The Cassigna Pi

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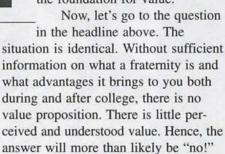
FOCUS Hey, Wanna Join a Fraternity?

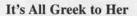
Norman Kromberg, Grand President

ey, wanna buy an automated process using a networked integrated application designed to use a tiered client server model? The server will use Unix configured to operate under OS-390 on an IBM mainframe. The clients will be Win-

> dows NT based using a relational database written in Access. The entire application will be managed using Computer Associates Unicenter TNG, with agents on each machine. A single sign-on approach will also be facilitated by TNG.

You cannot intelligently evaluate such a system, unless you have a thorough knowledge of user needs, technical skills, budgets, expectations and current environment. The key is to know the foundation for value.





Ok, somebody tells us "no." "He just didn't want to belong here," we rationalize. "He just wasn't a fraternity man," we say. But perhaps he might have joined. Possibly he was a fraternity man, but we failed to tell him what being a Deltasig was really all about. Maybe he wasn't presented with a satisfactory value proposition.

In talking with many of you around the country about recruitment, you have firmly developed the notion, "We're Deltasigs, we're the best." Although you'll certainly get no argument from me on that statement, using it as the foundation for your recruitment program clearly has the cart before the

horse. A prospective Brother has to first believe that a professional fraternity is right for him or her and then, within that system, that Delta Sigma Pi is the optimum choice.

Both require a value proposition.

Who Are We Really?

An article in the Chronicle of Higher Education contained a scary thought. In it, the three authors, all university professors and administrators, eloquently question and scrutinize some of our most cherished fraternal core values. They contend that we don't live up to our claims of academic superiority, leadership development, and providing exposure to people with diverse backgrounds. Their rationale is compelling, and they back it up with an array of studies and statistics. It caused me to wonder - if these basic core values can be so readily and convincingly challenged, do we really have a value proposition at all?

The Evil Empire

I say we do! But to effectively state it and sell it, we must first stop looking at our fellow Greeks as the evil empire. They may not even be our primary competition any more. On a national basis, other fraternities are experiencing declines in the number of pledges and new initiates. This is particularly true for social groups. All in all, Delta Sigma Pi and other fraternities (of all kinds) lose fewer potential members overall to "the competition" than we lose because people simply don't join fraternal organizations at all.

First Things First

Even the best sales professionals will tell you that it's next to impossible to sell you a car if you don't want or need one. But once you're in the market for an automobile, they'll masterfully sell you just what you want from their

manufacturer and their lot. The value proposition of "my car's better than car" only works if the potential buye convinced of the advantages and benefits of having a car in the first place. The value proposition of "Del Sigma Pi is better than

" only works if the prospective member sees the value proposition o professional fraternity.

Rise and Shine

On many campuses, Greek value are masked by marginal academic performance, binge drinking, hazing and other personal abuses, slim repre sentation in campus leadership roles, overpublicized litigation and the list goes on. Despite this, I believe that or value proposition is alive. I believe it stronger than many might think. But i hibernating and it's high time we rous it from its slumber.

I want Delta Sigma Pi to be at the forefront of this reawakening. Look at your institution, other local PFA chapters, your social Greek system, your IFC, and ask: "What is our value proposition?" Challenge your fellow leaders to do the same - and do it together. It may mean some attitudes will have to adjust and some habits wi have to change. Some rivalries and animosities may have to be put aside f a bit while we unite to deal with a foe much bigger than any one of us.

Until we, as the entire fraternal community, make those adjustments and changes, our value proposition wil remain nebulous, our image will stay clouded, and our numbers will dwindle You simply can't sell what nobody's buying!

Norman Kromberg Grand President

Special thanks to Tom Decker and Delta Sigma Phi for granting permission to adapt his excellent article!

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

Delta Sigma Pi

visit our web site: www.dspnet.org

Features

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1997 CAREER ACHIEVEMENT AWARD WINNER

Brother Robert B. Pamplin, Sr., (Northwestern) is recipient of the 1997 award in recognition of his exceptional career achievements and significant business contributions.

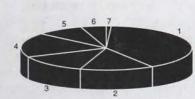
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WECOME TO NU PSI

Nu Psi is installed as Delta Sigma Pi's 244th chapter on the beautiful campus of Trinity University, located outside of Washington, D.C.

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THE YEAR IN REVIEW

A look back at a year that included a successful Grand Chapter Congress in New Orleans.

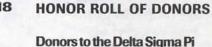
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GORDON BETHUNE: 1999 National Honorary Initiate

Gordon Bethune, Continental Airlines' CEO, will be initiated as the National Honorary Member at the 42nd Grand Chapter Congress in Houston, Texas.

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Leadership Foundation are listed

for 1997-98. We thank them all!

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Brother Pamplin Receives Career Achievement Award

The International Fraternity of Delta Sigma Pi proudly presents the 1997 Deltasig Career Achievement Award to Robert B. Pamplin, Sr., (Northwestern) in recognition of his exceptional career achievements and significant business contributions.

Brother Robert Pamplin was honored at a banquet held in Portland, Oregon, in August. It would be difficult to think of a more deserving Brother for this, the Fraternity's highest professional award. Brother Pamplin has consistently demonstrated that hard work and faith can also lead to success in business. He also has taken time to share his success with others, be they family, shareholders, or others completely unknown to him but today enjoying a better life because of his contribution.

Pamplin's story and philosophies of business and life are detailed in a book written by his son, Dr. Robert B. Pamplin, Jr. Another Virginian: A Study of the Life and Beliefs of Robert Boisseau Pamplin was printed in 1986 to honor the elder Pamplin on the occasion of his 75th birthday.

The story of Pamplin's life reads like the American Dream. Born on a small family farm in Dinwiddie County, Virginia, in 1911, Robert was a middle son who early learned the lessons of hard work. Father and sons did all the

work. Rising at daybreak each boy had to finish his assigned chores before heading to school.

Robert was an indifferent student, preferring sports as well as hunting and fishing to formal education. He managed to improve academically by his senior year of high school, enough to follow his brother William to Virginia Polytechnic Institute. William knew that Robert had excelled in math and encouraged him to seek a degree in Business Adminstration.

The first year at Virginia
Tech was extremely hard for
Robert, as his training in the
small farm community high
school was so limited that he
could not even claim to have
written a theme or to have read
a novel. But he was determined
to succeed. After the freshman
year he had achieved parity
with the other students and
went on to surpass most, as he
graduated with honors.

After graduation, he decided to enter Northwestern for one year of graduate studies, choosing those courses that would be most useful in business rather than following



Robert B. Pamplin, Sr. accepts the Fraternity's highest professional award.

the degree program. At this time he was initiated into the Zeta Chapter of Delta Sigma Pi.

It was 1935 and the depression was in full swing. Jobs were hard to find. Owen Cheatham, a brother of Julian Cheatham, Pamplin's roommate at Virginia Tech, invited Pamplin to Augusta, Georgia, for a job. Robert left Richmond, Virginia and drove all night, nearly 400 miles, to Augusta for a 9 a.m. appointment.

He started working that day at the Georgia Hardwood Company, later to become Georgia-Pacific.

The rest is history. When Pamplin came on board, Georgia Hardwood was a small company with four employees; Robert made the fifth. The firm had a net worth of \$30-40,000 and annual sales of several hundred thousand. Pamplin managed the office, performed accounting functions, opened and distributed the mail and operated as traffic manager. (Opening the mail and reading the mail, he felt, was invaluable because it allowed him to know everything that was happening.)

In 1957, the year Pamplin became President, the company had sales of \$121 million and profits of \$7.4 million. When he retired in 1976, the year-end figures showed sales of \$3 billion and profits of \$215 million, well on its way to becoming the largest forest products company in the world.

Pamplin's business strategies allowing such phenomenal growth were developed overhis years at Georgia-Pacific and also served as his credo in other corporate situations. They include:

- Centralized policies but decentralized management.
- Operational policies should be established for the company as a whole. But the implementation should be decentralized to managers at different operational locations.
- Interests of stockholders, employees and the community are equal.

The interests of these three groups are mutual and should be balanced one with the other. In addition, the company should be a good corporate citizen.

 The person at the head sets the pace and the Image for the company.

The head of the company has to work as hard or harder than any other employee. He cannot expect more from the company than what others are receiving, and must be sensitive to the needs of all employees.

• Incentives must be established for employees. Georgia-Pacific did this through the Stock Bonus Pl wherein employee contributions were made equal to te percent of the salary of each employee. As the company grew, so would an employee equity under the plan.

· Have simplified goals.

Goals are necessary but should not be so complex as cause confusion in commun cation. Employees need to know exactly what is expect of them.

