

an educational journal

The

november, 1978

deltasiq[®]



focus:



Peg Donivan, secretary of The Central Office since 1958, observed her 20th Anniversary as a member of the headquarters staff on a recent day at the office when Executive Director Ben Wolfenberger presented her with a special gift from the fraternity.

The **deltasig**®

November, 1978
Volume LXVII, No. 1
An Educational Journal

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Convention

32nd Grand Chapter Congress
August 12-16, 1979
The Marriott Hotel
Atlanta, Georgia

Cover

Special recognition ceremonies in Chicago in April honor the 10,000th Life Member. Related story on page 23.

Editor

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Member of



College Fraternity Editors Association

commentary....



During the past three years, while serving as your Grand President, my travels have taken me to all 12 of our active regions. Hardly a visit goes by that I am not asked "Aren't we the number one chapter in Delta Sigma Pi?" or "Who is the number one chapter in our organization?" I cannot help but wonder "Number One in What—Professionalism, Scholarship, Chapter Administration, Pledge Education, Membership or Social Activity?" All of our chapters excel in many of these areas. Delta Sigma Pi will never be a perfect fraternity and your chapter will never achieve perfection, because it is our purpose to begin again every year. We induct new members and provide a meaningful, responsible, and constructive pledge education program whereby our members are able to identify their respective weaknesses and are taught through the experience of working with others and the involvement in the work of the Schools of Business, a method of improving many of their weak areas prior to graduation. Each of our chapters is requested by our Board of Directors and The Central Office staff to continually reassess its Pledge Education Program and make the necessary modifications to create the desire of the members to become more involved and active in our

programs. I will be the first to admit that we have some chapters that conduct their Pledge Education programs in an unprofessional manner, but I can guarantee you they are a very small minority and we are striving to change these.

Once a new member joins the chapter, he or she will learn better to organize his time, to present himself properly, to work with all of the members and, most importantly, to become involved outside the classroom with the business world.

Community service projects are a vital aspect of our fraternity as well as the experience of committee work and achieving the many goals as determined by our national organization and the local chapter. Generally, each member will have the desire to become a future officer of the chapter, thus learning the administration and management process as the experience continues. Once our members attain proficiency in many of the areas of responsibility, graduation appears on the horizon and the time comes for him to replace himself in the chapter with a new member. The learning and development process begins once again.

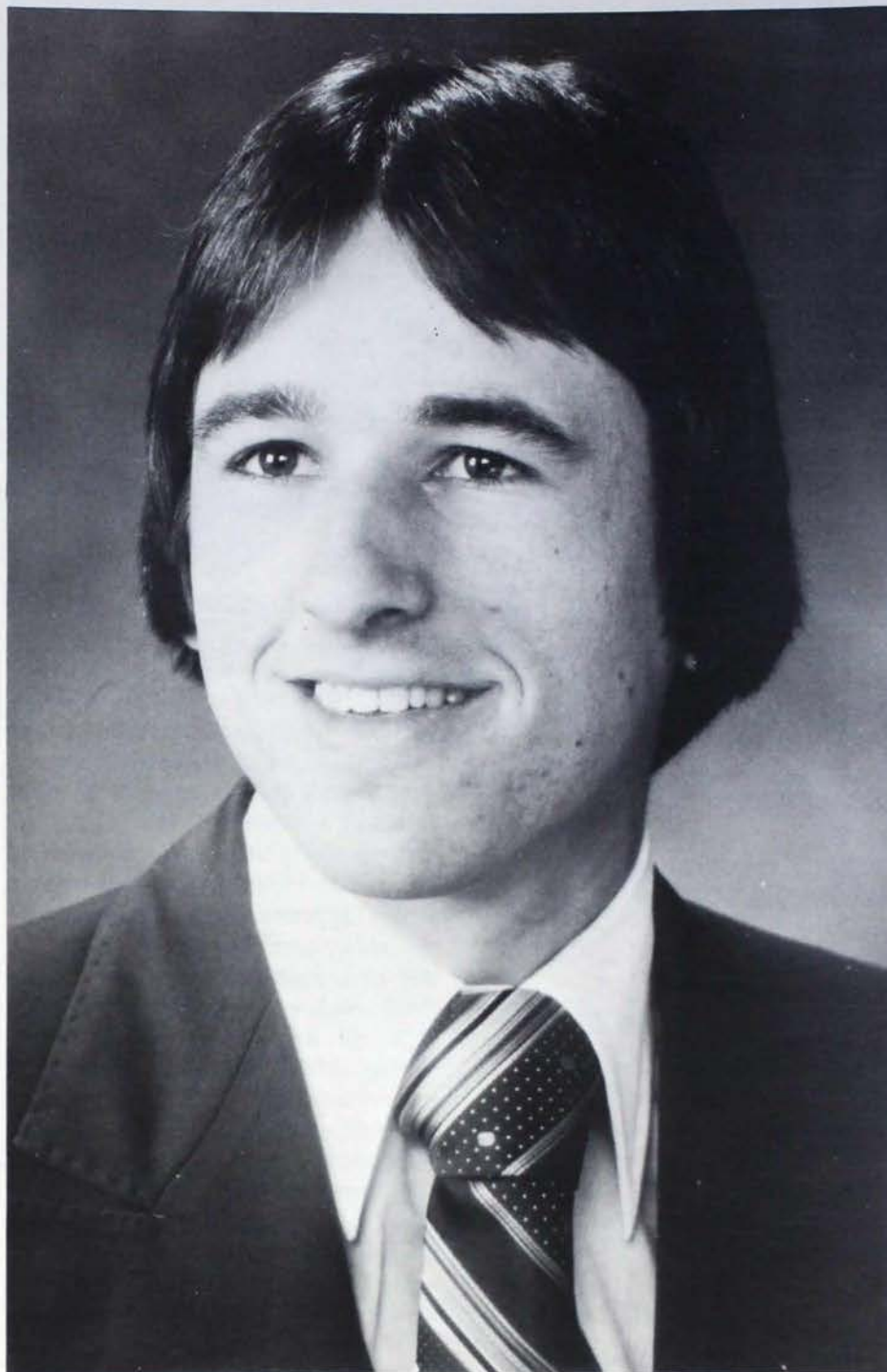
Number One Chapter???? No, I think we must concern ourselves with turning out Number One students of the Schools of Business Administration. I believe all of our chapters are Number One as long as you and your chapter members are willing to present your membership with a constructive image and personality building program and make each member aware of his or her weaknesses and work with them to improve.

Fraternally,

William W. Tatum, Jr.
Grand President/Gamma Tau 201
Life Member No. 2726
3001 N. El Macero Drive
El Macero, California 95618

Say Hello to Scott

UY '78



Scott A. Weber

SCOTT A. WEBER from San Angelo, Texas, the nominee of Eta Theta Chapter at Angelo State and the finalist of the Southwestern Region, has been named National Undergraduate of the Year for 1978 by the National Selection Committee.

Scott is 21 years old and has achieved a 3.9 overall grade aver-

age. He will graduate with a degree in accounting in May, 1979, and plans a career with a national accounting firm as a C.P.A. In Eta Theta Chapter Scott served as secretary and senior vice president and attended the Regional Conference in Spring 1977 and the national convention in August, 1977. At Angelo State he participated in the Associ-

ated Students of Angelo State, was treasurer of the IFC, was named to Alpha Lambda Delta and Alpha Chi honoraries, and was named to Who's Who Among Students. In college he worked for the local San Angelo newspaper in the advertising department. Interests include sports and travel. We welcome Scott as UY '78 and to the Board of Directors.

Each chapter in the fraternity has the opportunity to nominate a member for this award. From all regional nominees, a regional finalist is selected by a screening committee within the region, and from these finalists a national winner is chosen by the National Selection Committee. The National Committee is composed of the two most recent Undergraduates of the Year, the Executive Director, and the voting members of the National Executive Committee of the Board of Directors.

Established in 1971, this award recognizes the outstanding member of the Junior or Senior class of Delta Sigma Pi as evidenced by scholarship, extracurricular activities, fraternity service, demonstration of responsibility to self and others, and representation of his conduct according to the highest standards of ethics and integrity.

All nominees are all these things, making the final selection and announcement of the winner most difficult for the Selection Committee. As you read about these members on the following pages, you will note that they are the fraternity leaders of tomorrow and represent our very best.

"they represent our very best"



Frank S. Sklarsky

Nominee of the Eastern Region was **Frank S. Sklarsky** of Epsilon Lambda Chapter at Rochester Institute of Technology at Rochester, New York. Frank was an accounting major graduating in August, 1978, with a 4.0 grade point. He is 21 years old and hopes to pass his C.P.A. exam and work for an accounting firm. At Rochester he served the College Union Board in the Talisman Cinema Arts division, was a member of the Student Accounting Association, a math tutor, and on the tennis squad. He also received a New York State Regents Scholarship. While in school he worked for a local C.P.A. firm. In the chapter he was Senior Vice President and Treasurer and attended the 1975 Grand Chapter Congress. Sports, cars, coins and stamps are some of his interests and hobbies. Home is Williamsville, New York.



Lawrence J. Myers

Graduating in May, 1978, with a grade point of 3.35 and a degree in accounting is **Lawrence J. Myers**. He has been the finalist from the Mideastern Region in both 1977 and 1978, and is from Alpha Gamma Chapter at Penn State. Larry is 22 and works for Arthur Andersen and Company. During college, work included night auditor work at a State College country club, office manager for a landscape company and accounting department assistant at Penn State. In the chapter Larry was CEI Chairman, served two terms as president, and then student advisor to the chapter. He attended both the 1975 and 1977 national conventions. At Penn State he was also involved in the College of Business Student Council. State College is his home and interests include reading, cards, music and sports.

"achievement and personal conduct"



Sharon E. Donnelly

The first woman initiate and president of Beta Gamma Chapter at South Carolina was **Sharon E. Donnelly**. Sharon is from Lane, South Carolina and was the finalist from the South Central Region. Her interests are hunting, horseback riding, cooking and crewel stitchery. At South Carolina she also served Beta Alpha Psi as president and was in Phi Beta Kappa and Beta Gamma Sigma. Other offices in the chapter were pledge president, CEI Chairman, Vice President for Pledge Education and delegate to the 1977 convention. Sharon graduated in May, 1978, with a 3.9 average and is pursuing a career in public accounting.



Victor A. Rachael

From Decatur, Georgia, is **Victor A. Rachael**, student at Georgia State in Atlanta; married, fully employed at Sears, member of U.S. Naval Reserve, and very active in Deltasig. Graduating in Winter, 1978, and seeking a management career with Sears, Vic is a management major with a 3.1 average. He is 30 years old, served Kappa Chapter at Georgia State as president, and was the chapter delegate to the 1977 Grand Chapter Congress. Vic was the nominee of the Southeastern Region. Vic is competent in carpentry, plumbing, electricity, signing, display and advertising, traits much valued in his hobbies of remodeling and building furniture. He is a championship bowler and enjoys snow skiing, fishing, football and tennis.



Dan G. Cekarmis

Fully employed by U.S. Steel Corporation, married with three children, most active in St. Elijah Church (Serbian Eastern Orthodox), **Dan G. Cekarmis** still found time to be a full time student, a member of Delta Sigma Pi, and participate in other college activities. Dan served several chairmanships and then president of Theta Psi Chapter at Indiana U.-Northwest. His home is Crown Point, Indiana, he is a Life Member, and was the finalist of the East Central Region. As a marketing major he was the only student chosen for an Independent Study Special Research Project. He chose to investigate attitudes and images of Delta Sigma Pi for the chapter to be more responsive to wants and needs of members and prospects. Study results are being implemented by the chapter. Dan is 31, graduated in May, 1978, with a 3.4 average and plans a career with a marketing firm or advertising agency.

"responsibility to self and others"



Stephen J. Wlodarski

With immediate plans to pursue an MBA degree and a banking career and long range plans for teaching and politics is **Stephen J. Wlodarski** of Lockport, Illinois. Steve majored in business administration and economics at Lewis College with a grade point of 3.31. The nominee of the Central Region, he served Zeta Xi Chapter as CEI Chairman, Historian, Senior Vice President, several chairmanships, and President. He also attended the 1977 national convention. At Lewis University, he participated in the Student Government. He is 21 and enjoys bowling, cycling, softball, coins and stamps, and piano. While in school Steve also worked as a department manager at W. T. Grant, and in sales at Radio Shack.



Lawrence M. Smith

College honors and activities are lengthy including Phi Eta Sigma Honorary and president, Phi Kappa Phi honorary, Beta Gamma Sigma, College of Business Outstanding Student Award for 1977 and CBA Outstanding Graduating Senior Award 1977, Who's Who Among Students, Chess Club, Yachting Club, American Society of Personnel Administration scholarship and presidency, Northeast Louisiana University Board of Education Scholarship, Omicron Delta Epsilon, CBA Student Advisory Council, Data Processing Management Association, Accounting Club, and Student Government Senator. **Lawrence M. Smith**, 21, of Ruston, Louisiana, was the nominee of Eta Omicron Chapter at Northeast Louisiana and the Southern Region. He graduated in December, 1977, with an accounting degree and a 3.8 average. He is pursuing an MBA degree at Northeast. While an undergraduate he worked in the counseling and placement center, was an accounting tutor and did market research for a New York firm. In the chapter Murphy served as Secretary, Historian, Ritual Chairman and two terms as president. He attended Regional Conferences in 1976 and 1977 and the national convention in 1977. All sports and chess are among his interests.



Jackie L. Cooper

After graduation in December, 1977, **Jackie L. Cooper** of Lyons, Nebraska, began employment with Arthur Young and Company in Omaha, Nebraska, and is pursuing her C.P.A. While in school she worked as bookkeeper for the local bank. In Eta Pi Chapter at Wayne State College, Wayne, Nebraska, she was treasurer, senior vice president and president. Her major, of course, was accounting and she graduated with a 3.96 grade average. At Wayne State she was also a member of Kappa Delta Gamma social sorority, and participated in band, choir and the community March of Dimes Committee. Jackie was the finalist for the North Central Region and is 27 years old.



