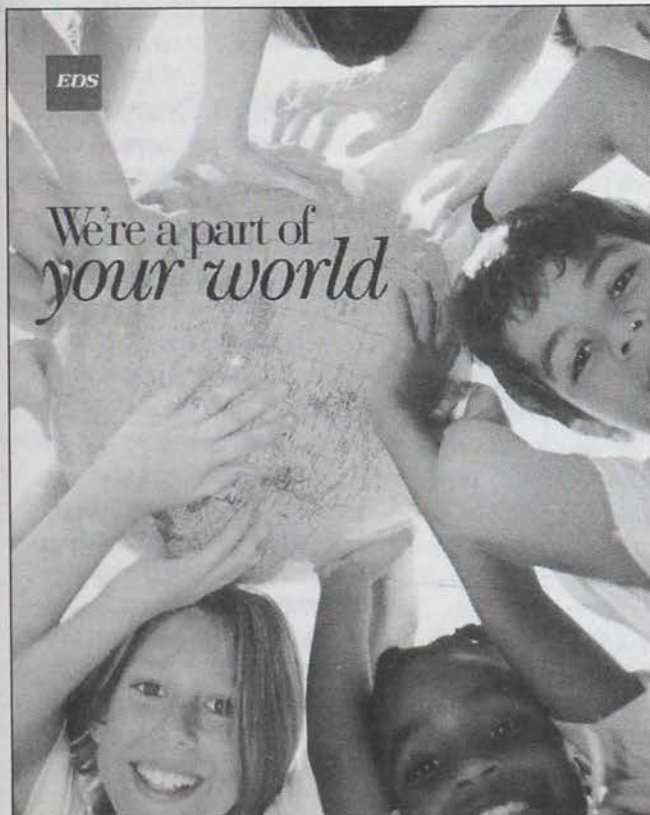
managed for the benefit of consumers worldwide.

For more specific information on EDS, surf on our website or contact one of the local EDS Campus Relations offices:

Eastern Region:
Herndon, Virginia
Telephone 703-742-1744

North Central Region:
Troy, Michigan
Telephone 248-265-4500

Western Region:
Plano, Texas
Telephone 972-605-0093 ▲



Delta Sigma Pi thanks EDS for their support of our educational programs.

For more information on establishing a corporate partnership, contact:
Heather Bailey
Executive Vice President
Delta Sigma Pi
Leadership Foundation
P.O. Box 230
Oxford, OH 45056
513-523-1907 ext. 230
e-mail: heather@dspnet.org

If It's Friday, This Must Be Khakis

Confused About What to Wear to Work? "Business Casual" Bends all the Rules

By Elizabeth S. Runyon, Editorial Consultant

Dressing for work used to be easy. For the average white-collar, middle-management worker, a closet of dark suits and white shirts fit the bill. (We're talking something beyond a purple polo with the little golden arches on it here.) Maybe the light blue button-down for a little excitement. Women add the "sensible" low-heeled flats in conservative shades ranging from navy blue to black.

Image guru John Malloy summed it up in his bibles of the '70s, with their "dress for success" mantra. Suits meant respect, suits meant conformity, suits meant power, suits meant upward mobility. Sign on with IBM and remove any ambiguity from your future. Dress the part, do the work, count on a lifetime of secure employment.

The '80s brought the high rollers in Armani, the Wall Street look, the Madison Avenue look. Malloy's 1988 *New Dress for Success* still proclaimed the suit king, especially for men: "The suit is the single most important garment worn by men," he writes, "it is the garment on which most people judge the wearer's status, character and abilities."

In these ending days of the '90s, a suit is still a suit. As Rick Bragg wrote in the *New York Times*, "most days women and men of corporate New York look as if they are on their way to a rich man's funeral."

But another movement is blowing winds of change through the valleys between skyscrapers. "Increasingly," Bragg continues, "corporate America is loosening its tie, or discarding it altogether, for one casual, comfortable day of the week, a 'dress down' day."

A Rose is Still a Rose...

As adoption of new dress policies spreads through the American workplace like e-mailed "top ten" lists, changes in terminology have marked its progress from trial to acceptance. Originally dubbed "dress down day" or "casual day," wording mutated to "business casual" or "corporate casual" and has now settled in to "business appropriate casual." Same look, better marketing.

Even conservative corporate soap giant Procter & Gamble, long noted for variance in employee attire from navy blue to navy blue, has opened up. An April 1997 memo stated: "Effective immediately, we will be changing the concept of 'casual Friday' and replacing it with 'business appropriate' dress five days a week in our downtown offices [national headquarters, Cincinnati, Ohio]. That means formal business attire will no longer be automatically expected Monday through Thursday... Instead, we expect everyone to dress every day in a manner that's appropriate for the business they'll do that day, shows respect for others, and reflects P&G's professional

image. Sometimes that may be business formal but quite often it may be more casual."

P&G's changing policy simply reflects a changing environment throughout the American workplace. A nationwide poll of human resources managers published in an April 1996 issue of *USA Today* indicated that 90 percent of their representatives companies allow office workers to wear casual clothing to work, either regularly or on special occasions, up 27 percent from a similar study done in 1992.

The same *USA Today* survey said of the firms allowing casual dress, 42 percent do so once a week, up from 17 percent in 1992. Fully one-third permit casual dress every day or on most days (unless employees are meeting with key clients), up from 19 percent. Eleven percent allow casual dress on special occasions and one percent on a seasonal basis.

Delta Sigma Pi's Central Office was slightly ahead of its time, first allowing casual clothing for office workers about 12 years ago. It's a trend Bill Schilling continued when he came on board as Executive Director in 1995. "I just think people work more efficiently when they're comfortable," said Schilling. "Our policy is similar to Procter and Gamble's in that staff members dress according to what's happening in the office. That flexibility is very appropriate in a small office environment where one day you're meeting vendors or alumni and the next day cleaning regalia equipment!"

Clothing sales support the survey statistics from the human resources managers. "Business casual" has been a boom to retailers, particularly in the area of mens' clothing. Marketing experts call it a

"megatrend" in corporate dressing. Clothing manufacturers gloat that casual is "the business dress of the future."

Figures back up the claims, with 1996 sales of men's shirts, sweaters, t-shirts and knit tops up 31 percent since 1990. Sales of khakis, casual dress slacks, jeans and golf pants are up 36 percent since 1990. Total sales of men's clothing grew 21.3 percent, to \$41.2 billion (a record high) between 1989 and 1996. Sales of women's apparel have always been high, \$75.4 billion in 1996, but have declined slightly since 1989.