- Push for sales and profits
- · Limit committees.

A company cannot be run effectively by committees. Individuals should be given responsibility for a job and held responsible for completing the job within the policy the company.

Do not rely on consultants.

A company that uses consu ants is admitting that it does I know how to run its business and risks having what it is doing passed on to the compe tion, especially if the firm is a the top of its field as was Georgia-Pacific.

- Help customers and suppliers make money.
- Keep ahead of the competition on environmental matters.

The philosophies served Pamplin well through his Georgia-Pacific career and in subsequent business ventures. He also gave to others. Rober

Representatives of Virginia Polytechnic Institute and State University, Pamplin College of Business Administration, Lucinda Giorgett, left, and Bob Alvis, right, join Brother Pamplin and wife Katherine at the Career Achievement Award banquet to offer their congratulations.

Deltasig Career Achievement Award

Previous Recipients

1992 W.R. Howell, Chairman J.C. Penney Company

1994 A. Marvin Strait, Founder & President Strait, Kushinsky & Associates CPA's

1995 William J. Alley Chairman, American Brands

1996 Dominic A. Tarantino
Chairman, Price Waterhouse World Firm

ent hunting for ducks in buth Carolina. Pamplin, Sr. nounced he was planning to ve each of his 75 first cusins 200 shares of Georgia-acific.

The announcement was, to ly the least, extraordinary. When I inquired what all this ould amount to, his response as a nonchalant, "oh, around 400,000," wrote Pamplin Jr. Then, changing to a serious ne of voice, he said, "God as been good to me and it is nportant for me to see that thers share in my good ortune.' Since that time he has ontinued to give where there as need, and each month hen I reconcile his personal necking account and check ff the names of those who ill receive [a check] every onth, I think about this shy, lent man who has never made fanfare about his generosity... is is a gift that is of love and oncern."

From his parents, Brother amplin learned how to work and and give your best effort. /ith wife Katherine, who he parried in 1940, he found a

lifemate to share his ups and downs, celebrate the good times and divide the bad.

Robert Jr. wrote: "As I look back, it might have been nice to be able to have a Dad who would spend more time in helping me with athletics and school, but like the school of hard knocks he came from, he left the motivation and development to me. It was the way he was raised and he wanted me to face the same trials and tribulations, for he reasoned that some pain in a person's life is necessary in order to build character... the building of these traits helped shape my independence.'

The farm years of
Dinwiddie County, a strict
father, the honor system of
Virginia Tech—all played their
part in honing and refining
Robert B. Pamplin, Sr. "All of
these have offered to play their
part in making this man,
Robert Pamplin," wrote
Pamplin Jr., "a wholeness that
has brought forth a high level
of greatness in business and a
recognizable devotion to
helping his fellow man."

Robert B. Pamplin, Sr. : A Day-to-Day Philosophy of Life

In Another Virginian, Dr. Robert B. Pamplin, Jr. writes about his father's corporate philosophies and personal beliefs. These personal beliefs are guidelines for day-to-day work relationships, and equally applicable as rules to live by.

• Have a strong faith.

A philosophy of doing what is right generally proves to be best in the end. It has allowed Robert Pamplin to make decisions that, almost without exception, have proven to be correct. With the Lord as a partner, he has no problem sleeping nights.

 Consider what is best for shareholders, employees and the community.

Pamplin believes these three factors are equally important; and that it is necessary to have the cooperation of all three if one is to be successful. Always be honest in your dealings.

Reputation is the most important credit one has in business. Again, a strong faith goes a long way toward developing and demonstrating honesty.

 Start at the bottom and work up.

The progression is important as one needs to gain the practical experience necessary to master the job at the top. Too many people want to start at a much higher level and fail to gain the background at the lower level that they need and should get.

 Work hard; put in extra hours.

This helps one to gain the needed experience in a shorter period. When there is an opening for a job at a higher level, normally the individual who has worked the hardest and has gained the most experience is going to get the promotion.

 Learn how to get along with others.

A lot of managers don't know how to get down to the level of a blue collar worker. The best way to do this is to be humble and treat everyone alike.

Develop strong leadership abilities.

Almost everybody likes to work for a strong leader. A leader has all of the qualities already discussed; in addition he is the one who must work harder than anyone else, get paid less for his job in proportion to what he contributes, not receive any special favors, and set the image for the company.

- Keep communication simple.
 Don't make things complicated—information should be understood easily.
- Make gifts while you are living.
 Enjoy the benefits of giving.
- Give strong support to public education.

In public schools, one learns to associate with and get along with all types of people. This is important training for a position of leadership.

Editor's Note: Thanks to Dr. Robert B. Pamplin, Jr. for his excellent book about his father, Another Virginian: A Study of the Life and Beliefs of Robert Boisseau Pamplin. Dr. Pamplin earned a master's degree and doctorate at Western Conservative Baptist Seminary.



bert B. Pamplin, Sr., Northwestern, accepts the 1997 Career Achievement Award at a banquet in his honor. hand to congratulate him from left, daughter-in-law Marilyn and son Robert Pamplin, Jr., wife Katherine, bert Pamplin Sr., Vice President for Alumni Benefits and Services Catherine Merdian, and Western Provincial President Gregary W. Howell.

Robert B. Pamplin- A Sampling: Service and Awards

- 1966 Awarded Northwestern University's "Merit Award" as outstanding alumnus.
- 1968 Gymnasium at Lewis and Clark named Pamplin Sports Center.
- 1969 Building housing VPI and State University's College of Business named Pamplin Hall.
- 1973 Alumni Distinguished Service Award, VPI and State University.
- 1975 Elected Director of Transamerica Corporation
- 1976 Named "Virginian of the Year," Virginia Press Association
- 1986 College of Business Administration at Virginia Tech named the R.B. Pamplin College of Business Administration.

Nu Psi Chapter Installed At Trinity College

Trinity College in Washington, D.C. recently became the 244th institution of higher education to host a chapter of Delta Sigma Pi.

n June 27, 1998, installation ceremonies were held and 30 new members became the Nu Psi Chapter. The Fraternity initiation was conducted at the Trinity campus and the installation banquet was held at the Holiday Inn - Ballston in Arlington, Virginia.

Several chapters assisted with the ceremonies, including the University of Maryland, Howard University (D.C.), St. Peters College (NJ), George Mason University (VA), the Northern Virginia Alumni Chapter and Baltimore Alumni Chapter. A host of national Fraternity leaders were also on

hand to assist with the program and join the celebration of the Fraternity's newest chapter. The charter presentation was made by Northern Provincial Vice-President Larry Mroz and the banquet was emceed by Mideastern Regional Director Kristen Connor. Other national officers in attendance included Vice President of Alumni Benefits & Services Catherine Merdian, Trinity's District Director Claire English, Leadership Foundation Trustee Richard "Nick" Steinkrauss, Eastern Regional Director Dara Moore, and Central Office staff representative Dale Clark, Director of Chapter & Expansion Services.

A host of other District Directors, collegiate and alumni brothers, family and friends also joined the festivities.

The colony, named Tau
Beta Sigma for Trinity
Business Society, first began as
the vision of Susan Kellogg
when she was a pledge herself
with Chi Chapter at Johns
Hopkins University in Baltimore. As Chair of Business
and Management Programs at
Trinity, Susan visited the Central
Office in Oxford, Ohio, in the
fall of 1996 and soon began
advising a group of business
students with the vision of
chartering a Deltasig chapter.



Trinity College is a Catholic liberal arts college founded in 1897 by the Sisters of N Dame de Namur to meet the higher educational needs of women. Over the years the College has shown a willingness to meet the changing educational needs of the diver community it serves on the undergraduate and graduate levels.

Official recognition of the colony by the Fraternity was achieved in February 1997.

A variety of activities were planned including a professional trip to Wall Street in New York. Recruiting assistance and joint activities generated networking and camaraderie with chapters at Howard and George Mason. The students at Trinity steadily increased their level of activity and mastered the Chapter Efficiency Index even beyond the level of many existing chapters.

Eventually, a colony website was designed and linked to Delta Sigma Pi and three members attended an Officer Training School at Virginia Commonwealth University in Richmond.

Upon meeting all requirements to obtain a Fraternity charter, the colony petitioned the Board of Directors in the spring of 1998 and were approved for the June installation.

The colony dedicated their official petition to their

District Director, Claire
English, who provided much
guidance and assistance duri
the colony development. In
addition, Claire was nomina
to receive the Fraternity's
Distinguished Service Certificate and was presented the
award at the Installation
Banquet. (Claire and husban
Jim, who was also active with
Trinity, are featured in Volun
teer Spotlight elsewhere in th
issue).