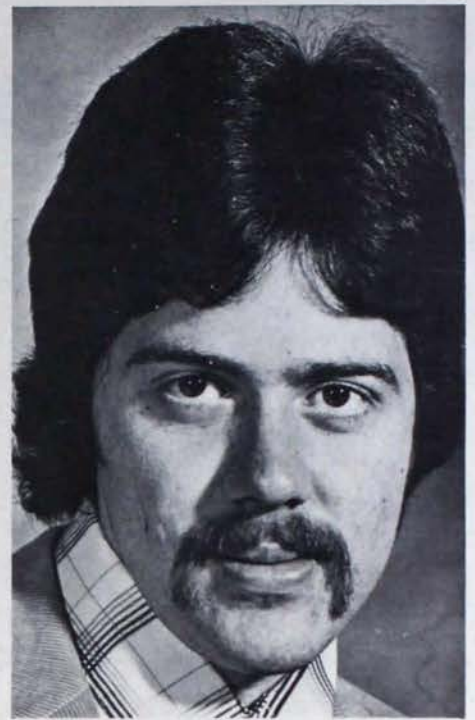
James F. Deaton

Reading, fishing and water sports are spare time interests of **James F. Deaton** of Oklahoma City. Jim was the nominee of the Midwestern Region and Beta Epsilon Chapter at Oklahoma University in Norman. Jim is 29, was an accounting major with a 3.48 average and graduated in May, 1978. He has entered law school at Oklahoma. He served four years in the U.S. Air Force and while an undergraduate was a member of the College of Business Presidents' Council and the College Republicans. He is a Life Member and in the chapter served as Historian and President for two terms. He attended the Regional Conference in 1976 and the national convention in 1977.



Theresa M. Jezska

From the Intermountain Region and Zeta Omega Chapter at Northern Arizona University in Flagstaff the finalist was **Theresa M. Jezska** of Glendale, Arizona. Theresa is 21, plans to graduate in May, 1979, and has maintained a 4.0 grade record. Her major is accounting and she plans to work for a public accounting firm, pass the C.P.A. exam and attend law school after graduation. She has worked for the Phoenix Art Museum as receptionist and security guard, the college of business as a typist and teacher's aide, and in Flagstaff as a bookkeeper. Interests are sports, music, art and design, reading, travel, politics, and ecology. At school she participates in Associated Women Students, and spurs an honorary service organization. She is on the CBA Dean's Student Advisory panel, is secretary of Beta Alpha Psi, and received three scholarships for college. She has served the chapter as secretary, senior vice president and is the current president.



Steven G. Lindemann

Graduating in May, 1979, **Steven G. Lindemann** is 21 and is from Palo Alto, California. At California State-Chico he is an accounting major with a 3.5 average. He is Director of the Student Union for the Associated Students of C.S.U.C. managing a multi-million dollar budget. He is also a member of Quill and Scroll, journalism honorary. He hopes to work for a national accounting firm and pass his C.P.A. exam after graduation. Steve enjoys jogging, backpacking, snow skiing, the outdoors, and music, particularly jazz. His interest in photography has developed to the professional level. He was the finalist from the Western Region and is from Epsilon Theta Chapter at Chico. In the chapter he served as Historian, CEI Chairman, Chancellor, and President. He attended the Regional Conference in 1976.

"scholarship, fraternity service, other activities"

kaleidoscope alumni newsmakers

ALUMNI REPORT

I HAD INTENDED to write an article in this column on active alumni support of our undergraduate chapters. Then I came across an article entitled "Just an Alumni?" by Steven Seltzer in the NEWSLETTER of Alpha Gamma Chapter, Pennsylvania State University. It speaks for itself and does so much more eloquently than I could have:

"As an Alumni member of Alpha Gamma Chapter, I was asked to write a few short paragraphs as an Alumni member to other Alumni members. An easy task, I thought to myself as I accepted the invitation. And it was easy—until I sat down to put my thoughts on paper!

"Now it's not so easy. It's not easy, nor particularly pleasant, to think back to the Chapter business meetings, professional meetings, Spring Banquets, etc., and consider them 'all gone.' But, as an active Alumni member of OUR Chapter, these associations have not terminated—at least not for me. And they can remain for you—too.

"As an active Alumni, I am still able to maintain close ties with the Chapter, the Brothers, the professionalism, OUR Fraternity, and have subsequently begun to meet many other Alumni just like yourself.

"And, you'd be surprised! It's not hard at all to be an active Alumni. It doesn't require a lot of time, nor a lot of money. And the benefits, I am willing to wager, are as great (if not greater) than when you were an Undergraduate member of OUR Chapter.

"Keep in touch. It's not difficult. If you are planning to be in the State College area, why not 'check out' a visit with the chapter. If you might be interested in

addressing the entire Chapter as a professional speaker, or if you know someone who may, why not get in touch with the Vice-President of Professional Activities. You'd be surprised how such a little effort can mean so much to so many. In our Company we have a rule—and we basically stick by it—'When you can't think of what to do next, do something nice for someone (or something) you love.' And this saying works very well right here.

"Give ACTIVE Alumni membership a try . . . it's not much harder than "just being an Alumni!" "

Brothers, these are words to remember! Our undergraduate chapters need your help and your support; won't you be an ACTIVE alumnus—and give it?—MICHAEL R. MALLONEE, DIRECTOR OF ALUMNI ACTIVITIES

ATLANTA

Anticipating a full year of important activity leading up to the 32nd Grand Chapter Congress, Atlanta Deltasigs met in an annual meeting last June 19 and elected a president, Don Cool, who is attuned to the National scene. It is our intention to show all the delegates and attendees a big portion of southern hospitality, Atlanta style. Look for our Hospitality Center on your arrival at the Marriott.

Our one Summer event was an excursion to the Braves vs. Houston baseball game on August 6. Treasurer Charley Patrick led the contingent of 31 Brothers and guests to the stadium on a fine sunny Sunday afternoon.

Our big get-together is always the Annual Barbeque held traditionally on the second Saturday of September. This was the 42nd year this reunion had taken place. The location was new this year owing to the sale of the Deltasig Lodge property by the Clyde Kitchens Foundation, so we engaged the Atlantic Steel Pavilion for a fine pit barbeque dinner. Over 100 Brothers and guests were in attendance. The usual outdoor picnic type games and fun were enjoyed by all present.

Because the 1979-80 year will be such a significant one for us, we've adopted a few goals and objectives for the year to strengthen the Atlanta organization, at Don Cool's urging:

- 1) Concentrate recruiting of new members to the most recent graduating groups.

- 2) Undertake a special effort to attract members from chapters other than Kappa
- 3) Publish as complete a Membership Directory as possible by next Summer.
- 4) Seek more Faculty involvement in programs.

Let us welcome you to our midst if you happen to make Atlanta your home or if you come here for a visit. Call me—993-5661.

—ROBERT G. BURNETT

BALTIMORE

THE BROTHERS IN the Baltimore Alumni Club have installed the new officers for the coming year and have put the finishing touches on next year's calendar of events. In addition to several professional programs that are being jointly sponsored with the Chapter, plans call for an oyster roast, Spring dance, and a brunch at the Johns Hopkins Club. Any Brother wishing to join the Baltimore Alumni Club please contact William Kilburn, President, Baltimore Alumni Club, 321 Hawthorne Road, Baltimore, Maryland 21210, (Phone: 283-4245).

—CLINT BROCK

BUFFALO

THE BUFFALO ALUMNI CLUB is preparing for another active and eventful year.

First, our welcome to Brother Sam Purnell and his family who recently returned to the Buffalo area. Also our wishes and the best of luck to Brother Ed Link and his family who have just moved to the Philadelphia area.

As in past years, the Alumni Club is planning to have a night at the Studio Arena for an off-Broadway performance. Date and selection of the play will be announced at a later date. We extend our invitation to the undergraduates, their wives or friends to join us for this evening.

During the earlier part of this year the Alumni Club, joined by a number of the undergraduates and friends, attended Buffalo Philharmonic Pops Concert which was followed by a beer and pizza party, all at one low admission price. The evening was enjoyed by all and was a financial success as well.

For those who still wonder how Buffalo is doing weather-wise, we experienced one of the nicest Summers ever. For you out-of-townners, if you ever decide to visit our city, Niagara Falls which is practically a suburb of Buffalo, feel free to contact a Brother in the area for a first-hand weather report on things to do and see—you may be surprised.

We are interested in all the Brothers living in the Buffalo area and invite those eligible to join us. For information about joining, contact either Art Rago (684-2099) or Frank Clifton (896-3385).

—MANFRED P. BONI

CHICAGO

The 1978-79 CLUB activity year has just been ten under way. September 12 saw the Chicago Alumni Club get together for

traditional Round Up Night, while the October meeting was a dinner and speaker function at the Como Inn. Founders' Day was celebrated November 16 at Binyon's in Chicago. We expected a large turnout for this function. Coming up in December, we decided to change our Christmas in Tokyo to Christmas in Athens, where our members will dine on many Greek Delights.

This past Summer we had two successful functions. One was a very enjoyable dinner/theater party while the other was a night out at a White Sox ballgame.

The Regional Conference held in Cham-paign was a success and the Alumni Club sent down our delegation. While we had many enjoyable activities, including many parties, there were several interesting seminars that were attended by many.

Most of you should have received your dues statements in the mail by now; if not, please mail in \$12.50 for local club dues soon. If you have recently moved into the area let us know and we will send you information on our club. Inquiries and dues may be sent to the following address: Chicago Alumni Club of Delta Sigma Pi, Post Office Box 11314, Chicago, Illinois 60611.

—STEVEN BERGHORN

DES MOINES-CENTRAL IOWA

THE DES MOINES-CENTRAL IOWA Alumni Club was officially chartered and franchised this Summer. Fourteen Brothers will start off the club. Planned activities for the coming months included helping with rush activities at Alpha Iota Chapter at Drake, and an alumni seminar at the North Central Regional Conference in Des Moines on September 22. We also have planned a social function. The club has contacted all alumni in the Des Moines-Central Iowa area inviting them to participate in these and other activities. If you are interested in continuing this association with Delta Sigma Pi in the Des Moines-Central Iowa area, contact: Marc Franson, 1414 30th Street, Apt. 8, Des Moines, Iowa 50311 (515) 274-3996. A successful year to all Deltasigs.

—MARC FRANSON

GARY-NORTHWEST INDIANA

THE NORTHWEST INDIANA Alumni Club has a full schedule of activities and goals to accomplish this year. Under new leadership we are all assured the high standards of our alumni club will continue.

In October we held our second Monte Carlo night at Fast Bobbie's Lower Level Casino. The half breed race was very interesting and profitable for the alumni club.

In November we will celebrate Founders' Day at a joint venture between our alumni club and Theta Psi Chapter.

Next on our calendar is our Christmas Party. Everyone will be receiving a letter telling where the party will take place. In January we will host our fourth annual Scotch Doubles Bowling Tournament. Awards and prizes will be given for the good, average and not-so-good bowler. Remember to mark your calendars in February because we will have another exciting and adventurous ski weekend.

Any Brother wishing to join the Northwest Indiana Alumni Club should contact Brother Robert Taylor at 2127 West 51st Place, Gary,

Indiana, or write to us at Post Office Box 1857, Gary, Indiana 46409. The Northwest Indiana Alumni Club wishes everyone a safe and happy holiday season.

—RAY N. GIACOMINI

KANSAS CITY

ALUMNI OF DELTA SIGMA PI in the Kansas City area are organizing an alumni club. Any alumni in the Kansas City area are invited to participate in these efforts. We are hoping to have the club in full operation by the end of November. Any Deltasig who is interested in being a member, please contact Dennis Sartain, 6816 Crab Apple Circle, Apt. 3, Kansas City, Missouri 64129 (816-924-2295). Activities will include social activities, professional activities, assisting the undergraduate chapters in the area, and the establishment of a new chapter at Central Missouri State University in Warrensburg.

LAKE CHARLES-BAYOU COUNTRY

THE LAKE CHARLES-BAYOU COUNTRY Alumni Club just had a successful seining party in which we had good brotherly fellowship. We are looking forward to this new year about to come when we will be helping the active chapters in our area.

Also, we are trying very hard to set up an undergraduate chapter or alumni club in the area of Lafayette, Louisiana. So, Brothers in that area, do get in touch with us.

We elected new officers for the new year in October. As a new club we have very many obstacles to overcome before we are very successful. One problem would be getting the Brothers that graduate from college to get involved in an alumni club. If you are an alumnus, do get involved with an alumni club because they will need your help.

Any Brother wishing to join the Lake Charles Alumni Club should contact Brother Keith Powell at Post Office Box 1214, Lake Charles, Louisiana. His office and home telephone numbers are 318-436-9519 and 318-436-2739.

—KEITH POWELL

LOS ANGELES-PACIFIC SOUTHWEST

PACIFIC SOUTHWEST ALUMNI (PSA) based in Orange County of Southern California has entered its second year as a chartered Alumni Club. Due to overwhelming response, membership has been restricted to dues paying members only. Jeff Graham, newly elected president, has been traded to Texas for two number one draft picks and a midget with phlebitis. In the resulting struggle for power, Bob "Funicello" Borish emerged as the new president. This once again foiled former President Howard Kirk's re-election campaign strategy. Howard has since retired near San Clemente to be close to his campaign advisor.

President Borish promises to increase club membership and income. Treasurer Jim Fattland reminded him not to commingle these Fraternity and personal matters.

Josh White has assumed the duties of Executive Vice President. Josh has calculated that PSA will more than double its net earnings this year over last year's net earnings. Josh is utilizing capital budgeting techniques in deciding how to reinvest the anticipated \$2.00 profit.

At the recent California Angels vs. New York Yankees game Brothers Kevin McDermott and Ralph Heimann demonstrated how to catch a foul ball while holding a beer in each hand. Kevin used his teeth and Ralph will probably never be the same again.

Marty Mangione and Leon Garman both became District Directors in Southern California. Each is recognized as being capable of doing the work of three men: Harpo, Chico and Groucho.

Secretary Rick Haburjak announced that the winner of the "Why I Want A Free Shirt" contest is Andy Petrilla. Andy's winning answer of "Because It's Free" was judged to be the most original of the 47 other identical responses.

Brothers Terry A. Young and Chuck Wilson have finally completed writing the computer program which will be able to sort Brothers by name, ZIP Code, chapter, etc. The program



PSA Alumni Club in Los Angeles observes the 70th Anniversary of the fraternity with this special culinary effort.

is so good, however, that they are busy marketing it nationwide. Unfortunately, the users have been unable to decipher what a Deltasig is.