Even the "single most important garment" has taken a hit. Sales of men's suits fell 11 percent between 1994 and 1996 while sales of sports coats grew 14 percent, according to the NPD Group, a market research firm. Dress shirts gained a respectable 12 percent in the period but sales of knit shirts jumped 22 percent.

Why Casual, Why Now?

Maybe the move to casual has something to do with leadership from the top down. (Think of President Bill Clinton in his jogging shorts, or then again, maybe not.) Or perhaps a generation exposed to Mr. Rogers' daily exchange of a jacket and dress shoes for cardigan and sneakers has proved you can be comfortable, approachable and authoritative at the same time.

The experts point to several influences. A Levi Strauss survey found that four out of every five white collar workers surveyed said that a day of casual dress improves morale. Half think a day off from a strict dress code improves productivity.

The human resources managers surveyed by *USA Today* report a perception of

similar benefits from relaxed policies:

- 85 percent said it improves employee morale
- 82 percent felt such a policy would be perceived by employees as an added employee benefit (free to the company, of course)
- 72 percent said workers can save money because of casual dress (that is, if they're not spending even more as pointed out by sales figures)
- 66 percent said such a policy could be used to attract employees
- 45 percent believe it improves productivity

An American Express employee interviewed for the *New York Times* article said it saves her time in the morning: "It's easier and quicker when I don't have to look for something to wear. I don't have to go through that, 'Oh no, what suit, what blouse, what skirt?'" she said. A day without suits can be not only a break in the routine, but a small vacation, said workers in midtown Manhattan whose offices allow casual days.

But Will it Fly in Fargo?

Policies can depend on the type of business and its location. New York has been, and will always be, more formal than Tampa. Kansas City will always be more conservative than San Francisco. St. Louis will always be slightly behind Seattle on the fashion curve.

Computer firms and virtually any industry identified with a high atmosphere of creativity have long ignored the traditional. (When was the last time you saw a photo of Microsoft's Bill Gates wearing a tie?) Jason is a Deltasig who works for a Chicago interactive communications agency

focusing on web sites, CD-ROM and on-line marketing. "Our office is very casual," he says, "we can wear whatever we feel like. Most of us wear jeans every day, except when we are meeting with clients...[dress] is up to the employee."

Boomer-intense firms also tend toward the casual look. After all, this is the generation that brought tie-dyeing to the masses and made a revolution against "the suits."

As the world market has led to increased competition and "downsizing" has replaced "fired" in business lingo, two schools of thought emerge.

On the cynical side, employers are ever looking for ways to keep the kids happy down on the farm. Pitching a casual workplace as a perk reinforces the "office as home" motif. Other trends along this line include job sharing and flex time.

On a more positive side, maybe changes in technology and life itself have prompted a loosening in corporate thought. With telecommuting and other work-at-home options, dress becomes irrelevant. Your client or co-worker at the end of the modem won't know, or care, if you're wearing the three-piece or the green chenille bathrobe.

One policy from a mid-sized marketing firm in the midwest even offers free massages to employees on Wednesdays and "spring fling" Fridays when workers are permitted to go home early when the weather is nice.

Brave New World

The brave new world of "business appropriate," designed to make life simpler, can often make life more confusing. After all, for years most of us have gotten by with two basic wardrobes: the suits for weekdays and the ancient

Increasingly, corporate America is loosening its tie, or discarding it altogether, for one casual, comfortable day of the week, a 'dress down' day.

sweats for weekends. Whether it's called "dress down" or "business appropriate casual" it really means "I have to go out now and buy a whole new wardrobe of nicely pressed dress slacks."

John (another Deltasig who wishes to remain anonymous) is employed by a large manufacturing firm based in the southeast with manufacturing plants all over the country. In his white-collar, middle-management position where he may visit three plants in different cities in one week, "corporate casual" means slacks and shirts. "Depending on your position or what you are doing that day, you add a tie," he said. Then the fine print: "the day prior to holidays and the last day of the month is a dress down day. This means jeans, but no shorts, ever."

Sam, employed by a large accounting firm with offices across the country, says no overall policy has yet been declared. "We are permitted to dress down on Fridays in our [midwest] office. That means you can wear khakis and a button-down. You can wear a golf-type shirt, too, but really only in the summer months, an unwritten policy. I know the policy changes from office to office. I believe our Chicago office permits business casual all summer and I would also suspect it's a little more lenient in our offices out west."

American Financial Group, like other major corporations, leaves nothing to chance. Virtually every aspect of dress is covered in an eight-

page policy on "appropriate business attire" initiated in January 1997. The checklist is backed up by a carefully-worded introduction outlining reasons for adopting the policy.

It states, in part, "Our operating philosophy confirms our belief that superior results are obtained by talented, energetic and well-trained people who are motivated to achieve clear objectives... Feedback from American workers makes it clear that being able to dress casually but professionally when in appropriate business settings is a morale builder for many employees. Management consultants believe that business casual also improves productivity, builds a team atmosphere and promotes creativity."

Basic questions on the new policy are answered and a checklist of virtually every garment that could possibly be worn are included with a check for appropriate or inappropriate. Examples:

Yes: Polos, turtlenecks, sweaters, cardigans

No: T-shirts, sweatshirts

Yes: Non-denim casual pants, slacks, khakis, stirrup pants (non spandex)

No: Painter paints, sweatpants, bike pants, shorts

Yes: Deck shoes, flat shoes, dress boots, loafers

No: Sneakers, sandals, thongs

Yes: Small designer pocket logos

No: Large logos or sayings, stains, tears, rips, wrinkles

The policy of a large chemical firm is more to the

point, simply listing everything that is not acceptable (including combat boots), encouraging individuals calling on or being called on by customers to "follow the dress code of the customer" and permitting blue jeans "at our manufacturing plants and lab facilities only."

The bottom line, actually good advice in any situation: if in doubt, don't wear it! P&G's bottom line: "Let's use common sense and ground our decisions in the principle of showing respect for all individuals. We want to be known for our work and results, not our dress, either formal or informal."

And for Every Action...

An ideal end result would be that employees would be judged on their work alone and not on their appearance. Freedom of expression is the key, with everyone recognized as an individual. But we're still in that middle ground, where dress can make a statement, subtle or bold. Al Gore toured flooded regions last spring wearing jeans and topsiders. A suit would have presented a completely different and perhaps non-empathetic image.