A group of area alumni were coordinated to serve as "Big Brothers" during the pledging phase immediately prior to installation. These members assisted the colonist during their last phase of colonization and pledging and presented them gifts at the installation banquet. Many thanks are due to the alumni for their dedication and support to this group.

The banquet also featured Ms. Camille Hazeur, Dean of Student Services at Trinity and of course, Susan Kellogg who gave a narrative of the colony history from her first vision to now a successful Deltasig chapter. A dance followed the



The colonists of Tau Beta Sigma at Trinity College in Washington, D.C. gather on campus just minutes before their initiation as the charter members of Nu Psi Chapter.

rogram and the new chapter egan the next day planning or summer and fall activities.

A final charter announcement and presentation of their cholarship Key Scroll is cheduled for the Regional onference in Philadelphia october 17, 1998.

About Trinity

Trinity College was bunded in 1897 by the Sisters of Notre Dame de Namur to ffer equivalent educational poportunities to women of all ges. In 1966, the college uplemented a graduate rogram conferring master's egrees to both women and ien. In 1984, a popular reekend College program egan that offered a full inccalaureate degree to commodate working women.

Trinity strives to provide atmosphere which promotes tellectual development, holarship, and critical thinking for students of all ages and backgrounds to enable them to meet the challenges of a constantly changing world.

Trinity's 26-acre wooded campus, located on Michigan Avenue at Franklin Street, in a residential neighborhood just two-and-one-half miles north of the United States Capitol, is an inspiring place to learn. The White House, the Library of Congress, the National Archives, the National Gallery of Art, embassies, countless government agencies, national and international associations and businesses all become sites of research, field trips, internships, mentors, and part-time jobs.

The College facilities are housed in seven buildings. The Main Building, completed in 1909, houses administration offices, most classrooms and faculty offices, bookstore, meeting rooms and lounges, and a residence hall. The

Science Building houses classrooms, laboratories and the Computer Center, and the Sister Helen Sheehan Library has a collection of approximately 180,000 volumes on open shelves.

In addition to the one in the Main Building, there are three other residence halls and the Notre Dame Chapel, dedicated in 1924, won the 1925 Gold Medal for ecclesiastical architecture.

Today the College continues the founders' commitment to offer students of all faiths a quality academic program, a value-centered education, and a focus on the intellectual development of each student. The college recently concluded a centennial celebration in which the colony participated.

Welcome, Trinity and Nu Psi Chapter, to the Delta Sigma Pi family!



On behalf of Nu Psi Chapter, Ann Marie Leali, Chapter President accepts the charter from Larry Mroz, Northern Provincial Vice President. Nu Psi becomes a chapter in the Mideastern Region and Northern Province.



Meastern Regional Director Kristen Connor (left) joins Northern PVP Larry Mroz in helping the officers of Nu Psi Chapter accept the reclaration as a fully chartered chapter, following the installation of Deltasig's 244th chapter.



Northern Provincial Vice President Larry Mroz presents the Nu Psi Chapter gavel to Chancellor Carolyn Robinson. Looking on is Chapter President Ann Marie Leali.

1998 Leadership Academy Highlights

elta Sigma Pi Leadership Foundation's 1998 Leadership Academy was a terrific three days of Brotherhood. One hundred and fifteen guests and students representing 64 chapters converged upon Oxford, Ohio, "for an excellent experience that I would not give up for the world." Miami University was the host for the July 16-18 event.

Participants were treated to three days of intensive leadership, institutional and personal development workshops led by a variety of successful business executives. "Treated" is an apt description as many attendees earned scholarships from generous Leadership Foundation donors. Corporate donors provided funding as well.

While designed as a leadership experience and not to specifically address Fraternity-related issues, opportunities abounded to network and exchange Deltasig ideas, successes and failures. "A lot of good ideas were picked up to bring back to our chapter," recalls one participant.

The Leadership Academy is offered in non-Congress years. Brothers intrigued by the fellowship, fun and learning provided by the Academy should make plans to attend the 42nd Grand Chapter Congress, August 18-21, 1999, at the J.W. Marriott in Houston, Texas. See you there!



As led by Superman, above, a crew of Leadership Academy participants cleaned and spruced up a trailer park in Oxfort The project was coordinated with the Oxford Police Department and various local community action groups. Two hugi dumpsters, were filled with trash.



Brother Walt Schratz, Pittsburgh, receives the Silver Helmet Award from Grand President Norm Kromberg. Pictured, center, isWalt's wife Helen.



LaShawn Rhoades, Trinity, and Executive Director Bill Schilling take a break during



Is it art? Janna Rodrigue, Southwest Louisiana, manages the trash pile during Academy participants' clean-up project.



Another enthusiastic group of Leadership Academy participants!



Participants pause between Academy sessions on the steps of Miami University's Shriver



Wheelin' along!



ra Moore, Eastern Regional Director (left) and Dean Ferguson, Director of Educational Numni Services (center) join participants in signing prints of the Central Office.



All work and no play! The trailer park clean-up project was definitely a "hands-on" job for Academy attendees.



Academy offers a chance for participants to tour the Central Office. Students, above, look through chapter petitions and other archival materials in the Founders' Room.



st row: Brian Adams, Northern Colorado, Matt Petersen, Arizona, Evan Quidachy-Swan, California-Riverside. Second v: Brandon Trease, Wayne State-NE, Beth Parkhurst, New Mexico State, Kaoru Yoshimoto, Drake. Third row: Robert nt, Troy State, Mary Ann Hagemann, Northern Illinois, Dave Jeszka, Lewis. Fourth row: Matt Yannotta, Missouri-tumbia, Joe Riego, San Francisco.



At the end of the day, the hard-working Deltasigs posed for a photo.



crowd of Academy attendees all attended on a full scholarship made possible by the generous support of donors to the Delta Sigma eadership Foundation. Thank you donors and congratulations students!



Leadership Foundation Trustee Joan Maag (far left) and Mid-American Provincial Vice President Kathy Jahnke (second from right) visit with Academy participants during the educational "etiquette dinner."

Year in Review

Beginning with a record breaking attendance at Grand Chapter Congress in New Orleans and ending with the Leadership Academy in Oxford this past summer, Delta Sigma Pi enjoyed another excellent year in 1997-98.

Highlights include:

•Witnessed total membership in Delta Sigma Pi reach 177,293 initiates worldwide. Initiated 3,854 collegiates, 111 Faculty and 19 Honorary Brothers.

 Maintained operations at 170 collegiate chapters and franchised alumni chapters at 22 locations across the country.

 Hosted a record 1,079 Brothers and guests at the very successful 1997 New Orleans Grand Chapter Congress.

 Opened five new colonies and corresponded with more than 40 schools on expansion possibilities.

Published The DELTASIG quarterly and provided numerous newsletters.

•Recognized 22 chapters achieving Honor Roll Status (compared to 19 in 1997).

•65 chapters earned Honorable Mention in the Chapter Efficiency Index (compared to 75 in 1997).

•Received 34 applications for national chapter awards and 107 chapters nominated a candidate for Collegian of the Year.

 Introduced eight new recruiting posters and two revised recruitment brochures.

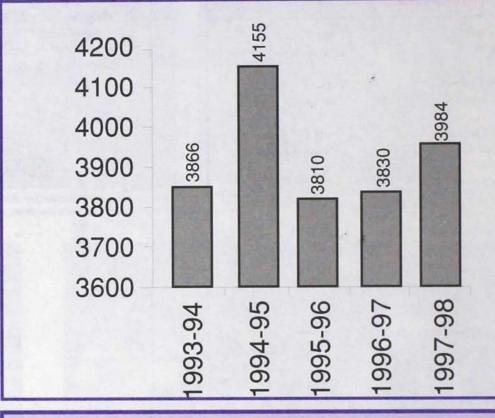
 Installed a 56K internet connection, NT-server, Microsoft Backoffice software and 13 new Pentium PC's in the Central Office.

 Continued to update and improve Delta Sigma Pi's web site (www.dspnet.org) and continued to link chapters, vendors, add forms and manuals on-line, etc.

•Repaired and improved the Central Office facility with interior painting, new conference room chairs, contemporary and historical awards and art work, drainage work, parking lot repairs and new landscaping.

 Continued to offer many alumni member benefit programs including: a new alumni directory, group life and medical insurance, an MBNA Master Card affinity card, investment opportunities, travel agency, loan program, merchandise programs, etc.