If you would be interested in becoming a member of the Pacific Southwest Alumni, please write to: Jim Fatland, Pacific Southwest Alumni Club, Post Office Box 5671, Huntington Beach, California 92646, or call: Jim Fatland (Home) 714-986-5286.

—JEFF GRAHAM

LOS ANGELES-SOUTHERN CALIFORNIA

WITH THE ELECTION of new officers, the 1978-79 year got off to a great start for the Southern California Alumni Club of Delta Sigma Pi. Brother Scott Morgan, a 1973 business administration graduate of Arizona State University, was elected to the office of president. Scott, a sales representative for Bird and Sons, a large manufacturer of roofing material, has already conducted the first meeting of the alumni club's Executive Council and a rigorous program has been set for the coming year. Scott is highly motivated, articulate and tenacious and all the Los Angeles area Deltasig alumni are rallying around him in a united effort to place the Los Angeles-based club in a position of accomplishment, professionalism and prestige.

Elected to the office of vice president was Alan Engler, Mark Gerberick to the office of secretary and Steve Senegal to the office of treasurer. Jose Delgado is the new special events chairman with the responsibility of organizing Las Vegas Night and working with PSA (Pacific Southwest Alumni) on the annual Southern California Reunion. Helping Brother Jose will be Social Committee Chairman Mike Paletta.

Dennis Paul is the new publicity chairman and assisting him will be Brothers Chuck Hestberg and Chuck Barrantes. As vice president, Alan is responsible for attracting new alumni club members and the Southern California Reunion greatly aids in this process. Also members of the Membership Committee are Carl Pentis, Bill Kinsella and Randy Johnson.

The "Big Event" for the Los Angeles alums is the annual Las Vegas Night party. Las Vegas Night is produced and sponsored by the members of the Southern California Alumni Club as a social and fund raising event. Las Vegas Night has always been a tremendous success and has grown to be one of the customary functions of the club.

The Summer of 1978 has been quite eventful in Los Angeles. Brother Alan Engler hosted a beach party in Malibu. The activities included volleyball, softball and plenty of food and drink. Naturally a good time was had by all.

Approximately 100 Deltasig alumni, family and friends attended a baseball game in Dodger Stadium sponsored by PSA. The Dodgers lost to the Giants, 7 to 6, in 11 innings.

As the 1977-78 year draws to a close, many Deltasig alums think back on the first Southern California Annual Reunion as a very memorable occasion. Brothers from 30 different undergraduate chapters attended, representing graduating classes from as early as 1928. Everyone feels the reunion will be a great success in the future with an ex-



Shown at a recent PSA Alumni Club function are Marty Mangione, left, new District Director in Southern California, and Howard Kirk, right, retiring president of the club.

pected attendance between 200 and 300 in the Spring of 1979.

There are two alumni clubs in Los Angeles which are serving the needs of professional businessmen. For more information, please contact Scott Morgan at (H) 1-(213)-967-1774, or (W) 1-(213)-775-3196.

—RODNEY MC GUINNESS

MINNEAPOLIS-TWIN CITY

THE TWIN CITY Alumni Club swings into the 1978-79 fiscal year with a full schedule including the University of Minnesota Homecoming on November 4 against Indiana, the 55th Anniversary of Alpha Epsilon Chapter in March, a Spring golf outing, and our monthly dinner meetings.

Alumni Club members congratulate Theta Tau Chapter at St. Cloud, Minnesota, for attaining 80 per cent enrollment in the Life Membership Program during the previous year. A 16 gallon liquid reward will be given as promised.

We encourage our graduate Brothers from Theta Tau and Alpha Epsilon Chapters and all Brothers with residence in Minnesota to join us. Additional information may be obtained by calling Brothers Doug Spurgeon on (612) 874-0962, Dan Harrington on (612) 588-8454 or writing to: TWIN CITY ALUMNI CLUB OF DELTA SIGMA PI, Post Office Box 14322, University Station, Minneapolis, Minnesota 55414.

NEW ORLEANS-CRESCENT CITY

SUCH A DEAL WE HAD FOR YOU! Our annual fundraising—a garage sale—was an experience for everyone involved. Treasurer Cliff Giffin was counting the money as fast as Jerry Nagel, our vice president, could sell it. Steve Harry, our secretary, bought two broken records (they were 10 cents each or two for a quarter). Anyway, we made some money, most of which will be used to finance our Spring basketball tournament. More details will be sent on the basketball tournament to each undergraduate chapter in the Southern Region, so get in shape.



Suzanne Dixon, wife of Twin Cities Alumni Club member, John Dixon, visits with the guest of honor at the club's annual Summer pig roast.

Brother Jerry Nagel has found a new way to liven up stuffy business meetings—get a club member to speak on his or her job. Jerry delivered the first address on his field, the shipping industry. This is one of many ideas formulated by this year's officers, led by President Frank Parrino. Social Chairman Lewis Lehr will have the usual contingent of parties, topped off by our Christmas Party. All members are being asked to help in their area of expertise or interest. Plans are now taking shape for a river cruise for Founders Day. During the Summer, a seafood supper had an outstanding turnout from members of Delta Nu Chapter at Loyola University; the annual picnic was nice, despite no water in the swimming pool.

We'd like to extend a special welcome to our first female Brothers to join the Crescent City Alumni Club. We are glad to have you all and hope more will follow. If all this sounds interesting, write Frank Parrino, 4220 Day Drive, Metairie, Louisiana 70003, or call him at AC 504-887-3985 (H) or 581-1211 (W).

—J. MALCOM DICHA...

OKLAHOMA CITY

THE OKLAHOMA CITY Alumni Club began its Fall activities with a bang or rather, a splash by hosting a party and organizational meeting poolside at Mike Mallonee's on September 9. After our long hot Summer, it was good to renew our Brotherhood not only with area alumni but also with a number of undergraduates from Beta Epsilon and Gamma Epsilon Chapters. Everyone seemed to enjoy the party, so we planned another one for the Christmas season.

Besides enjoying ourselves, we outlined a plan to revitalize our membership and to do what we as an alumni club can towards the organization of an undergraduate chapter at Central State University. CSU is a small



The fifth annual Twin Cities Alumni Club Pig Roast attracts over 90 Brothers, friends and families. The full day's festival included a 200 pound pig, other food, and drinks. Members from the club and the two Minnesota undergraduate chapters spent the day in sports and visiting. The theme of the event? "Bring Home the Bacon", of course!



Visiting Central Regional Director Don Colby is installed as Chief "Law Unto Himself" at the Midwestern Region's combined initiation held in Tulsa, Oklahoma. Presiding at the installation is Director of Alumni Activities Mike Mallonee as Oklahoma City alumni club members look on.

school with a dynamic business college. The DELTASIG will keep you posted on our progress. We also remain active with the nearby undergraduate chapters at Oklahoma State University and the University of Oklahoma.

If you live in or near Oklahoma City and would like to join us, or if you are just passing through, call Dan Campbell at (405) 943-7349 or Mike Mallonee at (405) 943-3845. We'd love to have you.

— DAN CAMPBELL

PHOENIX-THUNDERBIRD

THE THUNDERBIRD ALUMNI CLUB is engaged in furthering the enhancement to business life provided by alumni club association. There were three major goals set by the alumni club for this year:

- 1) Preparation for the Intermountain Regional Conference, held at the Fiesta Inn in Tempe on October 13, 14, and 15. Gamma Omega Chapter co-hosted the conference and has worked hard throughout the Summer to prepare the way for the many visiting Brothers who will have attended the special alumni seminars, plus discussions on interviewing, professionalism and time management. The Brothers will also have enjoyed the square dance, margarita party, and poolside lunches. Hope you were there!
- 2) Leadership. Soon we will select a new President for the Thunderbird Alumni Club. The officers, directors, and membership are actively seeking a dynamic leader, following expiration of the term of Ralph Benson after a successful year. The new Chairman of the Board of Directors is Bob Hamer, who formerly served as District Director for Arizona; he will act as temporary chairman for meetings.
- 3) Member Participation. Certainly the greatest source of pride and growth of an alumni association is an active membership, and the new year promises many opportunities for developing Brotherhood and business acumen. The Thunderbird Alumni Association meets for regular luncheons on the third Wednesday of every month, at the Arizona Club high in the United Bank Building, Phoenix. The luncheons begin at 11:45 A.M. A monthly dinner meeting at various restaurants throughout the Valley of the Sun is also planned for the convenience of those who cannot attend a luncheon. Most of the luncheons and dinners will include a fine professional program for the benefit of our 70-plus membership. Undergraduate Brothers are also cordially invited to all meetings.

A major feature of the new year will be a telephone committee to keep every Brother informed of events and activities, but please feel free to reach the Association officers at the usual address: Thunderbird Alumni Association, Post Office Box 27985, Tempe, Arizona 85282.

—ROBERT T. NALL



Director of Alumni Activities Mike Mallonee, right, presents the Board of Directors Testimonial of Appreciation to retiring Midwestern Regional Director Warren W. Simpson, left, at the Midwestern Region's combined initiation in Tulsa, Oklahoma.

SACRAMENTO

THE SACRAMENTO ALUMNI CLUB is having a very busy year. We had the privilege of hosting the Early Bird Party for the Western Regional Conference in scenic Morro Bay, California. Our members are, as always, enthusiastically looking forward to more of our gatherings and our new officers have worked very hard planning new and exciting events. Besides our regular luncheons on the first Wednesday of every month at Rattlesnake Dick's, we have plans for a tremendous Christmas Party December 9, and our Third Annual Reunion on April 28, 1979. Also on the drawing board is a delicious Lobster Feast next Spring. We hope to see all the Alumni at these events.

Any Brother wishing further information should contact our President Jerry Gray at 456-2274 or our Secretary Brenda Kelly at 457-3240.

personal mention

Charles M. Shryock III, *Maryland*, has received a Juris Doctor degree from the Maryland School of Law in Baltimore. He was elected Secretary of the Moot Court Board, and plans to practice in the areas of Tax and Business Planning.

David W. Pullen, *CSU-Sacramento*, has a new position as a Consignment Specialist with International Business Machines in San Mateo, CA.

James N. Rebal, *Arizona State*, has been promoted to Vice President Sales of Jafra Cosmetics, a direct sales company based in Canoga Park, CA, with annual retail sales of over 30 million dollars.

Robert C. Jackson III, *CLU, New Mexico*, a field representative of the Albuquerque general agency of National Life Insurance Company of Vermont, has won membership in the 1978 President's Club as among the firm's most outstanding agents nationwide.

Noel J. Gibson, *CSU-Sacramento*, has a new position as Field Assistant with the Traveler's Insurance Company, in Sacramento, CA.

James J. McMurray, *New York*, has a new position as Marketing Planning Manager with S & H Promotional Services, Inc., in Hillside, IL.

Sidney P. Weigand, *Loyola-New Orleans*, a representative of the New Orleans-Beltz general agency of National Life Insurance Company of Vermont, has won membership in the 1978 President's Club as among the firm's most outstanding agents nationwide.

Brenda H. Kelly, *CSU-Sacramento*, has a new position with the Bank of America in Sacramento, CA.

William Ashley Howell III, *Troy State*, has been admitted to practice before the Alabama State Bar, and is now a public defender with the Legal Aid Society of Birmingham, AL.

Michael P. Mulcahy, *Loyola-Chicago*, has been promoted to Vice President and Controller with the United of America Bank in Chicago, IL.

David D. Lee, *CSU-Sacramento*, has joined Lovetti Brothers, Distributors of Wines and Spirits, as Sales Representative in the Sacramento, CA, area.

James B. Patterson, *Rochester Tech*, has been named Division Merchandise Manager of Weinstock's, a retail store chain in Sacramento, CA.

William H. Arlitt, *Texas-Austin*, has been elected First Vice President of the American International Charolais Association in San Antonio, TX.

R. Glen Fernald, *Arizona State*, has been promoted to General Manager of the Adams Hotel in Phoenix, AZ.

Joseph J. Mancuso, *Loyola-Chicago*, is now a Life Insurance Agent with the Massachusetts Mutual Life Insurance Co., in Chicago, IL.

Harold S. Hook, *Missouri-Columbia*, former president of California-Western States Life Insurance Company, has been named chairman-elect for Cal-Western's corporate parent, American General Insurance Co., of Houston, TX.

Robert F. Domagala, Jr., *Illinois-Urbana*, has recently joined the investment firm of Oppenheimer & Co., Inc., as an account executive and associate to several officers, in Chicago, IL.

Edwin J. Coons, Jr., *CLU, Louisiana State-Baton-Rouge*, a representative of the Mixon-Baker agency in Atlanta, GA, of National Life Insurance Company of Vermont, has won membership in the 1978 President's Club as among the firm's outstanding agents nationwide.

H. Nicholas Windeshausen, *Nebraska-Lincoln*, has been appointed Associate Dean of the School of Business and Public Administration at California State University, Sacramento, CA. He had previously been serving as Acting Associate Dean.

L. Richard Cooper, *Rochester Tech*, with the Rochester-Cameron general agency of National Life Insurance Company of Vermont, has won membership in the 1978 President's Club as among the firm's outstanding agents nationwide.

Alan L. Tucei, *Mississippi*, has a new position as Staff Accountant with Arthur Andersen & Co., in Houston, TX.

Paul R. Smith, *Loyola-Chicago*, is now News Editor with the North Chicago Tribune, Lakeland Publishers, Inc., in Grayslake, IL.

Thomas W. Dudley, *Southern Mississippi*, has been promoted to Metro Manager for Allstate Insurance in Detroit, MI. He recently received a "Manager of the Year" award in Michigan.

Charles W. Murphy, *Virginia Commonwealth*, has been awarded CFP (Certified Financial Planner) by the College for Financial Planning, Denver, CO, and has joined E. F. Hutton as Financial Planning Coordinator in South Carolina. He was recently elected to Who's Who in the South and Southwest.

Carl E. Bolte, Jr., *Missouri-Columbia*, is the author of a new book, "Successful Songwriting," released this Spring.

Ronald E. Goertz, *Alabama*, is serving as Director of Personnel and Training Services, Department of Public Health, State of Alabama.

Thomas K. Sharp, *CSU-Chico*, has been promoted to Sales Representative for Johnson and Johnson for the State of Oregon.