David A. Groshoff (not a Deltasig) bills himself as a Gen X lawyer who is "the youngest male attorney in the state of Ohio," at age 25. He equates dress with philosophy. "I fight the system," he says. "I wear an earring in the courtroom. I challenge the establishment."

Students have always used dress to express strong opinions. (How 'bout those peace symbols?) Stories from the

Chronicle of Education during the 1997 graduation season reported on changes in policies to allow for personal expression. The University of Kansas relaxed its commencement dress code of cap and gown to allow a Kiowa Indian student to receive her bachelor's degree in native dress, for example.

As with every action, there remains an opposite and equal reaction. Some firms resist change no matter what. Sara (another Brother who wishes to remain anonymous) works in the headquarters of a large company, dealing with customer service and administration. Even though she works on the top floor in a high-security area and never sees anyone from "the outside" suits reign. "It's strictly professional dress," she says. "We are business dress, driven by senior management."

Rick Bragg's *New York Times* article described a small sliver of men who prefer traditional business garb, quoting one man who would rather wear a tie.

American Financial wants everyone to be comfortable. "What if I don't want to wear casual clothes?" is included among questions and answers on its new policy. The answer: "The idea of adopting appropriate dress is to give you more comfortable options. If you'd prefer to wear more traditional business clothing, please do so. Co-workers are expected to respect this decision and refrain from comment on your choice."

Guide for dress, guide for life: "live and let live, dress and let dress." ▲

Editor's Note: This article appeared originally, in a slightly different format, in The Laurel of Phi Kappa Tau. Reprinted with permission.

COY COMMENTS

Collegiates! Coming To An Event Near You: COY Focus Groups

by Michael D. Mitchell, 1996 Collegian of the Year

Do you ever wonder exactly what the Delta Sigma Pi Collegian of the Year does? Don't worry, you're not alone. Most of the collegiate Brothers that I meet at various events across the country ask the same question. The official answer, as stated in the *Guide to Awards*, is as follows: "...the Collegian of the Year is responsible for communicating the viewpoints of the collegiate members to the Executive Committee. The desires, needs and criticisms of the chapters should be conveyed through the Collegian of the Year to the highest governing bodies of the Fraternity." The unofficial answer, one which I like to give to collegiates, is that the COY's job is to listen. Only by actively listening to the concerns of the collegiate membership can the Collegian of the Year effectively advocate the opinions of collegiate Brothers.

Bearing that in mind, do you ever wonder how to get the Collegian of the Year to listen? At the post-Grand Chapter Congress Executive Committee meeting, a new mechanism to encourage the exchange of ideas between collegiate Brothers and the Collegians of the Year was introduced. This mechanism is the "COY Focus Group", in which some of you across the country may have already participated. The remainder of this article will explain what the COY Focus Group is, how it works, how you can get involved, and how the input from the focus groups has translated into action by the Delta Sigma Pi Executive Committee.

So, are you anxious to learn how to have your opinions heard? Read on!

Purpose / Process / Participation

The COY Focus Group, simply stated, is an open forum that allows collegiate Brothers to provide open, honest, uncensored feedback directly to one of the Collegians of the Year. The groups take place at educational events such as Officer Training Schools and Regional Conferences. They consist of a facilitator (the COY) and eight to twelve randomly-selected collegiate Brothers in attendance at the event. Focus groups will generally last about an hour.

The facilitator will begin a focus group by asking the participants to answer some simple questions in writing, such as "What is one thing you would change about how the Fraternity operates?" The participants submit their answers to the facilitator. The remainder of the session is used for an open-forum discussion. During discussion, the participants are encouraged to share their ideas for making the Fraternity a better Fraternity, with more benefits for its members. Finally, the facilitator will summarize the written answers provided earlier in the session and the discussion that took place in a formal, written report for the Delta Sigma Pi Executive Committee. The Committee studies the Focus Group report and uses the information to help make recommendations for funding changes and prioritization, policy changes, and other official business decisions.

If the chance to express your opinion directly to one of the Collegians of the Year sounds like a good opportunity to you, the first step is to be sure to attend as many local, regional and national educa-

tional events (like those described above) as you can. Once you're at one of these events, your chance to participate in a COY Focus Group is equal to that of the other attendees...participants are chosen at random. However, even if you're not chosen to participate in a Focus Group, you are strongly encouraged to share your ideas with the COY in attendance. We are the advocates of the collegiate membership on Delta Sigma Pi's Executive Committee...if you don't tell us, your national leadership won't hear your opinion!

And trust me, they do listen to and act upon the feedback from collegiate Brothers! The next section details some of the feedback obtained in initial Focus Groups, and the resulting discussions / actions taken by the Executive Committee.

"Pilot Phase" Results

"Pilot" COY Focus Groups were held at most of the Officer Training Schools this fall and winter at campuses across the country. Rich Foster (1997 Collegian of the Year) and I received some excellent feedback that was escalated to the Executive Committee at our February meeting. Due in large part to the feedback obtained from the collegiate membership, the following actions were taken at the February meeting:

- Technology funding was increased significantly to pursue the following projects:

- Continued improvements to the Delta Sigma Pi Web site (www.dspnet.org)
- Initial development of a fully-online CEI system
- Conversion of the membership database to a Windows-friendly application

- A national member directory was approved and will be published within the next year
- Staff at the Central Office has been bolstered to improve response time on chapter inquiries

The information obtained from collegiate Brothers does help to shape the future of the Fraternity. This article has explained how you, as a collegiate member, can have an active voice in the shaping process. I highly encourage each of you to give yourself the opportunity to participate in a COY Focus Group. Apply for the summer Leadership Academy! Plan to attend the Regional Conference in your area in the fall! Start saving your money for the 1999 Grand Chapter Congress in Houston! The benefits you will receive from your attendance will be nothing compared to the overall benefit that will be reaped by your Fraternity.

Please Provide Your Feedback!

Though the next COY Focus Groups will not take place until this summer, I'm going to give each collegiate Brother the opportunity to provide their opinions and ideas directly to the Executive Committee (and to his / her fellow Brothers) via the Internet. I am heading up the National Task Force on Scholarship. The purpose of this Task Force, in accordance with the National Goals of Delta Sigma Pi for the 1997-1999 biennium, is to increase the average GPA across the country by 10% in 1997-98 and another 10% in 1998-99.