Total Annual Initiates Five Year Comparison



Top 10 Chapters New Initiates 97-98

Alpha Rho Chapter Colorado-Boulder — 67

Delta Epsilon Chapter North Texas — 60

> Iota Chapter Kansas — 55

Pi Chapter Georgia — 50 Phi Chapter Southern California — 47

> Epsilon Chapter Iowa — 46

Beta Epsilon Chapter (tie) Oklahoma — 45

Epsilon Chi Chapter (tie) Georgia Southern — 45 Epsilon Omega Chapter Eastern Illinois — 44

Alpha Beta Chapter (tie) Missouri-Columbia — 43

Lambda Nu Chapter (tie) Texas A&M-College Station — 43

Upsilon Chapter

Illinois-Urbana — 40

www.dspnet.org

DSP Web Site Earns Interfraternity Award

Delta Sigma Pi's web site received a Certificate of Merit at the awards banquet of the College Fraternity Editors Association (CFEA) this summer. The banquet concluded CFEA's annual meeting in Norfolk, Virginia, in July. More than 300 entries were submitted for awards in several categories from CFEA member groups, which included all social and professional fraternities and sororities. The award recognized Ann Daentl, Director of Information Services, and Delta Sigma Pi for its quality site. The merit award followed first, second and third place winners. Take a look for yourself!

Chapter Efficiency Index Honor Roll

Upsilon Chapter

Alpha Beta Chapter

Alpha Eta Chapter South Dakota

Beta Pi Chapter Kent State

Gamma Eta Chapter Nebraska-Omaha

Gamma Psi Chapter

Delta Epsilon Chapter North Texas

Delta Pi Chapter Nevada-Reno

Epsilon Xi Chapter Ball State

Epsilon Tau Chapter

Dayton

Eta Kappa Chapter Troy State Eta Pi Chapter Wayne State-Nebraska

Theta Tau Chapter St. Cloud State

Theta Phi Chapter South Florida

Iota Kappa Chapter James Madison

Iota Nu Chapter Truman State

Iota Pi Chapter San Diego State

Iota Chi Chapter Illinois State

Kappa Mu Chapter Cal Poly-San Luis Obispo

Lambda Nu Chapter Texas A&M-College Station

> Mu Rho Chapter Colorado State

Nu Tau Chapter St. Thomas

Top Ten Chapters Total Initiates

Alpha Beta issouri-Columbia — 2,948

Alpha Rho olorado-Boulder — 2,343

Alpha Pi niana-Bloomington — 2,288

Alpha Upsilon Miami-Ohio — 2,206

> Epsilon Iowa — 2,173

Beta Lambda Auburn — 2,059

Beta Eta Florida — 1,959

Alpha Eta South Dakota — 1,957

Alpha Lambda North Carolina-Chapel Hill 1,880

Alpha Delta
Nebraska-Lincoln — 1,872

Where the Money Comes From...

1-Collegiate Dues 32%

2-Initiation Fees 21%

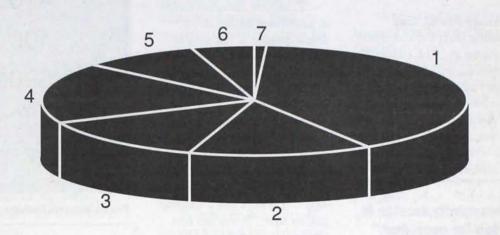
3-Grand Chapter Congress 16%

4-Jewelry and Merchandise Sales 13%

5-Investments 9%

6-Royalties, GCC Travel Fund and Other 8%

7-Regalia 1%



TOTAL 1997-98 REVENUE \$1,235,773

Where the Money Goes...

1-Chapter Services and Educational Programs 32%

2-Headquarters Management and Maintenance 27%

3-Grand Chapter Congress 20%

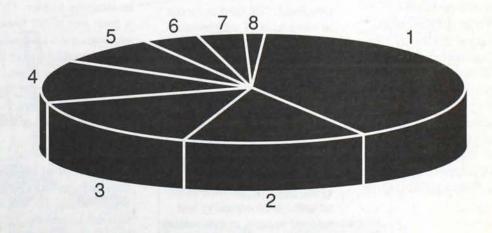
4-Board Travel and Meetings 6%

5-Administrative and Professional Fees 5%

6-Depreciation and Interest 4%

7-The DELTASIG 4%

8-Insurance Programs and Retirement 2%



TOTAL 1997-98 EXPENSES \$1,147,188

Lindholm Lives a Life of Service

hen Brother William
L. Lindholm sent in
a donation to the
Delta Sigma Pi Leadership
Foundation recently, he
suggested, "If you took a look
at my post-grad career, it
might make a good story for
your magazine!"

Would it ever! After graduating from the University of Alabama in 1934, (where he was initiated into Alpha Sigma Chapter) and earning a degree in business administration in 1936 at the University of Missouri, Lindholm began a career with the Bell System. It was October 1, 1936.

"Community service is a job for everyone," says Lindholm today. "I believe a person should 'tithe' his or her time in community service.

He moved through the ranks, working in various Texas cities including Dallas, Tyler, San Antonio and Houston, beginning as a service representative and holding other positions including salesman, business representative, district manager and division manager. He moved to St. Louis as an assistant vice presidentoperations in 1957 but went back to Texas in 1959 as general manager, South Texas Area and then vice president in 1963.

A detour to work as president of the Chesapeake & Potomac Telephone Companies took Lindholm and his family to Washington, D.C. in 1965. The position ended after five years when Lindholm was named executive vice president of AT&T in New York. In 1972, he became vice chairman of the board and on April 1, 1976, president of the company.

Lindholm reflected on his distinguished career in an article printed at the time of his retirement as AT&T president on April 1, 1977. He was 63 years old.

Lindholm joked that he was way ahead of his time when he was initially hired by Southwestern Bell as the first male service representative in Texas. It wasn't just a training job, he said. "It was the first job I ever had and I liked every minute of it. It gave me a great foundation for the business."

He explained, "When I started out in the business office, no one explained to me what the spirit of service was," he said. "They didn't have to; it was all around me."

Even before he joined Southwestern Bell, the attitude of service was bred into Lindholm by his father, who worked for an independent telephone company and then a small electric power company in the Missouri Ozarks where they lived. "He used to be out in every kind of weather, day or night, as a result of customers' calls about electric problems," Lindholm said. "He taught me about service without ever mentioning it."

Though the communications business had its ups and downs, Lindholm said the '70s were strong; at the time of his retirement the company had enjoyed success in overcoming its service difficulties and



Brother William D. Lindholm, far right, with son Bob, left, and wife, Eleanor.

improving earnings. "We didn't just buy back good service by spending a lot of money," said Lindholm. "During this period we also improved our efficiency considerably."

The company changed, and has continued to evolve to meet growing needs but Lindholm said "We've always done the right thing by our customers. This has been our creed throughout the years."

Lindholm said he took special satisfaction during his career in the work he did in community service. "It's been a great part of our lives, although not a compulsory part," he said. "I have lived in communities in which, had it not been for the telephone employees, a United Fund campaign simply wouldn't have existed."

Throughout his career, Lindholm served a number of organizations. He was a national trustee for the Federal City Council in Washington, and trustee for organizations including the Consortium of Universities of the Washington Metropolitan Area, the National Safety Council and the National Symphony Orchestra. He was chairman of the 1969 U.S. Savings Bond Campaign in the Washington Metropolitan area, and member of the National Council, Boy Scouts of America, George Washington University Council for Government and Business, and the Business Advisory Council, Religion in American Life.

"Community service is a job for everyone," says
Lindholm today. "I believe a person should 'tithe' his or her time in community service.
And that is one's own time - not company time. Service to the community in which we live is the 'rent' we pay for living there."

Throughout the 1970s, he held numerous corporate directorships, serving companies including Bell Telephone Laboratories, the New York
Telephone Company, Acacia
Mutual Life Insurance,
Pepsico, Inc. and Texas
Instruments. He was a direct
for Junior Achievement, the
United Givers Fund of the
National Capital Area,
Y.M.C.A. of Metropolitan
Washington, Downtown Low
Manhattan Association, Inc.
and Council for Financial Aid
to Education.

Lindholm was listed in "Who's Who in America" in the 1960s and '70s. He was twice offered the Missouri Distinguished Alumni Award but could not accept as the award required attendance and he had conflicts each time.

Brother Lindholm has been married to Eleanor Davis Lindholm since 1939. They ar parents to Robert. The couple now lives in Austin, Texas, where they are members of the Lakeway Ecumenical Church. Since retirement, Lindholm has enjoyed hunting, fishing, golf and gardening. "Currently my pride and joy is in my grandchildren," said Lindholm "My granddaughter, now 24, graduated from the University of Texas with honors and my grandson, now a high school senior, is a straight-A student. He is also one of the nation's best high school golfers and last year was selected to the Rolex All-American golf scholastic team of ten kids from all over the country."

Lindoholm's advice to current collegiate Brothers is simple: "Hard work is absolutely essential," he said. "Hard work alone will not get one to the top, but the top can't be reached without hard work."