John C. Bennett, *Nebraska-Omaha*, was granted the designation of Certified Advertising Specialist upon completion of studies at the Graduate School of Business, University of Wisconsin. He has been elected president of Monarch Sales Company, Inc., a Specialty Advertising and Sales Promotion agency in Sioux Falls, SD.

Linda E. Ham, *CSU-Sacramento*, has a new position as Field Representative for the Southerland Corporation's 7-11 Stores in the Sacramento, CA, area.

Thomas J. Boyd, *Rider*, has been promoted to Assistant Treasurer of the Fidelity Bank & Trust Co. of New Jersey in Pennsauken, NJ.

Jack L. Pollack, *Missouri-Columbia*, is now an Administrative Accounts Specialist with IBM in Sioux Falls, SD.

George B. Wright, *Georgia*, has been promoted to Officer in Charge, U. S. Gold Depository, at Fort Knox, KY.

Jerry E. Yeiter, *Southern Mississippi*, has a new position as Internal Auditor at Deposit Guaranty National Bank in Jackson, MS.

Kim J. Cantrell, *CSU-Sacramento*, has just opened his own Certified Public Accountant's office in Sacramento, CA.

Strategies for Persuasive Selling

NO MATTER WHAT your career goals or your present position—student, accountant, manager, salesperson, engineer—you must sell. Everytime you try to get someone to accept you, your ideas, your product or your point of view, you are selling. Perhaps, for those of you in the Fraternity, the best example is your campaign to take the Delta Sigma Pi message to those we know can profit from it. We sell our Fraternity because we believe in it, and we want to share any feelings with others.

Yet, Deltasigs and other fraternity people often make a dangerous error. They assume that all they need to do is “be there,” and prospective candidates will swarm our doors for membership. This same error, of course, also applies to the car salesman who assumes that the best way to sell the new model is to simply expose it to the public. Trouble is, unless you have a “hot car,” you’re likely to be very unsuccessful with the “expose it” approach to selling.

Some people feel that successful persuasion involves having a smooth delivery style, or a “believable face,” or a “great line,” and in some cases these things do help. However, there is more to it than these simple factors, and anyone can improve their persuasive ability by applying some lessons from research on persuasion. Let’s briefly examine some of this research, and how it applies to various “selling” situations.

Personalize Your Appeal

According to most persuasion studies, those having the most success as persuaders are those who tailor their presentation to the specific needs of the person being persuaded. Thus, you’re better off avoiding a standard “line” or appeal when trying to persuade. Doing so makes about as much sense as a

shoe store stocking all size 9 shoes because the average size of their customer’s feet is size 9. Some people are susceptible to direct appeals, and others must be persuaded using roundabout methods. As one successful persuader has suggested, “standard pitches usually result in standard results, and they are often ‘no sale!’”.

Listen For Needs, Then Respond

Persuasion is not simply a matter of talking to someone about the many benefits, advantages and features of your idea, product or service. Too often, this becomes a “high pressure” situation, in which a “take charge” attitude is used by the persuader in an attempt to overcome any and all objectives. However, a major problem with this approach is that it can easily “turn off” the person being persuaded. Instead of high pressure, try to listen for needs and hidden objectives. Use questions to probe the person being persuaded, to learn what may be on his or her mind. Once you have a clearer idea of the feelings and attitudes of your “buyer” you’ll be in a better position to make a successful persuasive appeal.

Watch Your Own Credibility

Doctors, tax advisors, attorneys, and others with a lot of “built-in credibility” don’t have a lot of trouble with persuasion, at least not in terms of their professional advice. The reason for this is that the success one enjoys in persuasion is directly related to his or her credibility. On the other hand, used car salesmen, door-to-door roofing salesmen and others with low credibility usually have more difficulty getting people to “buy” them or their ideas and products. Since your personal reputation plays such an important role in your success as a persuader, it’s clearly an advantage to main-

tain the most credible reputation possible, and to avoid a “credibility gap.” While personal credibility and integrity is important in persuasion, it’s not the only kind of credibility you have going for you. As a manager, you have the credibility of both your position and your organization going for you, just as in school matters you can use the reputation and credibility of Delta Sigma Pi when persuading on Fraternity matters. The value of personal integrity in persuasion is directly related to the “high pressure—low pressure” issue we discussed earlier. Often high pressure persuaders find themselves making exaggerated claims. They tend to bend the truth and may feel that anything to make the sale or convince the other person is an acceptable part of the process. However, if you want to develop a credible on-going relationship in which your reputation is an asset instead of a liability, such tactics won’t work.

Make your conclusions clear

A common misunderstanding in persuasion is that people are much more likely to accept conclusions if they develop them themselves. Yet, according to the best research on persuasion, people are more likely to change their opinions in the direction you desire when you give them a clear indication of what that direction is. Without such signals, you can’t be really sure that your persuasive efforts will yield the results you desire.

Of course, this advice does not mean you should force others to accept your ideas or positions. Any acceptance you get from this strategy is likely to be a response to the pressure, and not to the value of your idea or the persuasiveness of your logic. Gentle guidance, and a clear but subtle indication of your position, is the best bet.

The Three Martini Lunch

Despite the efforts of Jimmy Carter and others attempting to do away with business entertainment deductions, there is strong research to suggest that pleasant forms of distraction can help in a persuasive appeal. This is perhaps why you'll find more attractive bathing suited models than boats at boat shows, or why well-designed store displays seem to encourage sales. Of course, if the pleasant distraction becomes too much of a distraction you'll have difficulty getting someone's attention long enough to make your position clear.

While entertainment of employees or fellow members may not be a feasible part of your persuasive efforts, you can use this research in another way. Pleasant distractions may include doing your persuading in a comfortable location. It may include compliments on the other person's attire, or their performance on a recent project. It can include a funny story or a "tension breaker" to put the other person at ease.

Resist the temptation to use pleasant distractions as a substitute for a well planned and well executed persuasive appeal. Such distractions may "turn the tide" on marginal appeals, but they rarely do much for really poor ideas or products or services.

Encourage Involvement and Participation

Persuasion seems to work best when the "buyer" has an opportunity to get involved with an idea or a product. Passive participation, such as using rhetorical questions, is useful although active participation is much better. Encourage discussion, wait for comments and questions, and give the person being persuaded every chance to become a part of the process.

This same advice also extends to group participation. When dealing with a group (such as persuading a chapter to accept and undertake a new project), try to focus your appeal and your strongest arguments directly at the group members you

feel are the opinion leaders. Encourage the group to discuss all aspects of the proposal you're making, but be sure you remain in control and that you give them a clear picture of the goal you want to achieve. Keep in mind that our attitudes and opinions are strongly influenced by the group to which we belong or would like to belong. By appealing to these desires for group acceptance and identification you can make your job as a persuader much easier. When working to get people involved in a persuasive appeal, there is another factor to also be considered.

People tend to be much more resistant to ideas and positions that they have publicly expressed (even to you) than they are to ideas or positions they hold privately. Thus, while open discussion is useful for encouraging participation, be careful about a premature public statement of a person's position until you're reasonably sure he or she is leaning your way. For example, suppose you are trying to persuade fellow Deltasigs to vote in favor of a certain candidate for student Senate President. A full discussion of the merits of your proposal is useful, but if too many of the "opinion leaders" in your chapter come out against your proposal, they (and their fellow members) will be far less likely to change their positions later, even if you present some very powerful and persuasive arguments. The public commitment is difficult for most of us to back away from, since we may feel that doing so will make us lose face, or appear wishy-washy. Thus when persuading, your preparation and analysis of the other persons needs, objections and positions should guide you in deciding when to go for a public disclosure.

One side or Both sides?

Among persuasion experts, there is a difference of opinion about the relative value of presenting one side or both sides of an argument. The one-side position is that you weaken your argument by bringing up contrary facts. You run the risk of confusing the person being persuaded,

and you may inadvertently talk yourself out of a "sale". By concentrating on your side of an argument or issue, you avoid distractions and you keep your attention firmly on the goal you want to reach.

The both-sides position suggests that people are usually aware of both sides, anyway. By ignoring the opposing side, you may insult the person you're trying to persuade by suggesting you feel he or she is uninformed and can be hoodwinked. Also, they suggest that when you get on a one-sided argument, there is more tendency to exaggerate and overstate your position. By airing both sides, you create some balance in your persuasive argument, and in effect keep yourself under control.

Your choice about presenting one or both sides of an argument is also related to the attitudes and feelings the other person has about the situation. If you've discovered the person you're trying to persuade is generally in favor of your position, proposal or product, it's usually best to present only your side of the story. However, if the other person is generally opposed or hostile to your position, you must explore both sides, raising objections against both sides and generally presenting a balanced picture. When presenting the "opposing" view, be sure to avoid smearing. Smear or "they are no good" tactics usually backfire. Also, since the reason you are presenting both sides is that your "buyer" is generally unfavorable to your position, smearing the opposition may also be "smearing the 'buyer,'" since he or she may be firmly committed to the opposing view.

Facts Don't Always "Speak for Themselves"

Many persuaders not only shun high-pressure tactics, they also feel that facts or information fairly presented is all that's necessary to persuade. Certainly this is sometimes true, but information alone does not change attitudes or opinions, or persuade people. When actively persuading, draw a thread through your facts. Show how those facts di-

rectly benefit the "buyer", and how his or her needs are satisfied using your approach. Letting the facts "speak for themselves" is similar to the "hot car" syndrome. Don't confuse low-pressure or no-pressure persuading with passively presenting information and then stepping back.

Sandwich Bad News, Highlight Good News

When making a persuasive argument, remember that facts presented at the beginning or end of a presentation are highlighted and are far more likely to be remembered than the same facts in the middle of a presentation. Try an experiment. Look at the following list of three-letter "words" for ten seconds, then cover the list with your hand and read the instructions below:

ZAD
PQS
GOV
OOL
CRX
MFP
TPS
KNP

Now, without looking at the lists, see how many of the eight items you can reproduce. If you're like most people, you remember the first two or three items. However, the items in the middle just don't seem to be there.

In rumor transmission, the "law of primacy" is that first and last facts are more likely to stay in a rumor and have more impact on each listener than middle facts. Knowing this aspect of perception can work two ways. When you're trying to persuade someone to accept an idea, you'll likely have several points or persuasive items to use in your argument. If you've done your "pre-persuasion planning", you should have an idea which of your points will be most appealing to your "buyer". To give these points the attention and emphasis they deserve, put them first, to grab your listener's interest. Doing so, it's possible you'll only need one point to

convince him or her about your proposal. For example, "If you pledge Delta Sigma Pi you'll be joining a professional organization." If the main need of your prospect is professional image and contact, you don't need to say much more. You have him or her persuaded. Putting your key or "clinching" point at the end, you may have to do more talking, but you can slowly build toward your main point, using it as the final factor in your persuasive appeal.

While good news and positive persuasive arguments should be put at the start or end of a persuasion transaction to give them emphasis, bad news messages or factors detracting from your persuasive appeal should appear in the middle of your presentation. This is known as the "sandwiching" effect, putting bad news in between two positive or good-news statements. While sandwiching and the handling of bad news messages is beyond our scope here, it is an interesting offshoot of the persuasive "law of primacy".

Repeat, Repeat, Repeat

Like limestone, granite or your memory before an exam, the persuasive effects of a message will wear away in time. The well-documented learning curve is based on the notion that only 10-15% of a once-heard message will be remembered for any amount of time, and slightly higher proportions of the message will be remembered after successive repetitions. Yet too often, we put together a well-balanced persuasive message, present it to someone once, and then assume the message is remembered. During my years as a Deltasig faculty advisor, I was constantly told by Brothers that ". . . we told so-and-so about the Fraternity last term, and he said he'd think about it. There is no sense going back over the same ground again. When he is ready, he'll remember about us and he'll join." This is sheer nonsense. Listen to television commercials. In a 30-second "spot" they will say or show the product's name many times. Each repetition helps secure that name into the consumer's mind. A

good public speaker uses the "rule of three" ("tell them what you are going to say, say it, then tell them what you told them!") to reinforce the message. The same principle applies to your business education, where you may study the "hygenic theory of motivation" or the "sender-message-receiver model of communication" or the "break even point calculation" in several courses. You may not like or agree with the concept, but you sure will remember it.

Repetition of a persuasive message helps ward off the effects of time. Many persuaders find they can improve their persuasive results by focusing on one or two persuasive points, and then repeat those points in many ways over an extended period of time. One chapter used this approach very successfully by first developing a list of all the key "selling points" for the Fraternity (such as professionalism, fellowship, community and school service, experience in leadership, involvement in business, faculty-student contact, social opportunities, etc.). Next, they discussed these points, and decided that each pledge rushing period they would concentrate on only two of these, developing a unified theme for all their persuasive messages. They repeated this theme in every speech, poster, rush party and one-on-one conversation with prospective members. Their persuasive abilities improved with this focusing and repetition approach, and they also received an unexpected and very welcome bonus. Because of their repetition, the members themselves began to remember many of the important reasons they joined Delta Sigma Pi. Assuming that "once is enough" is foolish, and it can undermine an otherwise well-planned and executed persuasive message.

Don't Overdo the Dramatic

Some people feel that really sensational or dramatic appeals are the best way to produce a long-term attitude or opinion change, or to persuade someone not presently in

favor of "buying". Apparently using this approach, some terrorists use dramatic public "happenings" to dramatize their cause and thereby change public opinion and bring in new members. However, research into persuasion and attitude change suggests just the opposite. The most sensational or dramatic forms of persuasion can often be the least effective of all appeals in producing significant attitude change, especially over a long period of time. When attempting to persuade, don't rely on the "big name talent" at the rush party, or the spectacular displays at the Founders' Dance or Rose Dance, or on an emotional appeal to potential members from an alumnus who "testifies" dramatically about how Deltasig helped him through a personal crisis. All of these appeals have their place, and all are used by people in our Fraternity and others. However, while such an appeal may produce a surge in new pledges, the persons who are persuaded to join and get involved are usually convinced by quiet and rational appeals that are tailored specifically to their personal and professional needs. Of course, the same advice works when persuading someone to hire you for a job, promote you to a better position, or "buy" your proposal to re-organize your department. The dramatic and the sensational have their place, but don't rely solely on them for your persuasive appeal.

Know How to Close

The most difficult job in an entire sales presentation is knowing when and how to close. Closing means asking the customer for an order. It involves asking the person being persuaded to express an opinion or a commitment toward the idea or proposal you're advocating. It is the moment of truth in all forms of persuasion.