To accomplish this goal, we as a national Fraternity need to focus on two main areas:

- Increase the number of chapters that officially report grades to the Central Office each term

- Increase the average GPA at each chapter by encouraging the chapter Brothers to release their grades and to improve their academic performance

To help accomplish this goal, I need as many ideas as possible from collegiate Brothers across the country.

Please tell me what are your suggestions for improving the grade-reporting process from individual chapters to the Central Office? Can we make it easier for the chapters? What are your ideas for ensuring that each chapter reports the grades of each Brother in the chapter? Are there ways that we can improve this process?

Please submit any other ideas you have related to improving academic performance. What does your chapter do to promote scholarship among its members? Does your chapter utilize tried-and-true methods to support the academic achievement of its members? Let us know!

You can provide your feedback in several different ways. First, there will be an item posted on the Discussion Forum on DSPNET related to the Scholarship Task Force. Second, you can e-mail me directly at the following address:

michael.d.mitchell@ac.com. Finally, you can send mail to 7740 Attingham Lane, St. Louis, MO, 63119, or call 314-918-0875. I'd love to hear from each of you! See you down the road! ▲

First Spouse Initiated as Honorary Member



Brother Joe Loomis congratulates his wife Lois after her initiation. She was presented a dozen red roses and a framed membership certificate.

Lois Loomis was welcomed into Delta Sigma Pi as an Honorary member of Iota Upsilon Chapter at California State-Northridge, on November 22, 1997. The chapter was very honored to be able to initiate "Brother Mom," as the Chapter members affectionately refer to Brother Loomis.

It was especially appropriate to welcome Lois as a Brother as she's attended many Fraternity events with her husband Brother Joe "Skip" Loomis over the years, including 11 Grand Chapter Congresses.

Number 343 has to be Skip and Lois's lucky number. It turns out that Skip's initiate number is Rho Chapter #343 and Lois's is Iota Upsilon Chapter #343. Ironic?

Brother Loomis' initiation was possible because of an amendment to the Bylaws approved in August at Grand Chapter Congress. The amendment revises the definition of individuals qualified to be initiated,

allowing those who have contributed long-term outstanding service to the Fraternity to be initiated. Many spouses who have supported and contributed time to the Fraternity can now be initiated, and Lois was the first to be recognized.

Congratulations and welcome to new Brother Loomis!

Job Opening: Executive Vice President Delta Sigma Pi Leadership Foundation

The Delta Sigma Pi Leadership Foundation seeks an individual to serve as its chief administrative and development officer. The successful candidate will manage the daily operations of the Foundation and is responsible for all fund-raising efforts supporting the mission of the organization.

Requirements include bachelor's degree, additional specialized education in fund-raising desirable; 3-5 years fund raising experience within a membership organization or educational setting preferred. Must be able to work independently within a small office setting. While annual campaign experience is essential, exposure to and/or interest in major gifts and planned giving helpful.

Relocation to Oxford/Cincinnati, Ohio, area necessary, financial assistance provided. Salary is competitive and based upon experience. Comprehensive benefit package provided.

Please mail resume, cover letter and salary history or inquiries to: Michael R. Mallonee, Chairman

Search Committee

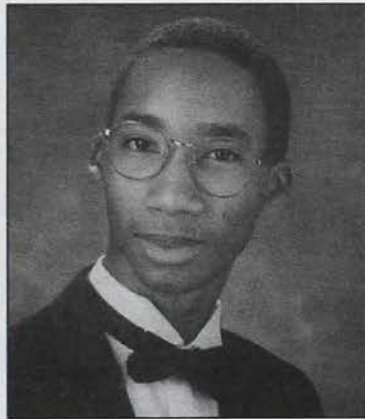
13425 Hollow Rock Road
Oklahoma City, OK 73120-1823

No calls please. Application deadline May 1.

Volunteer Spotlight



Shanda Gray is an initiate of Kappa Omicron, *Southwest Missouri State*. As a Golden Council Member, she now serves as District Director for chapters at Central Missouri State and Missouri-Kansas City, as well as an expansion volunteer for Rockhurst College. Brother Gray is employed with American Century Investments in Kansas City.



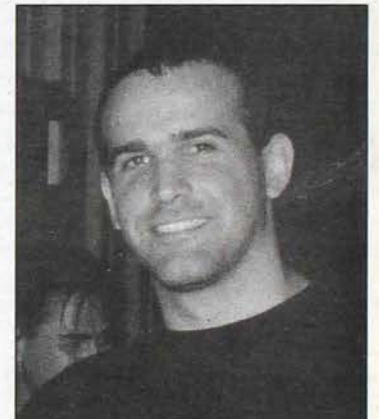
Terry Morris is an initiate of Alpha Chi, *Washington-St. Louis*. Having recently served as a District Director for New York and St. Peter's, he is currently serving as Receiver for Zeta Eta Chapter at St. Peter's College. Brother Morris is employed with Morgan Stanley & Co. in New York City.



Allison Visconti is an initiate of Iota Omega, *North Carolina- Greensboro* and is now affiliated with the NC Piedmont Alumni Chapter where she served 3 years as Vice President of Communication. She currently serves as District Director for chapters at Virginia Tech and Lynchburg College. Brother Visconti is employed with Limited Guaranty in Greensboro.



Marilyn Okleshen is an initiate of Epsilon Iota, *Mankato State* in Minnesota. She currently serves as Faculty Advisor to Epsilon Iota Chapter and has been supportive of many chapter and Fraternity programs. Dr. Okleshen is employed by Mankato State University as Professor of Accounting.



Darrell Keller is an initiate of Iota Pi, *San Diego State* and currently serves as Alumni Advisor to that chapter. He also serves as District Director to Lambda Pi Chapter at the University of San Diego. Brother Keller is employed with Qualcomm, Inc. as a supervisor in computer systems support.

Alumni NOTES

Pablo Lopeztorres, *Adelphi*, is a commodities analyst with Infinity Brokerage Service in Ventura, California.

Matthew O. Melody, *Akron*, is an employment supervisor with Kaufmann's, a retail human resources company, in Akron, Ohio.

Rick Antram, *Akron*, is an accountant with BWX Technologies in Barberton, Ohio.

Jill A. Bowman, *Arizona*, is a staff accountant with Brookfield Homes in Pleasanton, California.