If A Sale Depended on Your Card, **Could You Close It?**

Jusiness card mirrors our company's image

By Jeffrey Gitomer

business card may be the only thing left for the prospect to member you (or not rememr you) by- after you've gone.

After you've given your eat sales presentation about ur product, your card mains behind. Don't be ling me about quality when ur business card says "cheap d ordinary."

My business card is an portant part of my image. Is urs? If I'm offering top ality services, my card must rror that image. People tell mine does. What kind of essage are you sending when u hand your card to some-

Look at your card. Then k yourself three questions:

- 1. What do I want my card do or say?
- 2. What do I want my card reflect?
- 3. Is my card accomplishthese objectives?

If the answer to number ee is "no." tear up the ones u have and invest in new

Developing a card is more ricate than you think. It's a icate balance of design and nting that delivers a mese and creates an image. re are the secret ingredients making a great card:

Invest in a logo. Pay a designer for your mark of distinction. Logos from graphic designers will cost between \$500 and \$2,000 (design fee is usually based on the dollar sales volume of your company). It is a long-term business investment.

Invest in design. Graphic layout is as critical as the logo. Let your design firm work their magic from your criteria. Your logo and layout will begin to create your style. Be the best.

Add color. Let the designer guide you to colors of distinction.

Use the best materials.

Distinctive paper can set you apart. Paper stock and style are becoming an important part of image. Select a color that punches your logo and layout. You are not limited to paper. Plastic, metal, wood and other substances can make your card outstanding. Match the card with the business. If you're in the lumber business, your card has to be wood. (Be careful if you're in the septic tank business.)

Use printing options that set you apart. There are printing options that can add distinction and color at the same time (and the cost is surprisingly modest). You can add the options of blind emboss (raising a portion of your name or logo) or foil stamping (shiny metallic material in a wide variety of colors). Emboss and foil stamp are the current rage. The more traditional companies and professional firms use the engraving process.

It's similar to blind emboss, but it adds ink to the raised letters. Engraving is the classic style. Your best bet is to get samples of everything, lay them out, and see what works best for you.

Use a top-quality printer. Printers are the link between design and reality. The difference in price between good and the best is minimal. Select the best. This is a onetime investment in your image. Make it.

Use something else unusual. A different size, a custom shape, special fold, die cut, your mission statement on the back, a creative title. The final touch that sets you apart from the others-especially the competition.

Ask opinions before you go to press. Get opinions from your friends, customers,

prospects and people you respect. Let them give you information and feedback. Don't let them make your decisions. In the end-go with your gut feeling.

Just add money and presto! Know approximate costs before you begin. Get estimates in writing from everyone, or you may be in for a mild (or wild) billing shock.

Beware of the 5.5 pitfalls. Don't do this to your card:

- 1. Don't do thermographic cards. (This is a type of printing process.) It feels cheap and cards stick together in your wallet.
- 2. Don't be in a hurry. If you can't wait a few days or a week for your card, something's wrong. Makeshift a few to get by and wait for a masterpiece. I've never seen a good "rush job."
- 3. Don't try to tell the history of your business on the card. Less is more.
- 4. Don't let your printer be your designer. It's like going to a drug store for brain surgery. First hire a great designer, then find a great printer.
- 5. Don't try to save money by cutting corners. You don't spend money on business cards, you invest in the image of you and your business.

What's that worth?

5.5. Don't ever say "That's good enough." Developing that attitude will lead you to mediocrity and no further.

A few more points to ponder...

A new card for an existing business can be a business facelift.

You may need more than one card. Revolutionize the cold call with a hot card. Have a special card just for cold calls or trade shows.

The quality of your card reflects the quality of your image after you leave a prospect's office. Make it a top quality, lasting impression.

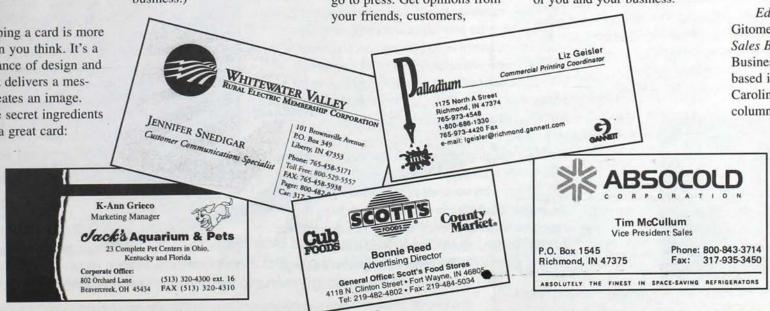
The investment you make is not just paper and ink. You're investing in creativity, expertise and craftsmanship.

Picture this...your biggest prospect mulling over the decision to select you or your biggest competitor. He's fondling your card and your competitor's card. Look at your card - would you pick you?

When you hand your card to someone, you only want to hear three words: Wow, great card!

Editor's Note: Jeffrey Gitomer is the author of the Sales Bible and president of **Business Marketing Services** based in Charlotte, North Carolina. He is a regular columnist in the Cincinnati

Business Courier. This article first appeared in the Courier and is reprinted here with permission.





Corporate Partner Series

Do you remember 1983



Aerotek then.

1983.

You were one of 125 million people to watch the last M*A*S*H.

Your Mom stood in line 3 hours to buy you a Cabbage Patch doll.

Janet Jackson was the girl who used to date Willis.

You rode backwards in the family stationwagon.

No one had e-mail.

Aerotek then.

And in a basement in Annapolis, Maryland, two entrepreneurs were founding a new kind of contract services company. A company based on the idea that a contract employee is part of your company, part of your success, and part of your life. The company was Aerotek, Inc.

It's hard to believe only 15 years have passed since Steve Bisciotti and Jim Davis started Aerotek--in Steve's basement, with two desks from Goodwill and a carpet stuck together with duct tape. Back then, Jim balanced the books, tracked client information, and made sure Aerotek's contract employees got paid on time. Steve made sales calls and recruited our contract



employees--and held group lunches for them, drove to the rescue when their cars broke down, met them at airports, and helped them find apartments when they took projects in other locations.

Aerotek now.

Now, more than 2,000 Aerotek employees nationwide are balancing the books, paying the bills, tracking client information, and making sure Aerotek contract employees are paid on time. Another 5,000 are making sales calls, recruiting contract employees, driving contract employees to jobs on their first day, holding parties for them, driving to the rescue when their cars break down, picking them up at airports, and helping them find apartments when they accept projects in other locations.

While a lot of things have been computerized, transitioned online, and expanded internationally, a lot more has stayed the same. Like Aerotek's services. Our internal and contract employees. And our clients.

An incredible career journey awaits you... With Aerotek! With over 160 locations nationwide. we're the undisputed leader in contract services. And the fastest growing team in America.

We believe the key to gaining the competitive advantage is finding and attracting top performers. We work hard to recruit individuals who set high standards, motivate others and take an active part in promoting the growth of our company. Our work environment is fast-paced and progressive. Not only will you enjoy it, you will become an interactive part of it. Aerotek focuses on building a team that emphasizes character and integrity, and ensures a quality work atmosphere.

We have openings nationwide for sales recruiters individuals who supplement the staffs of Fortune 500 clients with contract professionals. This includes recruiting top talent and matching their expertise with the clients' needs. The demand for this service is unprecedented. And talk about earning potential! We offer a competitive salary

and bonus plan. But, even more important, we're with you all the way with the training and career. planning that will take you up the corporate ladde in sales and management.

On the occasion of our 15-year anniversary, Aerotek is proud to become a corporate partner with Delta Sigma Pi. We look forward to a long and happy association.

If you would like to know more about Aerotek and our career and internship possibilities, call Christine Bishop toll-free at:

(800) 927-8090 x3901

or visit our website at

www.aerotek.com.



Aerotek now.

WHAT CAN AEROTEK OFFER YOU?

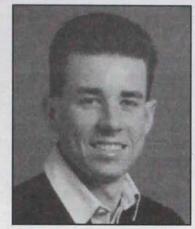
- · Competitive Salary & Benefits A great salary plus bonuses and comprehensive
- benefits. · Career Planning
- Support for your advancement into sales and
- management! · Rewards Hard work rewarded with bonuses and promotion
- National Opportunity Over 130 branch offices across North America
- From experts with over 50 years of experience from Fortune 500 companies.

This article was provided by Aerotek as part of the Delta Sigma Pi corporate partnership program in which corporte America invests in the educational and leadership development of Deltasig Brothers.