Knowing when to close is a matter of listening for subtle signals from your "buyer". A long period of silence, a lowering of the voice, fewer questions, a body posture of "leaning back", a dilation of the

pupils of the eyes—all can be signals that it is time to close the persuasive encounter and ask for the "sale". Knowing when to close takes time and experience with persuasion, and even expert salespeople agree that it develops as you do more and more persuading.

When closing, or reaching a closing point in a persuasive conversation, don't leave your "buyer" in a state of indecision. If it is at all possible, get some commitment—however small—in order to have an opening later for a repeat presentation or discussion. Also, don't try to rush people toward a decision. Few of us can use high pressure in a way that doesn't appear high pressure, and rushing or pressing for a decision is often taken as a form of high pressure in persuasion.

Convey a positive outlook, and avoid such weak statements as "I hope you'll accept our invitation" or "If you'll come out to the rush smoker, I think you'll like it." "If", "hope", "maybe" and "I think" are all weakness words, and rarely help a persuasive message. Your positive outlook should also extend to your body language and facial expressions. Look interested in the other person, and don't show signs of disappointment or rejection if you're turned down. After all, they are rejecting your product, idea or proposal, but they're not rejecting you. If you look dejected or disinterested at closing time, you may lose this "sale" and you may also make the next contact even less successful.

Don't try to get a commitment from the person you're trying to persuade until all objections and questions have been answered. When you ignore, refuse to answer or gloss over questions, you again appear high pressure. You also risk making your "buyer" suspicious. We often say that "it's not what you say that counts, it's what you don't say". In persuasion, evasion often translates into high-pressure, and that seldom works.

Know When to Quit

In sales, a cardinal rule is to "say

your piece, and shut up!" Too often a good persuasive message is ruined because the persuader didn't know when to quit. Instead of making the best point last and then stopping to let the other person think and respond, they keep on going. They raise new issues, re-hash points that don't need rehashing, and generally get in the way of their own message. This also applies to written persuasive messages. Writers can put together a beautiful written appeal, organized with the "clincher" at the end and everything leading up to it, and then keep on going page after page. The listener gets bored and tunes out, the reader simply skips over sections or just stops reading. Either way, too much message is worse than too little and it usually doesn't persuade.

When you've made your last point, stop and wait. Look at the other person as though you're interested in responding to objections or questions, but don't pester them with more facts. If it seems appropriate, ask if they have any feelings about what you've said, and then give them a chance to express those feelings. If your persuasive message was well planned and delivered, it deserves to be treated with respect by you and the person receiving it.

Plan Your Work and Work Your Plan

We've suggested a number of factors that are important in persuasion. Some may be common sense, others may not be very familiar at all. All are based on expert research into persuasion, motivation and attitude change. To use them in any sort of persuasive appeal, plan in advance what you are going to do, and then follow through on those plans. If planning is important as a basic management function, it is surely as important as a part of successful persuasion.

Effective persuasion, using either oral or written communication, is not complicated or mysterious. It is a combination of common sense and applied research, and a simple two-step process. When trying to per-

suade, analyze the person you're persuading and determine his or her real needs. Second, listen and respond when it's appropriate by making your presentation fit those needs. When your persuasive appeal is "you oriented" toward the "buyer", it is interpreted as a message of interest and recognition in and of that person. Developing such a "you" orientation toward others can make you a more persuasive "seller" and a more effective Deltasig.

PAUL PRESTON, *Florida Atlantic*, is a loyal Deltasig and a frequent contributor to the magazine. Paul is a member of the Division of Management and Marketing in the College of Business at the University of Texas at San Antonio.

personal mention

Rocky J. Wentzel, CLU, *CSU-Sacramento*, has completed all requirements to be certified as a Qualifying Member of the 1978 Million Dollar Round Table of the California-Western States Life Insurance Company, with the William G. Demas Agency in Sacramento, CA.

Edward K. Fisher, *Angelo State*, has recently received the award of Senior Residential Appraiser from the Board of Governors of the International Society of Real Estate Appraisers. Brother Fisher is the first to earn this title in San Angelo, TX.

William S. Culver, Jr., *Louisiana State-Baton Rouge*, has been elected president of the New Orleans chapter of the American Institute of Banking. He is an assistant vice president of the First National Bank of Commerce in New Orleans, LA.

Spates L. Roblyer, *West Florida*, has a new position as Senior Field Representative with Sylvania Technical Systems-Pacific Division, in Sunnyvale, CA.

Gerard E. Nagel, *Louisiana State-Baton Rouge*, has joined Central Gulf, Inc., as General Manager, Container Traffic Control in New Orleans, LA.

Morrison K. Williams, *Louisiana State-Baton Rouge*, an attorney, is now with Chevron Oil Company in New Orleans, LA.

John A. Jenkins, *Florida Atlantic*, is now a staff accountant for Pratt-Whitney Aircraft in Palm Beach, FL.

James J. Raspolich, *Florida Atlantic*, has a new position as Sales Representative for The Equitable Life Assurance Society in Delray Beach, FL.

Harry E. Heath, *Florida Atlantic*, is now Production Control Manager at Pratt-Whitney Aircraft in West Palm Beach, FL.

Joseph E. Gosline, *Florida Atlantic*, is now Fuel-Management-Aircraft Planner for National Airlines in Ft. Lauderdale, FL.

Reginald B. Bonds, *Christian Brothers*, is owner and manager of Savings Bond, LTD, a Disco Consulting Business based on using Disco and Special Effects, with interest in record manufacturers', fashion coordinating businesses and choreographic producers. Brother Bonds is also a senior systems analyst for the Wachovia Bank and Trust Corporation in Winston-Salem, NC.

merger

Robert H. Glasser, *Connecticut*, to Randy Rayburn, on May 7, 1978, at Great Neck, NY.

Robert A. Roman, *Loyola Marymount*, on October 7, 1978, to Joan K. Hogan, at Granada Hills, CA.

David R. Berger, *Northern Illinois*, to Gloria Sirt, on July 9, 1978, at Chicago, IL.

James A. Nolan, *Wisconsin-Madison*, to Patricia Schummer, on July 7, 1978, at Mt. Prospect, IL.

Jack L. Pollock, *Missouri-Columbia*, to Sharon Ann Allman, on May 5, 1978, at Cincinnati, OH.

Alan E. Engelbrecht, *Miami-Ohio*, to Linda Marie Reagan, on September 2, 1978, at Parma, OH.

Ralph E. Jones, *McNeese State*, to Susan Klossner, on June 10, 1978, at Lake Charles, LA.

dividends

To Brother and Mrs. James R. Little, *Virginia Tech*, on December 23, 1977, a daughter, Regan Nicole.

To Brother and Mrs. Marvin K. George, *West Liberty State*, on February 20, 1978, a daughter, Marla Keirsten.

To Brother and Mrs. Mark A. Abbott, *SIU-Edwardsville*, on April 5, 1978, a son, Christopher Mark.

To Brother and Mrs. Peter V. Locke, *Nicholls State*, on May 31, 1978, a son, Stephen Michael.

To Brother and Mrs. John Gabelman, *Akron*, on March 7, 1978, a son, Timothy.

To Brother and Mrs. Peter J. Huck, *Loyola-Chicago*, on July 4, 1978, a son, Daniel Patrick.

To Brother and Mrs. William C. Scarborough, *Texas-Austin*, on March 23, 1978, a son, Ryan Patrick.

To Brother and Mrs. William L. Sensel, *Kent State*, on March 2, 1978, a son, Robert William.

To Brother and Mrs. Gary L. Shapiro, *Rider*, on December 30, 1977, a son, David.

To Brother and Mrs. Jerry E. Yeiter, *Southern Mississippi*, on July 15, 1978, a daughter, Casandra Lee.

To Brother and Mrs. W. Keith Powell, *McNeese State*, on June 27, 1978, a son, William Keith II.

To Brother and Mrs. Robert R. Crais, *Southeastern Louisiana*, on July 24, 1978, a daughter, Paige Orient.

life members

- 10205 Wayne L. Pulsipher, *Zeta Phi*, Florida Atlantic University
- 10206 Pamela J. Watkins, *Theta Phi*, University of South Florida
- 10207 Anne E. Thomas, *Theta Phi*, University of South Florida
- 10208 David R. Stratton, *Theta Phi*, University of South Florida
- 10209 Nancy E. Shaffer, *Theta Phi*, University of South Florida
- 10210 Stephen L. Roos, *Theta Phi*, University of South Florida
- 10211 Richard B. Pylant, *Theta Phi*, University of South Florida
- 10212 Michael A. Borelli, *Theta Phi*, University of South Florida
- 10213 Gina L. Bottcher, *Alpha Delta*, University of Nebraska-Lincoln
- 10214 Denise C. Shaheen, *Beta Eta*, University of Florida
- 10215 Royce C. Heslop, *Eta Psi*, University of Houston
- 10216 Ted D. Chorvinsky, *Gamma Sigma*, University of Maryland
- 10217 Elwood Moore, *Lambda*, University of Pittsburgh
- 10218 Richard H. Sichtermann, *Theta Psi*, Indiana University Northwest
- 10219 Fred B. Karb, *Eta Mu*, Northern Illinois University
- 10220 Fred C. Brock, Jr., *Gamma Tau*, University of Southern Mississippi
- 10221 Gary L. Spring, *Epsilon Omega*, Eastern Illinois University
- 10222 Frank Everts III, *Delta Upsilon*, Texas Christian University
- 10223 Joseph J. Bistok, *Zeta Phi*, Florida Atlantic University
- 10224 Patrick J. Murphy, *Kappa*, Georgia State University
- 10225 Lawrence D. Bartimer, *Zeta Psi*, State University of New York-Albany
- 10226 Mark A. Sinnett, *Gamma Omega*, Arizona State University
- 10227 James B. Jordan, *Beta Gamma*, University of South Carolina
- 10228 Raymond S. Niles, *Beta*, Northwestern University
- 10229 Frederick R. Andrews, *Epsilon Theta*, California State University-Chico
- 10230 Kendall T. Prince, *Epsilon Eta*, Eastern New Mexico University
- 10231 Darlene K. Deering, *Alpha Eta*, University of South Dakota
- 10232 Ward C. Brincefield, *Gamma Sigma*, University of Maryland
- 10233 James W. Taylor, *Kappa*, Georgia State University
- 10234 Jerry T. Lingemen, *Gamma Rho*, University of Detroit
- 10235 Craig E. Reed, *Gamma Omega*, Arizona State University
- 10236 Polly G. Barban, *Alpha Pi*, Indiana University
- 10237 Dennis P. Ohm, *Gamma Rho*, University of Detroit
- 10238 Steven E. Shebik, *Upsilon*, University of Illinois-Urbana
- 10239 Charlie T. Brown, *Beta Gamma*, University of South Carolina
- 10240 Letitia E. Weber, *Beta Pi*, Kent State University

bulletin board

*GRAND CHAPTER CONGRESS

Watch for articles on Grand Chapter Congress location, program, and special features in the January, March and May, 1979, DELTASIG.

Proposed amendments to be submitted by chapters or clubs for consideration at the national convention must reach The Central Office by March 1, 1979.

*ADDRESSES

No directory of chapters is published in the magazine. Directories are mailed to all national officers, chapters and clubs twice a year. Individuals desiring directories may contact The Central Office.

*DEADLINES

Copy deadline for the January, 1979, issue of the magazine was October 25, 1978. Deadline for the March issue is December 20, 1978, and deadline for the May issue is March 2, 1979.

*ANNIVERSARIES

50th Anniversary

Beta Gamma Chapter, University of South Carolina, April 13, 1929-1979

25th Anniversary

Delta Epsilon Chapter, North Texas State University, May 15, 1954-1979

life members

- 10047 James E. Thompson III, *Delta Eta*, Lamar University
- 10048 Richard H. Dusingberre, *Zeta Psi*, State University of New York-Albany
- 10049 David N. Evans, *Delta Epsilon*, North Texas State University
- 10050 James C. Bellis, *Theta Pi*, Bowling Green State University
- 10051 Jacqueline B. Pierce, *Gamma Tau*, University of Southern Mississippi
- 10052 Gregory F. Pietrzak, *Delta Rho*, Ferris State College
- 10053 Robert S. Maliszewski, *Epsilon Omega*, Eastern Illinois University
- 10054 George B. Gow, *Gamma Omega*, Arizona State University
- 10055 Lois M. Lane, *Epsilon Phi*, California State University-Sacramento
- 10056 Frederic J. Keppen, Jr., *Gamma Rho*, University of Detroit
- 10057 Marvin R. Martin, Jr., *Beta Eta*, University of Florida
- 10058 Lang W. Anderson, *Gamma Eta*, University of Nebraska-Omaha
- 10059 Thomas E. Smith, *Upsilon*, University of Illinois-Urbana
- 10060 Charles J. Warnick, *Iota Lambda*, Indiana-Purdue
- 10061 David A. Prevost, *Eta Iota*, Nicholls State University
- 10062 Alexander Holuk, *Epsilon Phi*, California State University-Sacramento
- 10063 Jerry H. Melendy, Jr., *Theta Phi*, University of South Florida
- 10064 Donald A. Warner, *Alpha Epsilon*, University of Minnesota-Minneapolis
- 10065 Kevin W. Kiernan, *Alpha*, New York University
- 10066 David A. Sonsthagen, *Alpha Mu*, University of North Dakota
- 10067 Norman E. Burke, *Epsilon Phi*, California State University-Sacramento
- 10068 Hezzie Rials, Jr., *Beta Psi*, Louisiana Tech University
- 10069 David A. Miller, *Delta Tau*, Indiana State University
- 10070 Robert W. Sharp, *Alpha Upsilon*, Miami University-Ohio
- 10071 Barry J. Wynne, *Beta Zeta*, Louisiana State University-Baton Rouge
- 10072 Karl K. Barnes, *Epsilon Omega*, Eastern Illinois University
- 10073 Donald W. Stansbury, *Epsilon Nu*, University of New Orleans
- 10074 Charles W. Stephens, *Beta Chi*, University of Tulsa
- 10075 David W. Dieling, *Gamma Pi*, Loyola University-Chicago
- 10076 David Byron George, *Lambda*, University of Pittsburgh
- 10077 Mitchell J. Mertz, *Zeta Omicron*, C. W. Post College
- 10078 James M. Kessler, *Alpha Gamma*, Pennsylvania State University
- 10079 James R. Bencomo, *Gamma Omega*, Arizona State University
- 10080 David A. McCrum, *Epsilon Xi*, Ball State University
- 10081 Milton Eager, *Theta Sigma*, Florida Technological University
- 10082 George W. McLaughlin, *Alpha Upsilon*, Miami University-Ohio
- 10083 Michael E. Gibbs, *Alpha Beta*, University of Missouri-Columbia
- 10084 Steven R. Westerdahl, *Zeta Omega*, Northern Arizona University
- 10085 Gary D. Forman, *Gamma Upsilon*, Babson College
- 10086 Claude J. Adkins, Jr., *Beta Iota*, Baylor University
- 10087 Earl E. Frank, *Alpha Epsilon*, University of Minnesota-Minneapolis
- 10088 Bruce C. Bailey, *Theta Iota*, University of Connecticut
- 10089 Robert L. Smith, *Alpha Theta*, University of Cincinnati
- 10090 Gary A. Rosenthal, *Zeta Psi*, State University of New York-Albany
- 10091 Robert W. Sanborn, *Theta Iota*, University of Connecticut
- 10092 Richard A. Resler, *Beta Epsilon*, University of Oklahoma