Steven C. Gendler, *Arizona*, has been appointed Public Safety Director for the town of Fountain Hills, Arizona, by the town manager. He is now responsible for all law enforcement service, crime prevention, and special events for the community.

Brian J. Nurre, *Arizona*, is the District Sales Manager for Wallace Computer Service, Inc. in Tucson, Arizona. They are hiring sales reps in Arizona if you are interested.

Phil Almquist, *Bentley*, is a marketing analyst with VST Technologies in Acton, Massachusetts.

Joseph M. Costa, *Bentley*, is an economic analyst for Global Automotive Group with Standard & Poors/DRI in Acton, Massachusetts.

Peter L. Ferrara, *Binghamton*, is an assistant controller with Nextstage Healthcare, Inc. in Melville, New York. He lives in Selden, New York with his wife Kathleen Jehle and one year old daughter, Jenna.

Brian Kraut, *Binghamton*, is a staff accountant with Arthur Andersen in Roseland, New Jersey.

James McGowan, *Bowling Green State*, recently moved to Columbus, Ohio from Louisiana where he is a purchasing specialist with Lucent Technologies. He is a

member of the Columbus Alumni Chapter and serves as Vice President of Membership.

Greg Plassman, *Bowling Green State*, is a DP specialist III with State Farm Insurance in Bloomington, Illinois. He lives in Normal, Illinois with his wife Melissa.

Parry Shen, *Buffalo*, has chosen a career as an actor and has been very busy the past two years. He believes his success is attributed to his business background being applied in an unconventional manner. He had a movie come out in March in Blockbuster Stores called *Shrieker*.

Shelly K. Bonnar, *California-Berkeley*, is a writer in corporate communication for Merisel Incorporated in El Segundo, California.

Stephen Ropfogel, *Cal Poly-Pomona*, is CEO for Creative Promotions Unlimited in Glendale, California.

Diane Cvitanovich, *Cal State-Northridge*, is a sales representative for Premier Dental Products Company in Prussia, Pennsylvania.

Daitaro Sugawara, *Central Florida*, is involved in the overseas operations of Noevir Company, LTD. in Tokyo, Japan.

Anthony Brock, *Cincinnati*, is a technical project consultant with Experian Information Solutions in Columbus, Ohio.

Cheryl Heuer, *Clemson*, has been promoted from management trainee to human resources assistant and then to employee relations manager, all within six months, with Marietta Conference Center & Resort.

George Sommerrock, *Colorado State*, is an information technology group manager with Logistix, Inc. in Bellevue, Washington.

Michael F. Berthiaume, *Connecticut*, has joined the

administrative faculty as university controller at Southern Connecticut State University in New Haven.

Lisa J. Cohen, *Connecticut*, is a group leader in database and contracts with Boston Scientific Corporation.

Beth Palasek, *Connecticut*, is a consultant for Information Management Associates, Inc. in Shelton, Connecticut.

Michael E. Gregory, *DePaul*, is vice president of Houlihan Valuation Advisors in Chicago.

Joseph G. Rutherford, *DePaul*, is business manager with Central Ohio Lions Eye Bank in Columbus, Ohio.

Bruce Cottington, *Drake*, is president of Cottington Foods in Litchfield, Minnesota. He also would like to announce he has a new granddaughter, Anna Clair, born January 23.

Kenneth Nedder, *Drake*, is a systems engineer with Hawkeye-Security Insurance Company in West Des Moines, Iowa.

David R. Berk, *Ferris State*, is a DBA/systems manager with Hayes-Lemmerz International Inc. He lives in Royal Oak, Michigan with his wife Jill, an R.N. doing home care, and their two children, Joshua 7 and Alexander 5.

Marvin R. Martin, Jr., *Florida*, has opened Hospitality Recruiters, a management recruitment company for the restaurant industry. He has offices in Houston and Dallas.

Lesli P. Whisenant, *Florida Southern*, passed the CPA exam on her first attempt. She is a tax associate for Coopers and Lybrand LLP in Orlando. She also is currently the District Director for Theta Sigma Chapter at Central Florida.

William B. Anderson, *Florida State*, is a procurement

analyst with Defense Logistics Agency in St. Petersburg, Florida.

Michael Hudson, *Florida State*, is division controller-personnel and executive with Delta Air Lines. He has been with Delta Air Lines for six years and during that time has received his MBA from Kennesaw State.

Marie C. Ducharme, *George Mason*, is a computer consultant with James Martin and Company in Fairfax, Virginia.

Matthew J. Truslow, *George Mason*, is business manager for Telemundo Broadcasting in Arlington, Virginia.

Edwin M. Clark, *Georgia State*, has spent the last 20 summers as a volunteer ranger with the National Park Service in the Grand Teton National Park. He operates patrol boats to ferry employees around the lake and even at age 80 he feels he has a few more summers to go. This coming summer he and his wife, Martha will be host and hostess of a large VIP house in the park.

Wayne O. McHargue, *Indiana State*, has been honored by the 150-member Indiana Society of Association Executives by receiving their 1997 Larry A. Conrad Achievement in Volunteerism Award. Selection is based upon one's participation in the local civic community, as well as within the state of Indiana. Brother McHargue endowed a \$30,000 scholarship in the School of Business at Indiana State, with preference given to members of Delta Sigma Pi.

Jeffrey W. Dobslaw, *Indiana-Bloomington*, is a manufacturing analyst with Monsanto in St. Louis.

Cindee A. Porter, *Indiana State*, is a project manager in global training and develop-

ment with Eli Lilly and Company in Indianapolis. She has been in an information technology career for 10 years and with Eli Lilly for eight years.

Brian E. Gerrard, *Indiana State*, is a staff accountant with Walgreens in Danville, Illinois.

Gordy Baumgartner, *Illinois*, is a quality engineer with Sunstrand Aerospace in Rockford, Illinois where he has been employed for 20 years. Brother Baumgartner also has marched for 25 years with Tebala Shrine Drum and Bugle Corps, six times national champions. He plays a contrabass.

Philip E. Goble, *Illinois State*, is an auditor for The Northern Trust Company in Chicago, where he lives with his wife Kristina Lynn.

Daniel Reichen, *Illinois State*, is a sales representative with Wallace Computer Services. He has earned the 100% Club Award, awarded to sales representatives who achieve 100% plus of quota for the fiscal year.