Columteer spotlight



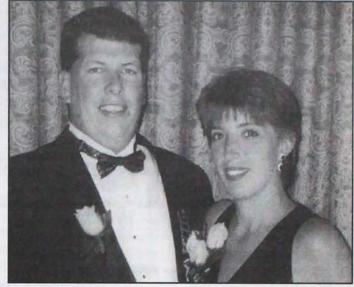
Brother Clement "Rusty" tratman is an initiate of Alha Omicron Chapter at Ohio Iniversity and is now affiliated ith the Columbus, Ohio Ilumni Chapter where he erves as President. Rusty also erves as District Director for Ilpha Omicron Chapter and is mployed as a consultant with omputer Task Group, Inc.



Brother Gus Allen is an initiate of Zeta Theta Chapter at Western Kentucky University and is now affiliated with the Nashville Alumni Chapter. Known as Uncle Gus, he serves as District Director for Zeta Theta Chapter and is employed with Lucent Technologies as a Telecommunications Installer.



Dr. Harry (Hank) Hennessey is an initiate of Alpha Delta Chapter at the University of Nebraska-Lincoln. He now serves the Fraternity as Faculty Advisor for Lambda Psi Chapter at the University of Hawaii-Hilo where he is employed as Director of the School of Business and lives with his wife Mitzi.



Brothers Jim and Claire English are members of the Northern Virginia Alumni Chapter where she is Vice President and he is District Director. Jim is an initiate of Lambda Tau–Bentley and is a senior analyst/programmer with MEI Software Systems, Inc. in Reston, Virginia. Claire is an initiate of Epsilon Kappa–Shepherd and is District Director for Nu Psi–Trinity where she also served as Pledge Educator for the charter class. Claire is a 1998 recipient of the Delta Sigma Pi Distinguished Service Certificate and is a software engineer with Sato Travel in Sterling, Virginia.

Promote and support Delta Sigma Pi!

elta Sigma Pi Fraternity will receive up to \$150 per box, and nore, when you order your checks through Check Partners.



ORDER FORM Day phone (Starting number for checks If not specified, starting number will be 301 Enclose with your order: Voided check from your checking account. ✓ Voided check from our checking account. ✓ Deposit slip from same account. ✓ Payment check payable to Check Partners, Inc. ✓ Complete order form for Delta Sigma Pi checks. 200 single checks per box number of boxes ___ x \$15.00 = \$150 duplicate checks per box number of boxes _ Optional: Greek letters number of boxes Old English Script number of boxes x \$2.00 = \$Indicate college, university, or chapter for text above signature line Limited to 2 lines with 26 characters including spaces. \$2.00 per box 3% sales tax for Colorado residents, non RTD District SUB-TOTAL = 3.8% sales tax for Colorado residents, RTD District Shipping & handling: Bulk mail - allow 4 weeks from receipt of order. Priority mail - add \$3.10 for every 2 boxes ordered (Add sub-total, tax and shipping) = \$_ Mail all items to: Check Partners, Inc., PO Box 621416, Littleton, CO 80162-1416

Your check is printed on recycled paper with 40% pre-consumer and 20% post-consumer waste. We print only with biodegradable inks. Each order includes 1-part deposit slips, check register, and recycled checkbook.

Te DELTASIG of Delta Sigma Pi

Gordon Bethune, CEO of Continental Airlines to be Initiated at Houston Congress:

A Leader "From Worst to First"

As a highlight of our 1999 Grand Chapter Congress in Houston, Gordon Bethune, Chairman and Chief Executive, Continental Airlines, will be made an Honorary Brother of Delta Sigma Pi and offer Keynote remarks. Here's a look at a man who's made a difference in corporate America.

By Polly Lane Seattle Times Business Reporter

Renowned for collecting traffic tickets while racing his Porsche around Seattle during his five-year Boeing stint, Gordon Mason Bethune is clearly a man addicted to speed.

Bethune, 56, said the car is well-engineered and meant to go fast, like his favorite airplane, the Boeing 757.

Now chairman and chief executive of Continental Airlines, a Boeing customer, Bethune often pilots 757s and 767s on delivery flights from Seattle to Continental's headquarters in Houston to get speed kicks.

Bethune is a man in a hurry in the corporate world, too. He's "always two steps ahead of you," spotting problems and identifying solutions, said a colleague.

In a little over three years, he has rescued Continental from near bankruptcy and transformed it into the nation's fifth largest carrier as measured by passengers.

Last year its profits were \$385 million, compared with a \$613 million loss in 1994, the year Bethune became Continental president. At that time, the airline had no cash, a mistrustful and bewildered work force and little respect from the industry and customers.

"We weren't just the worst major airline. We lapped the field," Bethune wrote in "From Worst to First" (John Wiley, \$24.95), a recent book written with Scott Huler.

Flying routes no one used, Continental was careless and sloppy in the way it treated customers. Ranking last on the Department of Transportation's quality list, it received complaints that were three times the industry average. Losing money rapidly, its stock was at "rock bottom" (\$20 a share compared with near \$60 today).

Reversing these trends required some painful acts, including the elimination of about 4,000 jobs. Loans were refinanced at lower rates.
Unprofitable routes were dropped. And Bethune had to call on some of his old friends at Boeing for immediate help.

Needing money to keep Continental afloat until he restructured, he convinced old friend Ron Woodard, Boeing Commercial Airplane Group president, to return \$29 million in deposits for jets Continental could no longer afford.

Bethune persuaded General Electric, the airline's largest creditor, and others to extend three-year loans. He and top officers also went in person to apologize to travel agents and others for their previous mistreatment by the airline and to beg for business.

Another tough challenge was to convince unhappy employees that something good could happen under his management. After showing them what he wanted, he raised wages as profitability improved.

He began to give eligible employees \$100 bonuses every month Continental ranks first in on-time arrivals, \$65 for ranking second or third. In addition, names of those with perfect attendance for six months are entered in a twicea-year drawing to receive a deluxe version of the Ford Explorer. Thirty have been awarded.

Bethune will have to keep moving fast to keep up with changes in the competitive airline industry.

The challenge now is to keep Continental's 41,000 employees providing top service while the airline grows and improves profitability, something Bethune believes may be as difficult as the turnaround itself.

"Once you're there peop take things for granted, but there is no autopilot for success," Bethune said. He also has to be prepared for an inevitable industry downturn ahead as the economy cools down.

To help maintain intensit he frequently works beside employees to remind them the every flight experience is important to customers. He works lines with baggage handlers, or meets in lounges with pilots and flight attendants, often on holidays.

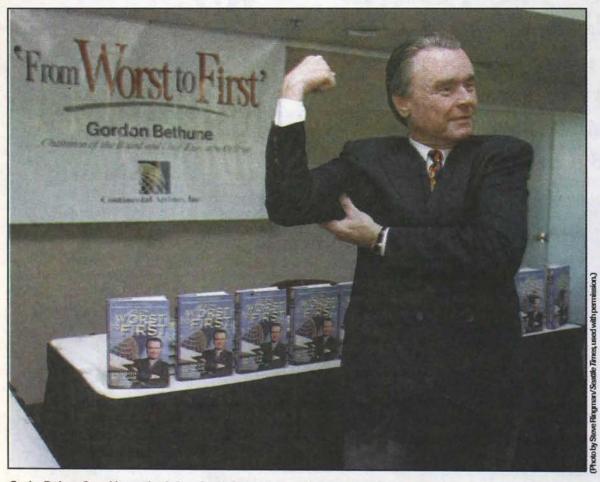
Bethune hired top people to help transform Continental, and they drafted a "Go Forward" plan.

It calls for achieving top industry profit margins, reducing interest expense, developing hubs and laying the foundation for future growth. It also calls for an environment where employees enjoy coming to work every day and are valued for their contributions.

The blueprint has worked In March, Fortune magazine named Continental the company that has "raised its overall marks more than any other in the 1990s," and the airline climbed to third, from sixth, in the "most-admired" ranking.

Travel Trade Gazette
Europea named Continental
the top airline in America the
same month. Frequent Flyer/
J.D. Power Associates chose it
the top U.S. airline for customer satisfaction on longdistance flights for two
consecutive years.

Bethune's attention to people is based on the Boeing theme of teamwork.He describes this success as "an understanding of human behavior" based on common sense, decency, respect and communication.



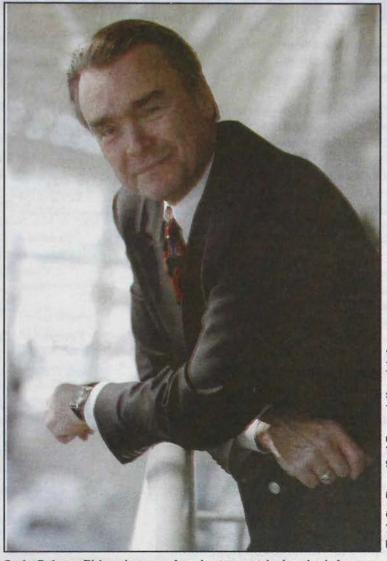
Gordon Bethune flexes his muscles during a Seattle Museum of Flight book signing for "From Worst to First," his story of Continental Airlines' turnaround under his command.