NOTICE OF ADDRESS CHANGE

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MAIL TO: Delta Sigma Pi
330 South Campus Avenue
Oxford, Ohio 45056

- 10093 Warren T. Leake, Jr., *Beta Kappa*, University of Texas-Austin
- 10094 Ira M. Frost, *Upsilon*, University of Illinois-Urbana
- 10095 Pamela F. Lewis, *Eta Upsilon*, University of West Florida
- 10096 Edward L. Elizondo, *Delta Sigma*, Loyla-Marymount University
- 10097 James A. Strutz, *Beta Omega*, University of Miami-Coral Gables
- 10098 John G. Peterson, *Alpha Nu*, University of Denver
- 10099 Walter J. Tyson III, *Zeta Pi*, St. Joseph's College
- 10100 Daniel W. Valdetero, *Eta Tau*, McNeese State University
- 10101 Paul B. Nowak, *Theta Xi*, University of Wisconsin-Whitewater
- 10102 Michael J. McKenna, *Zeta Pi*, St. Joseph's College
- 10103 Terry C. Peterson, *Alpha Gamma*, Pennsylvania State University
- 10104 James E. Messmer, *Eta Chi*, California State Polytechnic University-Pomona
- 10105 Curtis Kaslewicz, *Beta Eta*, University of Florida
- 9766 Matthew M. Bapple, *Theta Psi*, Indiana University Northwest
- 10106 William H. Roache, *Gamma Sigma*, University of Maryland
- 10107 Rickie L. Higgs, *Zeta Theta*, Western Kentucky University
- 10108 Kent W. Patton, *Beta Sigma*, St. Louis University
- 10109 Charles T. Goodson, *Beta Psi*, Louisiana Tech University
- 10110 John P. Goodson, Jr., *Beta Psi*, Louisiana Tech University
- 10111 Jon B. Roberts, *Delta Omega*, West Liberty State College
- 10112 Travis A. Herr, *Beta Eta*, University of Florida
- 10113 John C. Shriner, *Delta Upsilon*, Texas Christian University
- 10114 Wayne R. Ligocki, *Theta Xi*, University of Wisconsin-Whitewater
- 10115 James A. Huling, *Alpha Omicron*, Ohio University
- 10116 Greg T. Hansen, *Eta Chi*, California State Polytechnic University-Pomona
- 10117 Albert W. Lorenz, Jr., *Alpha Upsilon*, Miami University-Ohio
- 10118 Philip V. Barry, *Epsilon Xi*, Ball State University
- 10119 Steven R. Beckett, *Beta Xi*, Rider College
- 10120 Kenneth D. David, *Delta Chi*, Washburn University
- 10121 Jerome J. Kelley, *Eta Upsilon*, University of West Florida
- 10122 Richard J. King, *Theta Psi*, Indiana University Northwest
- 10123 Raymond L. LaGarde, *Beta Zeta*, Louisiana State University-Baton Rouge
- 10124 Anthony M. Laizure, *Beta Epsilon*, University of Oklahoma
- 10125 William K. McElroy, *Epsilon Eta*, Eastern New Mexico University
- 10126 Robert G. Suchsland, Jr., *Beta Epsilon*, University of Oklahoma
- 10127 James R. Felton, *Theta Psi*, Indiana University Northwest
- 10128 Joseph A. Stoffels, *Theta Xi*, University of Wisconsin-Whitewater
- 10129 Thomas C. Butz, *Alpha Theta*, University of Cincinnati
- 10130 Frank L. Camacho, *Gamma Psi*, University of Arizona
- 10131 Michael E. Lewis, *Beta Pi*, Kent State University
- 10132 Emmett G. McClellan, Jr., *Alpha Sigma*, University of Alabama
- 10133 Charles R. Barnhart, *Gamma Iota*, University of New Mexico
- 10134 Scott A. Hartman, *Gamma Omega*, Arizona State University
- 10135 Kim M. Mann, *Alpha Upsilon*, Miami University-Ohio
- 10136 Thomas E. Guthrie, *Zeta Psi*, State University of New York-Albany
- 10137 Niels C. Hansen, *Zeta Psi*, State University of New York-Albany
- 10138 William G. Clay, *Eta Xi*, Philadelphia College of Textiles & Science
- 10139 Kathleen A. Tyznik, *Upsilon*, University of Illinois-Urbana
- 10140 Stuart A. Rains, *Beta Epsilon*, University of Oklahoma
- 10141 John C. Malone, *Delta Epsilon*, North Texas State University
- 10142 Paul A. Londenberg, *Delta Epsilon*, North Texas State University
- 10143 William G. Cole, *Gamma Epsilon*, Oklahoma State University
- 10144 Larry J. Lacko, *Gamma Omega*, Arizona State University
- 10145 Thomas M. Husek, *Epsilon Omega*, Eastern Illinois University
- 10146 Gordon R. Sullivan, *Zeta Iota*, Mississippi College
- 10147 Thomas E. Snodgrass, *Theta Psi*, Indiana University Northwest
- 10148 Michael F. Neylan, *Epsilon Sigma*, LaSalle College
- 10149 Robert J. Royal, *Theta Phi*, University of South Florida
- 10150 Emmet S. Ross, Jr., *Alpha Sigma*, University of Alabama
- 10151 Robert Nolan Renicker, *Beta Psi*, Louisiana Tech University
- 10152 Charisse J. Clausen, *Gamma Omega*, Arizona State University
- 10153 Richard G. Moore, *Gamma Tau*, University of Southern Mississippi
- 10154 Terry S. Dorsett, *Alpha Nu*, University of Denver
- 10155 Samuel C. Wright, *Alpha Lambda*, University of North Carolina-Chapel Hill
- 10156 Clifford C. Graves, *Beta Phi*, Southern Methodist University
- 10157 Randall L. Koepsell, *Alpha Eta*, University of South Dakota
- 10158 Michael V. Mannino, *Alpha Theta*, University of Cincinnati
- 10159 Mark S. Wehrle, *Gamma Omega*, Arizona State University
- 10160 Jeffrey S. Bass, *Iota Mu*, Georgia College
- 10161 Ely A. Arts, *Theta Phi*, University of South Florida
- 10162 William L. Quigley, *Eta Sigma*, Southern Illinois University-Edwardsville
- 10163 Robert G. Brochu, *Theta Iota*, University of Connecticut
- 10164 Ronnie S. Walker, *Gamma Tau*, University of Southern Mississippi
- 10165 Thomas G. Gary, *Delta Sigma*, Loyola Marymount University
- 10166 Horace W. Parnell, Jr., *Alpha Lambda*, University of North Carolina-Chapel Hill
- 10167 Kenton Colwell, *Epsilon Rho*, University of Tampa
- 10168 William G. Weiss, *Beta Xi*, Rider College
- 10169 Douglas A. Findley, *Eta Psi*, University of Houston
- 10170 Joseph P. Ross, *Beta*, Northwestern University-Chicago
- 10171 Spiro C. Hountalas, *Upsilon*, University of Illinois-Urbana
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- 10175 Martin J. Dirnbauer, *Delta*, Marquette University
- 10176 James M. Sharpe, *Eta*, University of Kentucky
- 10177 Jerome R. Skiba, *Gamma Pi*, Loyola University-Chicago
- 10178 Lewis H. Ebstein, *Alpha Theta*, University of Cincinnati
- 10179 Curt B. Hyzy, *Gamma Pi*, Loyola University-Chicago
- 10180 William A. Florchak, *Beta Rho*, Rutgers University
- 10181 Steven N. Baker, *Nu*, Ohio State University
- 10182 Stephen C. Legendre, *Delta Nu*, Loyola University-New Orleans
- 10183 John J. Thomeyer, *Beta Chi*, University of Tulsa
- 10184 Ellen G. Jacobs, *Alpha Upsilon*, Miami University-Ohio
- 10185 Thomas E. Sayre, *Eta Upsilon*, University of West Florida
- 10186 Margaret M. Hoppe, *Epsilon Psi*, Christian Brothers College
- 10187 Cathy A. Joncich, *Delta Pi*, University of Nevada
- 10188 Eion F. McDowell, *Beta Kappa*, University of Texas-Austin
- 10189 James D. Calcote, *Gamma Tau*, University of Southern Mississippi
- 10190 Kirk D. Friedman, *Zeta Rho*, Menlo College
- 10191 Gary E. Ingram, *Epsilon Theta*, California State University-Chico
- 19192 David D. Daniels, Jr., *Zeta Xi*, Lewis University
- 10193 Susan J. Carlson, *Theta Psi*, Indiana University Northwest
- 10194 Dennis W. Teal, *Gamma Epsilon*, Oklahoma State University
- 10195 David A. Birchall, *Beta Chi*, University of Tulsa
- 10196 David S. Spaulding, *Beta Chi*, University of Tulsa
- 10197 David M. Holland, *Kappa*, Georgia State University
- 10198 Jeffrey A. Beckley, *Epsilon Xi*, Ball State University
- 10199 David A. Ruth, *Alpha Iota*, Drake University
- 10200 Ronald L. Sikes, *Beta Kappa*, University of Texas-Austin
- 10201 Kenneth P. Dies, *Delta Eta*, Lamar University
- 10202 William E. Read, *Alpha Pi*, Indiana University
- 10203 Keith C. Kirby, *Eta Tau*, McNeese State University
- 10204 Lee E. Overvold, *Theta Tau*, St. Cloud State University

potpourri minifeatures

from the uy

UNDERGRADUATE OF THE YEAR: What is that? This is probably a question that is raised many times by many Brothers of Delta Sigma Pi. An Undergraduate of the Year is a junior or senior member of Delta Sigma Pi who is selected by chapter, region and then nationally to represent the undergraduate members of the Fraternity on the Board of Directors, the governing body of the Fraternity. Currently, I am serving on the Board of Directors, having been selected Undergraduate of the year 1977. This has been a most successful and rewarding experience for me which has provided an unparalleled opportunity to serve and seek to better our Fraternity. For instance, I attended the August meeting of the National Executive Committee in Cincinnati, Ohio. The Executive Committee has just recently allowed the Undergraduate of the Year to sit in on and participate in Executive Committee meetings and represent the views and feelings of the undergraduates. I have also served as chairperson of two national committees and am active in starting alumni clubs and aiding our Fraternity's expansion efforts. My main job is to represent YOU on the Board of Directors.

Each year a new Undergraduate of the Year is selected and two members serve two year terms on the Board of Directors as Undergraduate of the Year. How could you possibly become Undergraduate of the Year? The process starts at your chapter level. Each chapter is to select its Undergraduate of the Year and then those nominees go through a similar process at the Regional level and then finally on to the national selection. Your chapter should be involved and participating in this program. The next representative to the Board of Directors for the undergraduate members may be you or from your chapter. Your president has applications, so be sure that you or someone from your chapter participates. It is a great experience.

You should also be aware of a couple of other important things happening that affect you and your chapters. First, a new manual on professional activities has just been published. This is an important addition to our manual for chapter operations. Professionalism sets us apart from the rest. Strive in your chapter to have the best professional program possible. Second, you will soon be hearing about a pro-

posed change in dues structure for the Fraternity. After attending the National Executive Committee meeting, I am convinced that a one-time initiation fee is in the best interest of the undergraduates and the Fraternity. Please give this important matter serious consideration.

As the year begins there is always much to do. Set your goals high. Strive to get quality members. Seek to have the best program your chapter has ever had. In doing so you will be carrying out the principles of our Fraternity and bettering yourselves. Best wishes for the coming year.

If you have any questions at any time about the Fraternity, Undergraduate of the Year, or whatever, or have problems or proposals of which you think I can be of help, do not hesitate to contact me as your undergraduate representative. My address is 1414 30th Street, Des Moines, Iowa 50311. I am your representative to the Board and want to represent you.

—MARC P. FRANSON

undergraduate day in chicago



Donald T. Colby addresses Chicago Alumni Club gathering after his installation as new Acting Central Regional Director.



Ed Croke of Gamma Pi Chapter at Loyola-Chicago was announced as the 10,000th Life Member at the Chicago Alumni Club's Undergraduate Day.

THE CHICAGO ALUMNI CLUB'S Undergraduate Day last April was a classic affair from the very start.

Throughout the day, Brothers from four area chapters slowly gathered and roamed about the Loop, glimpsing scenes of the financial world amidst the chaotic environment of the country's second largest city. Brothers from Gamma Pi, Eta Mu, Upsilon and Zeta Xi Chapters started out at the Chicago Board of Options Exchange, that very fast-paced world of market decisions and quick profit or loss, where a seat now sells for a cool \$57,000.

Then there was the short walk up LaSalle Street to William Blair and Company. It was an interesting peek at one of Chicago's more distinguished investment firms, one that includes the Rockefellers among its clients.

In the afternoon, everyone regrouped at Tribune Tower, where witnessing production of the Midwest's largest daily was akin to standing near the city's heartbeat for an hour.

A whirlwind tour and the day was only half over. The schedule broke up for awhile as everyone took in a little more local flavor over a relaxing lunch. They needed that time to prepare for the finale in the evening.