William G. Rusiinger, *Kansas*, is co-owner and president of Paint Pro, Inc. He just incorporated his small business, co-owned by his brother in the Kansas City area. They do interior and exterior painting and repair.

Stephanie S. Coon, *Kansas*, is an implementation coordinator for new systems within the operations area of the Investment Banking Department for UMB Bank N.A. in Kansas City.

Daniel W. Scherf, *Kent State*, is an applications testing analyst with Solomon Software in Findlay, Ohio.

William G. Gilligan, *Lewis*, is the Internal Revenue Service Criminal Investigation Law Enforcement Attaché for Europe and the former Soviet

Union. He is based in Frankfurt, Germany, and is responsible for the implementation of the Criminal Investigation International Strategy in the European Region. This includes supporting U.S. investigations and establishing liaison with foreign law enforcement and tax administration officials. He also provides assistance to foreign governments as it relates to the establishment and/or enhancement of money laundering, criminal tax and asset forfeiture laws, and training investigators and administrators in financial investigative techniques.

Brother Gilligan has held increasingly responsible positions with the Internal Revenue Service for 27 years as a special agent, senior analyst, regional analyst, group manager, and Chief of Review staff.

Nikki G. DeRouen, *Louisiana Tech*, is a financial analyst with Bank One in Dallas.

Sandrell S. Marshall, *Loyola-New Orleans*, is the owner of Personal Creations by Sandy, a gift basket and handcrafted gifts business in Harvey, Louisiana. She is the sole proprietor and designer of all gifts which are custom made.

Tim L. Janke, *Marquette*, is a tax consultant with Deloitte & Touche LLP in Chicago.

David M. Torre, *Marquette*, is a senior consultant with Deloitte & Touche in Tamuning, Guam, where he lives with his wife Mary and two-year old son, Kieran.

Frank R. Carroll, *Miami-Florida*, is a registered representative with Brookstreet Securities Corp. He is opening a new stock and bond brokerage in the small town of Boulder City, Nevada.

Matthew J. Budenz, *Miami-Ohio*, is a corporate internal auditor with Sherwin-Williams in Cleveland, Ohio.

Rudolf W. Scholz, *Miami-Florida*, is a business manager with Flemington Mitsubishi. He lives in Mountainside, New Jersey with his wife Gail and two children, Helena 12 and Lindsay 10.

Deanna L. Wenger, *Miami-Ohio*, is Director of Human Resources with Professional Review Network, Inc. in Dublin, Ohio.

Timothy J. Prostor, *Miami-Ohio*, is a systems project manager with Austin Power Company in Beachwood, Ohio.

Paul L. Duskin, *Michigan State*, is a minister with the

Salvation Army in Topeka, Kansas.

Catherine C. Brower, *Mississippi*, is a technical CSR with PWM Insurance in Lexington, Kentucky where she lives with her husband William Allen.

Sonya Gong, *Mississippi*, is a regular public affairs manager with State Farm Insurance Companies in Birmingham, Alabama.

H. Byron Jenkins, *Mississippi*, is a controller with Memphis Accessory Distributors in Memphis, Tennessee where he lives with his wife and two sons, Trey 4 and Zackery 2.

Kent J. Schilling, *Nebraska-Lincoln*, is a senior tax associate with Union

Pacific Railroad in Omaha, Nebraska. He has also completed his MBA from New York University.

Thomas C. Whelan, *Nebraska-Omaha*, is a customer service technical representative with Charles Schwab & Company, Inc. in Phoenix.

Shereen M. Lavi, *New York*, is an accounting systems administrator with SunAmerica Inc. in Century City, California where she lives with her husband of 10 years and two daughters, Corrin 6 and Leah 2.

Amy Whinery, *New York*, graduated from law school at Tulsa in May of 1997, and passed both the Oklahoma and North Carolina bar exams in

July. She is currently an associate with the law firm of Brooks, Stevens & Pope in Cary, North Carolina.

Paul F. Zadrozny, *New York*, is retired from the US Army and enjoying life in sunny Southern California. He is expecting his second grandchild in March.

Keith D. Blackley, *North Carolina-Chapel Hill*, is a network Engineer with MCI in Cary, North Carolina where he lives with his wife Jennifer.

James R. Connor, *Northern Illinois*, has been honored by having the University Center at Wisconsin-Whitewater named after him. The UW System Regents approved the proposal in honor of his dedication to students as

ALUMNI CHAPTER CONTACT PERSONS

Also see our web site (<http://www.dspnet.org>) for contacts nearest you.

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Louisville, KY	Beverly Santamouris	(502) 893-6663	Western New York	Dara Moore	(212) 517-2280
Lower Michigan *	Vince Marra	(616) 345-8620	West Hollywood, CA	Adrian Avalos	(213) 462-4814
Mankato, MN	David Miller	(507) 905-1789			
Memphis, TN	LuAnne Hartman	(901) 937-3195			
Miami, FL *	John Cuomo	(305) 740-0201			

* Expansion Location

Rev.3/25/98

chancellor from 1974 to 1991. More students graduated during his administration than under all 11 previous administrations combined. Throughout his 17 years, Brother Connor became known for his open door policy with both students and faculty. He oversaw numerous university construction projects and ended his career with the ground breaking of the \$9 million Irvin L. Young Auditorium.

Michelle Hughey, *Oklahoma State*, is a systems analyst with Texaco Natural Gas Liquids in Tulsa. She is also currently the secretary of the Oklahoma Alumni Chapter.

Tanya A. Stevens, *Our Lady of Holy Cross*, is an accountant with LSU Medical Center Foundation-Institute of Professional Education in New Orleans.

Corinne L. Schilberg, *Pennsylvania State*, is an accounting clerk with R.G. F. Industries, Inc. in Pittsburgh.

Marilyn A. Zaret, *Pennsylvania State*, is an assistant manager with Starbucks Coffee Company in Roseville, California. She is happy to be back home in the Sacramento Valley but will miss the Brothers at Penn State.

Michael A. Vitale, *Rider*, is a programmer with Wallace Computer Services in Hillside, Illinois.

Scott D. Brooks, *Roger Williams*, is a senior account controller with State Street Bank in Quincy, Massachusetts after just one year with the Bank.

Robert Hoyerman, *St. Cloud State*, is an Europe export sales manager with ONKYO Europe Electronics GMBH in Germering, Germany.

Jason D. Beaver, *St. Cloud State*, is a consultant with Ernst & Young LLP in Minneapolis.