"You have to figure out at motivates workers and ... I incentives that work for n," he said. "It's easy. I d to be one," he said, alling some dismal treating from highers-up while an sted Navy mechanic.

Respect for Boeing

Son of a crop-duster, hune was a high-school bout who joined the Navy 7. He was a technical ker before becoming a tager, and his conversations sprinkled with airplane o. He said technical wledge has helped him because he understands blems and how they can be d

Bethune worked in rations at several smaller nes, including Piedmont, ore joining Boeing in 1988. king for Boeing felt like king for the government, aid, because of the pany's bureaucracy. Still, he respects Boeing left his mark there. He led the customer-service sion, where his major ience was on design of the generation of 737s. Bethune, a risk-taker self, praised Boeing ers for taking the gamble icreasing production rates eet surging orders while g ahead with plans to imline processes at the time. The move has cost ng financially and resulted vere production delays. "Critics are measuring ng against perfection. e are bound to be probin taking risks," he said. old conservative Boeing id have waited to make the ges - and lost customers." Continental, like other ies, has had to cope with airplane deliveries from



Gordon Bethune will join a select group of prominent corporate leaders when he becomes Delta Sigma Pf's 1999 National Honorary Initiate at the Houston Congress next August 18-22.

worth waiting for a better product."

His airline, which has a 20-year plan to buy Boeing jets, is taking delivery of 64 this year - giving back far more business than it cut when strapped for cash. (The deposits have long since been repaid.)

Bethune laughs a lot. He's approachable, always has an anecdote or a story to tell and appears to be easygoing. But he demands loyalty and hard work. His former charges at Boeing recall anxiety over being called in to his office when things weren't going right.

"When he said how about

a little talk,' you knew you were in for it," said Fred Mitchell, production manager at Boeing Commercial Airline Group.

Jeff Smisek, Continental executive vice president and general counsel, also described Bethune's straightforward criticism as sharp. He said Bethune is a "real straight-shooter," a no-nonsense guy who gets to the point in a hurry, who "really truly manages with heart."

Workers were initially skeptical about Bethune's ability to rejuvenate Continental because nearly a dozen predecessors had failed to deliver, said Leonard Nikolai, president of the Continental pilots union.

"But Gordon lived up to it," Nikolai said. He said Bethune is a tough negotiator who can be "cold-hearted" at times during bargaining.

"Customer is the Point"

Bethune said he keeps the focus on the customer. "The customer isn't always right," he said, "but the customer is the point."

Typical of his down-toearth style is the "Row 5" test.

When designers wanted simpler cockpit switches, Bethune asked: "Will the guy in Row 5 pay 50 cents more for his ticket to cover the new equipment?"

Bethune said he plans to stay at Continental, even though he has had job offers from other airlines.

But with a personality that thrives on risk-taking and problems, few would be surprised if Bethune one day races into another situation that needs help. He stayed at Boeing, his longest job stint, only "long enough to get my five-year pin."

Editor's Note: This article first appeared in the June 28 edition of the Seattle Times. It is reprinted here with generous permission. Copyright 1998 The Seattle Times Company.

Gordon Bethune 1999 National Honorary Initiate

Title: Chairman, chief executive, Continental Airlines

Born: San Antonio

Family: Wife, Tommie Jean; three sons; two work at Continental, one attends University of Washington.

1997 salary: \$755,750, performance bonus, \$937,500.

Advice to others: "Work hard, be ready for luck and take risks."

Business goals: Keep focused, give value, make people want to come to work.

Hobbies: Flying, motorcycles, reading mysteries.

Previous employers: Boeing, and defunct Piedmont, Braniff and Western airlines.

Continental Airlines

1997 profit: \$385 million (up from a \$613 million loss in 1994). Employees: 41,000 Daily flights: 2,200 Headquarters: Houston Hubs: Cleveland, Newark, N.J. Foreign service: Europe, Latin America, Asia



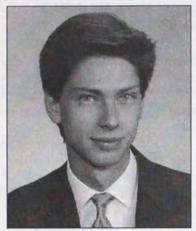
Delta Sigma Pi 42nd Grand Chapter Congress J.W. Marriott, Houston August 18-21, 1999

ng. But Bethune said "it's

Delta Sigma Pi Leadership Foundation

Achieving Success Through Partnerships.

Partnerships are a common method of operating in the business world . . . so it's not unusual that the Delta Sigma Pi Leadership Foundation relies upon many partners to achieve success.



Chris E. Robinett Chairman and President

The Foundation's many partners include individuals, corporations and even other nonprofit organizations. They in turn enable the Foundation to partner with the Fraternity to offer opportunities through educational programming and scholarships to all Deltasigs.

It is with great pleasure that I present the 1997-98 Honor Roll of Donors – our partners in developing tomorrow's business leaders today. The generous support of nearly 2,500 donors helped propel the Leadership Foundation to a record annual campaign of over \$173,000, a 21% increase, with total income exceeding \$366,000, an increase of 38 percent.

The Leadership Foundation made great strides in "promoting a closer affiliation between the commercial world and students of commerce" through its Corporate Partner program. This program offers the business community an opportunity to interact with Deltasigs at different events by supporting the Leadership Foundation as a Corporate Partner, Sponsor or Patron. We would like to thank EDS and Northwestern Mutual Life for their Corporate Partner support and to recognize EDS as the first business to reach the Benefactor level. Please look for our Corporate

Partner participants at various regional conferences this fall.

Additionally, I would like to thank Brothers Robert Pamplin and John Richardson for their Partner level gifts that were instrumental in providing scholarship support for the students who attended the third Summer Leadership Academy held this past July. And finally, a special thanks to Mrs. Ruth "Buttercup" Sparks for her generous donation in memory of her late husband, Brother Sidney "Sparky" Sparks, through the Living Legacy Society. The Sparks' have long been associated with the Collegian of the Year program. In holding with that tradition, the endowment will be utilized to enhance the scholarships to the Regional Collegians of the Year.

During the last year, the Leadership Foundation provided 47 scholarships and grants for graduate and undergraduate studies as well as scholarship keys to the top graduating senior at over 170 universities. Your gifts further enabled the Foundation to place an additional \$10,000 in the Founders Memorial Fund to enhance future scholarships. This represents the second installment in a ten year plan concluding in 2007 to double the endowment provided through the merger with the Delta Sigma Pi Educational Foundation. In August the Leadership Foundation approved a grant to the Fraternity for \$25,000 for its fiscal year 1999-2000 educational programs, an increase of 92% over the 1998-99 grant.

This represents only a small portion of the benefits that you made happen in the past year. Donors to the Leadership Foundation's annual campaign play a special role in this partnership. Through your tax-deductible gifts to the Foundation, you make possible additional scholarship aid and educational programming for collegiate members of the Fraternity at Grand Chapter Congresses, Regional Conferences, and Leadership Academies.

As members of the Honor Roll of Donors – and our partners – **YOU** continue to make a difference in the lives of the young men and women who aspire to become tomorrow's business and Fraternity leaders. It is only through your generous support that the Leadership Foundation can provide for and increase the opportunities for Deltasigs.

YOUR Leadership Foundation's 1998-99 annual campaign goal is \$300,000. As our partner, I hope you will take a leadership role in achieving this goal through your renewed – and, if possible – increased support during the 1998-99 annual campaign.

Our partnership can also be strengthened through your encouragement of other Brothers to give, checking with your employer for matching contributions and assisting the Leadership Foundation in securing new corporate partners.

Your past support of the Leadership Foundation has made a difference. Your support – your helping hand – shows the magnitude of our Brotherhood. Please join me in the 1998-99 Patron Circle of Donors with your gift of \$100 or more.

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Kevin C. Wulfhorst - 1907

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Daniel T. Friedman - Life
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nael D. Gallo - Life (3)
ss. E. Hughes - Life
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y M. Okleshen (3)
a J. Schindler - Life (2)
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lota Psi - Texas A&M-CC Tammy M. Paukert Linda Randle A. Van Mucck - 1907 (3)

lota Omega - North Carolina Kimberly A. Anderson Amber L. Harris M. Eloise McCain Hassell (3) Ellen L. Bryant Lloyd Bryan P. Marshall Mark E. Nichols - Life Leonard A. Pauca - Life (2) Michelle L. Springhetti - 1907 (7) Allison M.L. Visconti

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Alumni NOTES

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Akron, is an application consultant with ESP Software Services, Inc. in Minneapolis. She does consulting on Lawson financial software. She works from her home and visits client sites around the country.