Alumni started gathering with undergraduates at the Como Inn Restaurant about 6:00 P.M. and with the arrival of Grand President Tatum, it was suddenly no ordinary function. When the crowd stopped growing, the total was 108.

"As you look around tonight, I'm sure you are quite impressed with the size of the turnout," said Chicago Alumni Club President Bob Van Hyfte. "This has been accomplished only because our officers and directors did one super job in contacting alumni and the chapters to get the turnout. This is the largest turnout we have had in many, many years at a Chicago Alumni Club dinner meeting."

It was just after dinner and everyone had settled back to hear an interesting guest list. Along with Brother Tatum, there were Past Grand President Tom Mocella, Alumni Activities Committee Member Tony Fernandez, and Don Colby, among others. It was the first time Colby was introduced as newly-appointed Director of the Central Region and an inscrutable smile flashed across his lips.

Even Golden Helmet Ken Hobbie, Life Member 47, showed up, along with 21 Brothers from Eta Mu, 18

each from Gamma Pi and Upsilon, and four from Zeta Xi Chapters.

Finally, it was time for B. Kenneth West, executive vice president of Harris Trust and Savings Bank. In charge of the banking department at a place where many other Deltasigs are employed, West joined the training program at Harris in 1957. Taking an informal poll by a show of hands, he found that most of the audience felt the banking industry as a whole was not stable, very competitive and complex.

"The majority of those answers are kind of interesting," West remarked. "The fact is that 10 years ago all those answers would have been different. The banking industry is an industry in very, very rapid change, and I think that's something not very many people realize today."

West said it was the infamous crash of 1929 that started the flow of government regulation, to the point where financial institutions became "a tool of the government."

"It's like making love to a gorilla," he quipped about the marriage between lawmakers and bankers.

As a result of this, West said the primary factor affecting the bank-

ing industry today is that the structure is becoming obliterated. Lawsuits struggle through the court system on a variety of banking issues. In Illinois, where branch banking is prohibited, an automatic teller machine from a bank is illegal while one from a savings and loan is not. Many S and L's also offer check cashing at local grocery stores, which banks cannot do.

Competition is more fierce than ever before, West explained, and recently foreign banks have made a dramatic rise on the scene. In Chicago, there are 26 foreign branches.

As for the future, he said electronic funds transfer systems are here to stay. Indeed, "we've only scratched the surface."

The program had barely begun when Tom Mocella stepped forward to make the surprise announcement about Life Member 10,000. Grand President Bill Tatum naturally officiated at the special presentation to Ed Croke, Gamma Pi 541, and it was all quite appropriate considering that Ken Hobbie was there.

It even drove Rudy Weber, Life Member 580 and a past alumni club president, to come forward and say he felt like a cop-out, having been president of Beta Chapter during a 100,000 point year, thus getting his Life Membership free.

"We'll take your money," commented Don Colby.

"Exactly," Weber retorted. "I want my 75 bucks to go in there so I can feel legitimate." True fraternalism.

Ironically, Weber won the bottle of cabernet sauvignon in the traditional door prize drawing.

Then, at 9:45 P.M., the Central Region got a new Director following the resignation of Steve Szekely. "If you have any problems or questions", Colby said as the evening ended, "call me . . . even after midnight."

This fraternity being known for its late evening activity via the Bell System, watch out, Don.

—PAUL SMITH



The triumphant team from Beta Psi Chapter at Louisiana Tech receives congratulations and the first place trophy in the basketball tournament from Grand President Bill Tatum, center.



Southern Regional Director Frank Busch congratulates a disappointed, but proud team from Epsilon Nu Chapter at New Orleans for their second place finish in the tournament.

seventh annual tournament

THE CRESCENT CITY Alumni Club hosted the Seventh Annual Southern Region Basketball Tournament on April Fool's Day, but there was no joking around for Beta Psi Chapter from Louisiana Polytechnical University. Louisiana Tech captured the championship for the third consecutive year and in so

doing became the first chapter to win the title three times. Grand President Bill Tatum, Regional Director Frank Busch, and members and guests from ten chapters and two alumni clubs were at Rummel High School Gym in Metairie, Louisiana for some great basketball, fun and Brotherhood.

The history of this tournament is even years old, but it's simple to tell. We at Crescent City make every effort to keep abreast of undergraduate activities and offer help as needed. Realistically, we can't cover all chapters in the Southern Region—too much geography. Naturally, Regional Director Frank Busch provides an important link in the "grapevine" of information. The club also has two District Directors: Louis Lehr (Southeast Louisiana) and Fred Pecora (New Orleans). In addition, Brother Alan Ferrington is a member of the Committee on Alumni Activities for the Southern and Southwest Regions. Over the years, then, the basketball tournament has become the major effort by our club to promote fraternal Brotherhood and alumni relations. Over 90 per cent of our budget is allocated to be spent on the tournament. It is the largest of our activities, the most important and it gives the most personal gratification.

Each year all chapters in the Southern Region are invited to play. Last year a record breaking 10 of 16 chapters accepted our invitation. Epsilon Nu Chapter from the University of New Orleans has participated all seven years in the tournament's existence. Players are required to be members or associate members in the chapter they represent.

All games are played on a Saturday, with the schedule drawn up in advance by the Crescent City Alumni Club. Chapters outside the New Orleans area sometimes arrive Friday and leave Sunday to take advantage of our interesting city. On occasion, business tours have been arranged by the chapters to combine business (for CEI points) and sports. Getting back to the tournament, the powerful Crescent City team plays only when needed to round out the schedule or to give playoff teams a breather. We are fortunate now in having the Bayou Country Alumni Club from Lake Charles, Louisiana, in "competing distance".

The 1978 tournament provided a lot of action and two thrilling overtime periods. In the championship game, Beta Psi Chapter from Louisiana Tech defeated the University of New Orleans (UNO) Epsilon Nu Chapter 28-21 in a rematch of last year's final. Doug Harrell paced the attack for Louisiana Tech with 10 points as the men from Ruston, Louisiana, gained control of the game early and maintained it throughout.

However, such was not the case in their semi-final match against Eta Omicron Chapter—Northeast Louisiana State College. The two teams battled closely and the 24-23 Louisiana Tech victory wasn't decided until the final buzzer when a shot by heavily guarded Jerry Hood of Northeast failed to draw iron. The champs advanced to the semi-finals with an opening round 25-8 victory over an enthusiastic but outmanned delegation from Zeta Iota Chapter, Mississippi College.

UNO for the second consecutive year proved a formidable opponent in the championship contest. In taking home the runner-up trophy, UNO was led by excellent play at both ends of the court from John Fick, which was also the case in their semi-final overtime victory over McNeese State, Eta Tau Chapter. Fick caged 11 points in the heart stopper, while McNeese was led by a 15 point effort from tournament high scorer Jody Royer. Clutch free throws by Royer and last year's high scorer Gary Meek of McNeese sent the game into an extra period, in which UNO took charge. Never let it be said that Eta Tau Chapter doesn't give one his money's worth. Their opening round come-from-behind victory over LSU's Beta Zeta Chapter was also decided in overtime.

With a few breaks it could easily have been a McNeese-Northeast final; however, it was the fate of the Eta Omicron delegation to be nosed out in the semi-finals. Northeast had no trouble getting there as they pulled away from Gamma Delta Chapter from Mississippi State in

the second half to register a 23-11 opening round decision. This marked the fourth consecutive year in which Northeast has made it to the semi-finals, losing to Louisiana Tech the last three years.

In first round qualifying action, Eta Iota Chapter from Nicholls State set up its meeting with UNO by defeating Loyola's Delta Nu Chapter 14-6 in the day's lid-lifter. Tournament history was made in this game as 10 female Deltasigs were on the court playing at the final buzzer. The other qualifying match was memorable as it marked the first appearance in the Crescent City tournament of Gamma Tau Chapter from Southern Mississippi and its proud alumnus Bill Tatum. In the consolation round, Loyola pulled the upset of the tournament by turning back those LSU Tigers 18-14. LSU had taken McNeese State in overtime two games earlier. In the other consolation round, Mississippi State nipped Southern Mississippi 21-17, thereby spoiling Southern's debut in the tourney. Marvin Butts led State with 10 tallies. Incidentally, Mississippi State traveled the greatest distance to play, in this, their second tournament.

In the alumni contest, the Bayou Country Alumni Club made their journey worthwhile by defeating host Crescent City 27-22. Anthony Bartie and Gus Schram led the Bayou Club with 12 and 11 points, respectively. Brother Schram was a 1974 All-Tournament selection as an undergraduate. Louis Lehr poured in 16 points for Crescent City. The final outcome is under protest, however, as Bayou Country used an ineligible player named Tatum. In truth, Tatum's effort did not change the game's outcome, in fact, many courtside observers figured Tatum was playing for Crescent City. The local club threatened to counter with Frank Busch, but Frank declined, saying he had his good socks on.

What a tournament! Would you believe Crescent City alumni served

lunch and drinks when not keeping score, spotting and playing ball? Whew! Our hat is off to all undergraduates who attended the basketball tournament. We hope everyone had a good time and will come back next year.

The Crescent City Alumni Club wishes and encourages all Southern Region Chapters to attend next year's tournament scheduled for

March 17, 1979. We suggest to all alumni clubs that this type of activity is an excellent and rewarding way to establish good undergraduate liaison while performing a desirable service. For further information on our tournament feel free to contact Walker Pitts, 1979 Chairman at 4220 Liberal Street, Metairie, Louisiana 70001 or telephone (504) 885-0426.

deltasig at marquette

AFTER AN ABSENCE OF 10 years, Delta Sigma Pi returned to the Marquette University campus with the reactivation of Delta Chapter on April 7, 1978. The initiation ceremonies and a reception for the new members were hosted by the Milwaukee Alumni Club. Also in attendance were Grand President William W. Tatum, Jr., Past Grand President Thomas M. Mocella, Assistant Executive Director Michael J. Tillar, and representatives from the Chicago Alumni Club.

The reactivation of Delta Chapter was particularly gratifying to the Milwaukee Alumni Club which was responsible for the rebirth of the chapter. In September, 1977, a reactivation committee including Brand Spangenberg, William Schendt, James Daugherty, Paul Pokalski, George Wingertzahn, Warren Carity, Peter Balestreri and Edward Loke undertook the reactivation effort. Despite the difficulties caused by the severe Milwaukee Winter,

on-campus recruiting activities were held and 17 undergraduates were pledged on February 6, 1978. During the ensuing weeks the members of the alumni club worked with the pledges, educating them in all areas of chapter operations and assisting them with the planning of programs and activities.

The 17 undergraduate members initiated on April 7 were Robert A. Pierce, Barbara Jo Rausch, John A. Stemper, Michael J. Szymanski, Joseph R. Wall, Martin J. Wall, Terry M. White, Richard A. Wiegand, Felix J. P. Camacho, Francis L. Gill, Nancy A. Nipper, Thomas J. Kunze, Peter E. Gill, Matthew T. Houlihan, Thomas G. Schendt, William C. Schendt, and David J. Roettgers. Tom and Bill Schendt are third generation Deltasigs following their father William J. Schendt, and grandfather William G. Schendt, as members of Delta Chapter. David J. Roettgers is a second generation Deltasig whose father was also a member of Delta Chapter.

southern california

reunion

THE SOUTHERN CALIFORNIA Alumni Club has been in existence since 1973. Since that time we have had a difficult time attracting Brothers over 30 years of age. In addition, due to the great distances within the Los Angeles Metropolitan area, we have been unsuccessful attracting Brothers from the east side of town. We have since taken two major steps toward alleviating these two problems.

Last year we started another alumni club on the east side of town called the Pacific Southwest Alumni Club (PSA). PSA is centered approximately forty miles east of the Southern California Alumni Club and will generally draw members from those Brothers living on the east side. PSA is well organized but in its first year of existence it, too, has been unable to attract Brothers past the age of 30.

Due to the fact the two Alumni Clubs were having similar problems we both decided to work together and figure out some way to improve our Alumni Clubs to include those over 30 years old. We came up with having the First Annual Southern California Reunion.

The reunion, held April 1, 1978, was aimed at attracting all Alumni Deltasigs now living in the Southern California area—not only those who graduated from local chapters but, more important, those 1500 plus Deltasigs that graduated from schools outside the area and are now listed as living in Southern California.

We started by receiving the computer list of Alumni Deltasigs for all ZIP Codes within Southern California. There were about 2000 names listed. We then drafted one introductory letter telling of the upcoming reunion and a formal invitation

was sent out about two weeks after the introductory letter.

We folded, inserted and addressed all 2000 letters and invitations with reply cards and arranged by ZIP code so they could be sent out at the bulk mail rate. For future events, we will have all names on a local computer with address stickers coming out automatically.

Both Alumni Clubs agreed to split all profits or losses from the reunion. Although encouraging more local Deltasigs to become active in the alumni program was our primary purpose in our first annual reunion, subsequent reunions will in addition be interested in making a profit. We planned on covering this year's costs by adding the cost of the envelopes, letters and mailings to the cost of the dinner. The total cost of the dinner was \$10.59 each and we charged \$15.00 per Brother. Only Brothers were invited to this first reunion in order to attract as many as possible. In future reunions spouses and dates will be encouraged to attend.

We had 92 Brothers in attendance. Twelve undergraduate Brothers from each of the two active local chapters (Cal Poly-Pomona and Loyola-Marymount), 14 Brothers from each Alumni Club, nine Brothers from the inactive University of Southern California,

plus 31 Brothers from chapters spread all over the country. Equally as valuable to the two Alumni Clubs were the 135 Brothers that were unable to attend, but who sent back the portion of the invitation that requested more information on the Alumni Clubs and asked to be placed on the mailing list.

It seemed that everyone had a good time and enjoyed meeting with Deltasigs with such varied backgrounds. We had short talks from Mike Mallonee, National Director of Alumni Activities; Skip Loomis, Western Regional Director; Bill Kinsella, President of the Southern California Alumni Club; Howard Kirk, President of PSA; Frank Pluta, President of Eta Chi Chapter; Gary Polk, President of Delta Sigma Chapter; and Scott Morgan, Southern California District Director. These talks were intended to reacquaint the Brothers with what Delta Sigma Pi in Southern California is doing. We also had local chapter displays and, in particular, a large map of the country listing all Delta Sigma Pi Chapters which all of the Brothers enjoyed. However, the portion probably most enjoyed was when each Brother rose to tell his chapter, school and graduation year. We had in attendance Brothers representing about 30

different chapters from the United States and Mexico (University of the Americas, Puebla, Mexico) and graduation years reaching back to 1928. It was a night we will always remember.