Arthur Garibay, *St. Edward's*, is owner of Floral Fantasies in Chicago.

Julio A. Garcia, *St. Mary's*, is an assistant director of leadership activities with University of the Incarnate Word. He was married in 1995 and received his Masters in Administration in December, 97

Rene A. Romero, *San Diego State*, is president/CEO of AM-MEX International, a customs broker and international freight forwarding company, in San Diego. Expansion plans for 1998 include the cities of Laredo, El Paso and McAllen, Texas. They are interested in resumes from any Brother who has experience in the industry and willing to locate to the Texas cities.

Jomel F. Fampulme, *San Diego State*, is a payroll specialist with Science Application International Corporation in San Diego.

David Ross Cresto, *San Francisco*, master in tax from Golden Gate University, passed the CPA exam in November and would like to get the qualifying experience needed to be granted the certificate.

Christina L. Koche, *San Jose State*, is an assistant tax specialist with KPMG Peat Marwick, LLP in San Jose, California. She is also the newly elected treasurer of the newly established Silicon Valley Alumni Chapter.

Nataasha Givens, *Savannah State*, is a technician with the U.S. Army Corps of Engineers in Savannah, Georgia where she lives with her two year old son.

Russell W. Bazemore, *Savannah State*, is a teacher in the Savannah-Chatham Public Schools in Savannah.

Brian R. Samson, *South Carolina*, is a commercial banker with BB&T of South Carolina in Columbia, South

Carolina.

Mario E.M. de Armas, *South Carolina*, is an event marketing manager with First USA Bank in Wilmington, Delaware.

Ashley W. Samson, *South Carolina*, is an associate manager with First Family Financial Services, Inc. in West Columbia, South Carolina.

Sonia M. German, *Southern California*, is a financial analyst with Paramount Pictures in Hollywood, California.

Mary A. Varnell, *Southern Mississippi*, is a staff accountant with Heidelberg USA in Kennesaw, Georgia.

Gregg D. Martin, *South Florida*, is a general manager with Los Altos Trophy in Los Alamitos, California.

Thomas Riden, *South Florida*, is now pursuing an MBA degree at Appalachian State University in Boone, North Carolina.

Henry S. Rabinovich, *South Florida*, is president of Precision Machine Tools Corporation in Matthews, North Carolina. He is celebrating his company's 10 year anniversary by moving into a new technology center.

Angie J. Godat, *Southwest Missouri State*, is an account executive with Lucent Technologies in Metairie, Louisiana.

Steven D. Kruptsis, *SUNY-Albany*, is senior vice president for administration at Successories, a firm which produces products with slogans to help improve business and personal performance.

Diane Grant-Stone, *SUNY-Albany*, is an accountant, CPA with New York State Comptrollers Office. She lives in Castleton, New York with her husband Brett and new son Jared Grant.

Beth Gluck Watson, *Texas Christian*, is a human resources consultant with The

Whitney Smith Company, Inc. She lives in Trophy Club, Texas.

Brad Donaldson, *Truman State*, is a senior accountant and pension consultant with American Express Tax & Business Services in Chicago.

Terri L. Strickland, *Truman State*, is an accounting supervisor with Matsushita-Ultra Tech. Battery Corporation in Columbus, Georgia.

Paula E. Shervanick, *Virginia Tech*, is a sales manager with PCS Health System in Vienna, Virginia where she lives with her husband Steve and new daughter Paige Colette.

Randall W. Rahberg, *Washburn*, is a network administrator with Kansas Public Employees Retirement System in Topeka, Kansas.

Steven D. Lutt, *Wayne State-Nebraska*, is a sales manager with Heritage Industries in Wayne, Nebraska.

Melissa P. Madison, *Western Kentucky*, is a licensing administrator with P&G in Cincinnati. She is also employed by the Cincinnati Symphony Orchestra.

Edmond E. Travis, *Western Kentucky*, is a national

training department manager with Servpro Industries, Inc. He lives in Gallatin, Tennessee with his wife, **Alicia E. Travis**, *Western Kentucky*, and two-year-old son Kendrick Randolph. Alicia has resumed her career in advertising and graphic art after a year home with their son, as the art director for a local Gannett publication the *News Examiner* in Gallatin, Tennessee.

Bradford W. Newman, *West Florida*, is a pharmaceutical representative with Muro Pharmaceutical in Tewksbury, Massachusetts. He was recognized in the December 97 issue of *Pharmaceutical Representative* magazine for successful completion of continuing education quizzes associated with Certified Medical Representative training.

Jeff Gortney, *West Liberty State*, is a computer technician with Security Savings Mortgage Corporation, a subsidiary of Dollar Bank which is based in Canton, Ohio.

Michael L. Ruman, *Wisconsin-Whitewater*, is a network analyst with Children's Hospital of Wisconsin in Milwaukee. ▲

Meet Deltasig #175,000



Amy Katherine George became our 175,000th Brother on December 13, 1997 via Kappa Upsilon Chapter at Minnesota's Winona State University. The junior marketing major had no idea how significant she'd become to Delta Sigma Pi when transferring from South Dakota State after completing her first two years!

Amy says, "I joined Delta Sigma Pi to gain a better understanding of how the business world works, but I have already gained so much more. Delta Sigma Pi has given me many meaningful experiences and relationships that I will hold dear throughout my life."

In recognition of her special status the National Fraternity will treat Amy to a complimentary registration and hotel room for the Fall Regional Conference and has contributed \$100 toward a new chapter display case at Winona State. ▲

Bits AND PIECES

Mergers

Melissa A. Goulding, Akron, December 30, 1997, to Mark Allen Carlson, on Captiva Island in Florida.

Joe Costa, Bentley, on November 2, 1997, to Lisa J. Costa, Connecticut. The couple lives in Acton, Massachusetts.

Donna Robbins, Bentley, on October 25, 1997, to Joseph Kenneally, in Ludlow, Massachusetts.

Daniel N. Stumpf, Buffalo, on January 24, 1998, to Donna M. Biondi, in Christ the King Chapel at Canisius College. The couple lives in Grand Island, New York.

Susan Martens, Central Missouri State, on August 2, 1997, to Gregory Wright, in Oak Grove, Missouri.

Nicole Bernhardt, Christian Brothers, on December 20, 1997, to Andrew Jon Urbanski, in Memphis.

Kenneth Nedder, Drake, on September 6, 1997, to Kimberly Ann Nedder, in Balltown, Iowa.

Wendy Cummings, Georgia State, on June 14, 1997, to Tom Beuglas, in Cancun, Mexico.

Philip E. Goble to **Kristina Lynn Thompson** both Illinois State, on September 27, 1997, in Naperville, Illinois.

Allyson Schlote, Kent State, on October 4, 1997, to Bob Nailler.

Tricia Tipton, Mankato State, on August 23, 1997, to Michale Schindler, in Adams, Minnesota.

Gill Freeman, Miami-Florida, on June 7, 1997, to Ingrid Peppas.

Keith Blackley, to **Jennifer Lajoie**, both North Carolina-Chapel Hill, on September 6, 1997, at St. Philip Lutheran Church in Raleigh, North Carolina.

Jessica S. Kelch, Northern Colorado-Greeley, on August 30, 1997, to J. Kyle Henley, in Glenwood Springs, Colorado.

James Brand, St. Cloud, on July 19, 1997, to Debra Rediske, at the Hazeltine National Golf Club in Chaska, Minnesota. The couple lives on Lake Minnetonka in Mound, Minnesota with 5-year-old stepson Derek.

Tehra Setness, South Dakota, on July 12, 1997, to Chris Scott.

Bob Bartlett, to **Andrea Rodriguez**, both Southern California, on May 25, 1997.

Tom Fisher to **Tamra Elbert**, both Southwest Missouri State, on June 28, 1997. The wedding party included several Brothers from Southwest Missouri State.

Brad Donaldson, Truman State, on September 13, 1997, to Jill Allaire, in Chicago.

David L. Neault to **Yanine C. Baird**, both Tampa, on November 22, 1997.

Jennifer L. Napolitano, Tampa, on November 14, 1997, to Scott E. Brown, in St. Petersburg, Florida.

Dividends

To Brothers **Sean** and **Amy Demlow**, both Akron, on November 11, 1997, a daughter, Erin Nicole.

To Brother **Matthew Melody**, Akron, and wife Theresa, on March 12, 1997, a daughter, Megan Elizabeth.

To Brother **Norine Wyman Nelson**, Denver, and husband Jim, on June 21, 1997, a son, Matthew Shields. He joins brother eight year old brother Johnny, and five year old sister Mollie.

To Brother **Tracey McCurrach**, Illinois, and husband Jeff, in September, 1997, a daughter, Carolyn. She joins five year old brother Ian.

To Brother **Daniel Reichen**, Illinois State, and wife Paula, on October 27, 1997, a daughter, Katherine.

To Brother **Susan Murray Kirby**, James Madison, and husband, on August 24, 1997, a daughter, Rachel Elizabeth.

To Brothers **Tom** and **Cathy Gauch**, both Kent State, on August 24, 1997, a son Kevin Edward. He has two big brothers, Matthew and Eric.

To Brother **Erick Polsky**, Kent State, and wife Rachel, a son, Benjamin Jacob.

To Brothers **Dave** and **Jill Mueller**, both Lewis, on November 30, 1997, a son, Matthew Luke.

To Brother **Judith Bruggeman Colah**, Miami-Ohio, and husband Xerxes, on May 6, 1997, a son Cyrus Xerxes, and daughter, Avan Navaz.

To Brother **Debbie Blaherty**, Memphis, and

husband Jim, on December 29, 1997, their second son, Matthew Ian. He joins two year old Andrew Sean.

Brother **Gil Freeman**, Miami-Florida, after marrying Ingrid Peppas in June 97, has adopted 12 year old Nicholas Peppas.

To Brother **Gary Johnson**, Minnesota, and wife Janis, on January 19, 1998, a son, Eric Martin. He joins brothers Brett, age five and Kyle, age three.

To Brother **Lynda F. Cox**, New Mexico, and husband Donald, on December 4, 1997, a son, Tyler Joseph.

To Brother **Carolyn Ann Massiah**, New Mexico, and husband Andrew, on November 2, 1997, a son, Alexander Lawrence.

To Brother **Missy Sause O'Neil**, Northern Arizona, and husband Joe, on August 17, 1997, a son, Thomas Joseph.

To Brother **Angela M. Sakryd**, North Florida, and husband Greg, on May 15, 1997, a son, Sean Christopher.

To Brother **Jason A. Sapet**, Penn State, and wife Kerrily, on November 7, 1997, a son, Benjamin Chase.

To Brother **Jane T. Taylor**, San Diego State, and husband Treاملة, on August 21, 1997, a daughter, Janelle Thi-Thi.

To Brother **Robert Tavaraz**, and wife **Kelly**, both San Jose State, on November 24, 1997, a daughter, Jacqueline Grace.

To Brother **Diane Grant Stone**, SUNY-Albany, and husband Brett, on May 9, 1997, a son, Jared Grant

To Brothers **Brian** and **Laura Schromm**, both Truman State, on January 28, 1998, a daughter, Sarah Elizabeth.

To Brother **Paula Shervanick**, Virginia Tech, and husband Steve, on December 14, 1997, a daughter, Paige Colette. ▲

Special Alert! All Brothers! Help!

The Fraternity has begun to improve our database and we need your career information. Please send the outlined data by phone, fax, e-mail or mail. The data remains confidential and is used for non-commercial, fraternal uses only. Send other news items as well!

Name: _____ Chapter : _____

Job Title: _____

Company Name: _____

Work Address: _____

Work Phone: _____ Fax: _____ e-mail: _____

News (promotions, awards, kids, marriage, neat trips, unusual events, hot story ideas, etc.):

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A Salute to Deltasig Alumni!

National Alumni Day – April 25

“So that the accomplishments and achievements of our Alumni Brothers may be more effectively recognized, there shall be set aside a day to be known as Alumni Day which shall fall upon April 25.”



Chicago Alumni Chapter has always fielded a good team.



Buzz and Busse –
1993 and 1996 Deltasig Lifetime
Achievement Award winners Buzz
Sutton and Bob Busse.



Weddings always attract Brothers—especially
weddings of Brothers, like Tony and Sara Soto's.



Twin Cities Brothers enjoy another ball game outing.



Alpha Beta Chapter at Missouri celebrates its 75th anniversary
in 1998. Can anyone identify the year these Mizzou Brothers
were photographed? We'll send you a prize!



Central Florida alumni exhibit various shades
of Fraternity involvement



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