We are in the process of following up with the lists we compiled and expect our two Alumni Clubs to benefit greatly. Already the results are coming in. Next year's Second Annual Southern California Reunion is in the planning stage.

It was indeed a night we will always remember . . . but, only the first!



At the Southern California Alumni Reunion each member had the chance to locate his home chapter on the map of fraternity chapters and clubs on display at the reunion. Visiting Director of Alumni Activities Mike Mallonee is shown at the right.

new board members

IN RECENT MONTHS new faces have joined your Board of Directors. Scott Weber succeeded to the Board by constitution while three other members have been appointed to the Board to fill vacancies. Don Colby succeeds Steven R. Szekely, Mike Mazur succeeds George E. Ragland and Vic Tabor was appointed to fill an existing vacancy.

DONALD T. COLBY

Don was initiated by Gamma Pi Chapter at Loyola-Chicago where he was secretary and chapter advisor. He graduated from Loyola in 1969 with a BBA and from DePaul in 1972 with an MBA. He is employed as Senior Cost Analyst at U. S. Gypsum in Chicago. He has served the Chicago Alumni Club as Vice President, President and Director. Initiated in 1966, Don is a Life Member and has served as District Director in the Central Region and as a member of the National Life Membership Committee.

MICHAEL J. MAZUR, JR.

Mike was initiated by Kappa Chapter in 1973 at Georgia State University in Atlanta where he was Secretary, Chancellor, and Alumni Advisor. He is a Life Member and is Vice President of the Atlanta Alumni Club. He graduated from Georgia State with a degree in Accounting

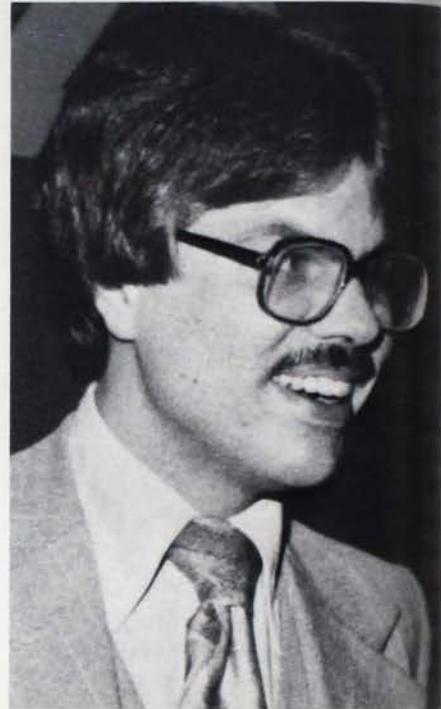
in 1974 and is employed by American Heritage Life Insurance Company. Mike has served as District Director in Georgia for the last two years, has participated in the 1973, 1975, and 1977 Grand Chapter Congresses and has served on the National Committees on Life Memberships, Expansion, and Membership. Mike is single and lives in Jacksonville, Florida.

VICTOR A. TABOR

Vic was initiated by Beta Psi Chapter at Louisiana Tech University in Ruston, Louisiana, where he was Deltasig Correspondent and President. He is a Life Member and participates in the Houston Alumni Club. He has served as District Director in the Houston area and participated in the 1977 Grand Chapter Congress in Toronto. Vic graduated with a degree in accounting and works as an accountant in the Products Pipeline Division of Texas Eastern Corporation in Houston.

SCOTT A. WEBER

Scott has joined the Board of Directors as Undergraduate of the Year 1978 and succeeds retiring Undergraduate of the Year 1976, Gus Schram. Details regarding Scott are covered in the Undergraduate of the Year article elsewhere in this issue of the magazine.



Donald T. Colby



Michael J. Mazur

The Helping Hand

DELTA SIGMA PI EDUCATIONAL FOUNDATION SCHOLARSHIP PROGRAM

For sons, daughters, grandsons or granddaughters of members of the International Fraternity of Delta Sigma Pi. To be completed and returned (postmarked) on or before January 10, 1979 to:

M. John Marko, President
Delta Sigma Pi Educational Foundation
1720 Clarendon Drive
Greensboro, North Carolina 27410

Please enter me in the DELTA PI EDUCATIONAL FOUNDATION SCHOLARSHIP PROGRAM FOR 1980.

I am the son grandson nephew niece
 daughter granddaughter of a member of Delta Sigma Pi, and I expect to complete high school in 1980 and enter college in 1980. I took the Preliminary Scholastic Aptitude Test/National Merit Scholarship Qualifying Test (PSAT/NMSQT) in October 1978. I understand that my scores on this examination will be used to evaluate my candidacy in the Delta Sigma Pi Educational Foundation Scholarship Program.

PLEASE PRINT CLEARLY

The exact date I will complete high school is _____ mo. _____ yr.

Name _____
(Last) (First) (Middle)

Month, Day, Year of Birth _____

Home Address _____
(Number & Street) (City & State) (ZIP Code)

Present High School _____
(Exact Name) (City & State) (ZIP Code)

High School Where Tested _____
(Exact Name) (City & State) (ZIP Code)

(Name of Parent, Grandparent, Uncle, or Aunt) (Designate Which)

(Chapter Affiliation) - Name and Number

I have applied I intend to apply
for admission to the following colleges* or universities:*

1. _____ 2. _____ 3. _____

I plan to pursue a course of study leading to a degree of Bachelor of Business Administration (or equivalent B.S. or B.A. in business) with an emphasis (Accounting, Marketing, Finance, Management, etc.) in _____

(*Admission must be in one of 183 schools where Delta Sigma Pi has chartered a chapter. A list of such schools is available by contacting the International Fraternity of Delta Sigma Pi, 330 South Campus Avenue, Oxford, Ohio 45056).

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

(Signature of member—parent, grandparent, uncle, or aunt)

(Signature of applicant)

(Date)

THE DELTA SIGMA PI EDUCATIONAL FOUNDATION is pleased to announce the following Scholarship and Graduate Study Grants awarded during the 1977-78 year.

GRADUATE STUDY GRANTS

The purpose of the grant is to encourage scholarship and to foster the study of advanced programs in colleges and universities. While in prior years the grant was intended solely for studies leading to an MBA or equivalent, the criteria for application were revised starting with the 1977-78 year to include any advanced degree for which a Deltasig's undergraduate program provided the necessary pre-requisite qualifications. Additionally, the criteria were expanded to include both graduating and alumni/alumnae Deltasigs.

Recipient of this year's \$1,000.00 Grant is Brother Gary L. Ragatz (Eta Rho Chapter, University of Wisconsin-LaCrosse). Gary completed his undergraduate studies with a cumulative grade point average of 3.82 and high honors having majored in Business Administration. He scored a total of 761 (at the 99th percentile level in both the verbal and qualitative areas) on his Graduate Management Admission Test (GMAT). The School of Business faculty members regarded him as the most outstanding student to graduate from the school in the last five years.

Brother Ragatz was initiated as a Deltasig on May 7, 1976, and served his chapter as Scholarship Committee Chairman, Vice President for Professional Activities and Chapter President. He was Eta Rho Chapter's Undergraduate of the Year for 1976-77.

Gary was also active in student affairs as a Student Senator serving as Student Senate President Pro tempore in his senior year. He was also a member of the Senate Committee on Committees and the Senate Apportionment Committee.

Additionally, he served on the Faculty Senate Committee on the Improvement of Instruction and the Faculty Senate Radio and TV Committee. Further, he was a member of the Trowbridge Hall Council.

Honors earned by him included membership in the Blue Key Honor Fraternity, the Nellie Case Scholarship in the Spring of 1975 and the Wall Street Journal Award in the Spring of 1978. He is listed in Who's Who Among Students in American Colleges and Universities, the University of Wisconsin-LaCrosse Dean's List and the National Dean's List.

During the Summer of 1977 he worked as a Production Supervisor Trainee with John Deere (Dubuque Works) as part of the School of Business Internship program. He also participated in the Ninth Annual Intercollegiate Marketing Management Competition sponsored by the Sales and Marketing Executives of Milwaukee.

Brother Ragatz, who was selected by a committee comprised of School of Business Deans at the University of Georgia, State University of New York-Albany, and the University of Illinois—Brothers William C. Flewellen, William K. Holstein and Vernon K. Zimmerman, respectively—has matriculated at the University of Wisconsin-Madison. His major field of study is quantitative analysis as part of an MBA program. Upon graduation, he has plans to obtain five to 10 years of practical management science experience by working in industry, along with completing a doctoral program in management science. He then plans on teaching management science at the university level.

Since the 1969-70 academic year, the Foundation has awarded 12 such grants. *A similar grant will be awarded during the 1978-79 academic year. Award criteria and applications are available from Chapter and Alumni Club Secretaries.*

SCHOLARSHIPS

Each year the Foundation has awarded, in cooperation with the



Colin L. Campbell

National Merit Scholarship Corporation, a four-year scholarship of \$500.00—\$1,500.00/year to the son, daughter, grandson or granddaughter of a Deltasig. This year's recipient (\$500.00/year for four years) is Michael Shane Warner, son of Brother Joseph Patrick Warner, Gamma Sigma Chapter, University of Maryland.

Michael graduated from John F. Kennedy High School in Wheaton, Maryland, in June, 1978, with a cumulative grade point average of 3.75. He has matriculated at the University of Maryland in an honors program and is majoring in management science.

At his high school, he served as an aide in the Social Studies Department and participated in athletics as first string varsity offensive tackle on the football team which won the state of Maryland's "B" class state championship. He was active in his Townhouse Civic Association and worked this Summer as a Unit Manager Trainee with National Credit Service in Wheaton, Maryland.

Michael enjoys writing, in particular literary criticism and exposition, and contributed several editorials to his high school newspa-



Gary L. Ragatz

per. He also enjoys chess, fishing, and creating plastic scale models. His long range career aspirations include the study of law.

Currently, three recipients, in addition to Michael, are pursuing college studies assisted by Foundation Scholarships. *Elsewhere in this issue is an application for the class of 1980 high school graduates. As announced in the May, 1978, issue of The DELTASIG, eligibility for consideration has been expanded to include nephews/nieces of Deltasigs.*

Periodically, the Foundation has supported a National Merit \$1,000.00 Scholarship awarded to a high school graduate selected by the National Merit Scholarship Corporation (NMSC) without preferential criteria other than that he/she must be a National Merit Scholarship Finalist. Such an award has been made this year to Colin L. Campbell, Florence, South Carolina.

Colin graduated third in a class of 463 from South Florence High School with a grade point average of 3.941. He scored 1440 on his SAT (690 verbal, 750 mathematical) and his CEEB achievement test scores were English Composition 720, French 710 and Math Level II 760.



Presenting the Delta Sigma Pi Educational Foundation Scholarship to Michael S. Warner, second from left, is Mideastern Regional Director Harry J. McMahon, Sr., far right, while the president of Gamma Sigma Chapter at Maryland, Christian H. Heller, far left, and District Director Jay Lord, second from right, assist.

During the Summer of 1975, he participated in a one-week computer workshop for high school students sponsored by Clemson University. During the Summer of 1976, he participated in the Governor's School of South Carolina at the College of Charleston, Charleston, South Carolina. This is a "six-week college level Summer honors program for gifted and talented high school students". He participated in a course of general mathematical topics and a values studies program and was given access to all college facilities open to the regular student body. In his senior year, he took three semesters of college calculus at Francis Marion College in Florence, South Carolina.

As a sophomore and again as a senior, Colin received the Mu Alpha Theta award for the highest score on the M.A.A. National Math Test in his high school. During his junior year, he placed sixth at the Furman University Math Tournament in competition with approximately 500 high school students from five states. In 1978, he scored in the top 10 students taking the M.A.A. National Math Test statewide.

Colin played in the high school band as a sophomore and was active with the Interact Club (Rotary sponsored) as a junior and senior, serving as treasurer in his senior year. He was elected to the National Honor Society as a junior and served on the Year Book Annual Staff for three years; photographer as a sophomore, head-photographer as a junior, and editor-in-chief as a senior.

From December, 1975, to May, 1978, he held the chair of second bassoon with the Florence Symphony Orchestra whose recordings were broadcast over the South Carolina Public Radio Stations. For at least one season, he was the youngest member and the only high school student in the orchestra.

For the past two years, Colin held a job as an independent computer programmer for a data processing firm on a sub-contract basis. He did work, among others, for a large paper industry and a county government. Projects which he completed included the creation of a system of programs to automate the calculation of pay for laborers employed under a complicated union contract,

and a series of programs which analyze other programs in the computer's library for documentational purposes.

Colin has matriculated at Princeton University and is planning for a career centered around some form of mathematics. While his plans are extremely tentative, some of his possibilities are actuarial science, data processing and statistics.

THE FOUNDATION

The Delta Sigma Pi Educational Foundation is a not-for-profit corporation separate and distinct from the International Fraternity of Delta Sigma Pi, but does not operate in competition with it. In fact, the Foundation complements the Fraternity through fostering purposes similar in intent and objectives with resources acquired through tax-deductible gifts and contributions not accessible to the Fraternity. In addition to scholarships and study grants, it currently supports research projects such as the Biennial Survey of American Schools of Business as well as supporting the Fraternity's Scholarship Key Program. Additional programs are under review for possible sponsorship.

All Fraternity members in good standing are eligible to become regular (voting) members of the Foundation and do so upon contributing \$100.00 or more to the Foundation. Contributors of less than \$100.00 become regular members once the total of their contributions reaches the \$100.00 level.

More detailed information is available upon request to the Foundation's Membership Committee Chairman Brother Keith N. Masuda, 3143 Chicago Avenue, South, Minneapolis, Minnesota 55407.

SPECIAL NOTE

IF YOU ARE A GRADUATING OR ALUMNUS/ALUMNA DELTASIG, OR A HIGH SCHOOL JUNIOR SCHEDULED TO GRADUATE IN 1980, THIS ARTICLE IS OF SPECIAL IMPORTANCE TO YOU.



Delta Sigma Pi
32nd Grand Chapter Congress
August 12-16, 1979
The Marriott Hotel
Atlanta, Georgia