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Raymond S. Swann, III, Binghamton, is assistant vice president Capital Markets Technology with First Union National Bank in Charlotte, North Carolina. Mike Bratton, Bowling Green State, has been named financial manager at Bill Brokaw Advertising. He will be responsible for overseeing the agency's financial department, with an emphasis on financial reporting and analysis, and managing agency cash flow.

He lives in Copley, Ohio, with his wife and three children.

Howard Kirk, Cal Poly-Pomona, is an internal auditor for Bayview Capital Corporation in Covina, California.He was also designated a Certified Internal Auditor by the Institute of Internal Auditors and a Certified Financial Services Auditor by the National Association of Financial Services Auditors.

Stephen H. Holdridge, Cal Poly-San Luis Obispo, is a director in Justice & Public Safety Consulting with Oracle Corporation in Kensington, Maryland.

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Carl S. Cansino, Florida State, is Assistant District Attorney with the Baldwin County DA's office in Milledgeville, Georgia. He lives in Cordele, Georgia with his wife Melissa

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Joni V. Wilson, Florida State, is a capital management associate with First Union National Bank of North Carolina in Charlotte.

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consultant. She assists clients
with coordinating quality
assurance projects and quality
testing. Brother Tousley is also
a member of the Delta Sigma
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Valley State University Alumni
Advisory Board, the Metro
Detroit Chapter of the GVSU
Alumni Association and the

American Society for Quals She lives in Southfield with her husband Dana.

Kevin Zachman, Gran Valley State, former Chaptes Consultant, is an underwriter for the Hartman Insurance I Company and his wife Don Wells, North Florida, a recognaduate of Miami-Ohio, is commercial underwriter with Selective Insurance Group. They live in Charlotte, North Carolina,

William S. Smith,
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year, Brother Theresa Ann
Smith, Houston.

Danielle P. Benson, Howard, is an associate with AT Kearney, Inc. in Costa Mesa, California.

Tracey A. Bigelow, Howard, is a senior system analyst with MCI Telecomm nications in Atlanta.

Suzanne Baurley Avery Indiana-Bloomington, is own of Corporate Touch, a seated massage therapy business the provides stress management for bodies in business. The corporate concept is: "How You Run Your Body Is How You Run Your Business."

Lillian R. Kennelly, Indiana Northwest, is an account executive with The Times in Crown Point, India

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Christopher M. Brown. ana-Indianapolis, is a ager with Toys "R" Us, Inc. idianapolis.

Paula Iahn Dillion, ana State, is a plant roller with Shenango stries, Inc. in TerreHaute. Jon Hager, James Madiis a technologist with rican Management ems in Fairfax, Virginia. Shelly M. Irps, Kansas, is nscript evaluator with s A&M-Corpus Christi. Wendy K. Braxton, tesaw State, is an

maton technology training dinator for Wesley Woods er at Emory University, a -care level geriatric center, both residential communiand a geriatric hospital.

Russell B. Goble, resaw State, is a QE nician with Lotus Developin Kennesaw, Georgia.

Eduardo Aguirre Jr., siana State, chairman of Iniversity of Houston m Board of Regents, tly returned to Houston a vist to the People's blic of China where he ered the general comement address to the ating class of the Central rsity for Nationalities) in Beijing. During the ne also met with top ese higher education als and received an

tion from the White e to attend ceremonies d to President Clinton's o Beijing University. Brother Aguirre is a senior of the Center for ational Banking Studies University of Virgina. In he was honored by Delta a Pi as an "Outstanding nus" and was listed

ntial Hispanics by nic Business magazine for consecutive years. shley R. Gautreau, iana State-Baton Rouge,

g the nation's 100 most

is a recruiter with General Health System in Baton Rouge.

Kimberly Leperi Vincent, Louisiana State-Baton Rouge, is a senior merchandise manager with JC Penney in Pensacola, Florida.

Jose "Tony" Santana, Loyola Marymount, has been admitted to the partnership of Simpson and Company LLP, a CPA firm providing economic damage analysis and expert witness services.

Patrick Hartle, Mankato State, is a sales representative with Stryker Instruments.

Michelle Pedretti, Marquette, is an assistant controller with Gareth Stevens Publishing in Milwaukee.

Lance E. Beahm, Maryland, is a software engineer

with Bell Atlantic in Beltsville, Maryland.

Paul Mason, Mississippi, is a systems engineer with WM Barr in Memphis.

Edwin W. Horn, Missouri-St. Louis, is a rewards specialist for Towers Perrin in Clayton, Missouri. He is also Vice President for Membership for the St. Louis Alumni Chapter and if you are interested please contact him.

Lorna K. Lueck, Missouri-St. Louis, is a controller with Paramount Parks in Charlotte, North Carolina.

Melissa M. Bowers, Nevada-Reno, is an assistant manager with Enterprise Rent-A-Car in Roseville, California.

Jada Anderson Belew, New York, is a staff accountant at Orscheln Products, L.L.C. She lives in Moberly, Missouri, with her husband J.R. and son Braden James.

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Pilsbury R. Stuart, North Florida, is a SEC Analyst with KeyCorp, a \$73 billion bank headquartered in Cleveland, Ohio. Prior to joining KeyCorp he was with a CPA Firm in Jacksonville, Florida.

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John Scott Thacker,

Pacific, is a financial advisor with Prudential Preferred Financial Services in Houston. He provides a full range of feebased financial and retirement planning services as well as a broad portfolio of stocks, bonds, mutual funds, and annuities.

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Scott Brooks, Roger Williams, is client relationship manager with ITS Associates, a computer software company that develops and supports a portfolio management application that is leased to investment managers around the world.

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Long Beach, CA	Andrew Wilson	(310) 676-1547
Los Angeles, CA	Kimberly Perrin	(310) 390-1217
Louisville, KY	Beverly Santamouris	(502) 893-6663
Lower Michigan*	Vince Marra	(616) 345-8620
Mankato, MN	David Miller	(800) 548-5502
Memphis, TN	LuAnne Hartman	(901) 937-3195

Miami, FL*	John Cuomo	(305) 740-0201
Mid-Iowa	Bill Honan	(515) 233-4685
Milwaukee, WI	Terrell & Susan Ford	(414) 442-9950
Mississippi Coast *	Janice Souza	(228) 865-5612
Nashville, TN	Jean Duncan	(615) 794-8267
New Orleans, LA	Kurt Brown	(504) 394-5952
New York City, NY *	Dara Moore	(212) 517-2280
Northern/Central NJ*	Brian Kraut	(732) 679-6614
Northern Virginia	Pamela Chicovsky	(703) 709-6699
Northwest Indiana	Paula Gilbey	(219) 926-4635
Oklahoma	Steve Persson	(918) 492-5877
Pensacola, FL	William Mallett	(850) 494-9602
Phoenix, AZ	Larry Van Quathem	(602) 874-2399
Philadelphia, PA	Alison Solowjow	(610) 525-6464
Piedmont, NC	Cathy Rosenberg	(910) 770-4392
Pittsburgh, PA	Aaron Madden	(412) 274-4925
Portland, OR*	Andrew Harnish	(503) 270-1798
Rochester, NY *	Edward Cain	(716) 263-4822
Sacramento Valley, CA	Darrel Auble	(916) 332-8378
Saint Louis, MO	Don Fitzgerald	(314) 205-9094
San Antonio, TX *	David Schoen	(210) 656-3184
San Diego, CA	Catrina Conway	(619) 505-0513
Savannah, GA *	Romona Saussy	(912) 236-3115
Shepherdstown, WV	Sandy Dubay	(304) 876-1508
Silicon Valley, CA *	Steve Geiger	(408) 927-0790
Sioux Falls, SD *	David & Jennifer Edwards	(605) 361-0881
South Florida	Dan Biesiadecki	(954) 429-9343
Tallahassee, FL	Eileen Jones	(850) 574-0377
Tampa Bay, FL	Heather Richards	(813) 985-7471
Tucson/Old Pueblo, AZ	Naomi M.Martinez	(520) 579-5829
Twin Cities, MN	Shawn Reitsma	(612) 487-7549
Upper Ohio Valley, WV *	Amy Balog	(304) 336-7399
Victoria, TX *	Lea Murphy	(512) 573-2766
Washington D.C.*	Dan Friedman	(301) 692-6164
West Hollywood, CA	. Adrian Avalos	(213) 462-4814
West Palm Beach, FL*	Rocco Ranaudo	(516) 547-9248
* Expansion Location	Revised 10/16/98	

Alumninotes

tor with PSW Technologies, Inc. in Austin, Texas.

Janet Mary Maleski, San Diego State, is a manufacturing engineer with Applied Materials in Santa Clara, California.

Eileen S. Kong, San Francisco State, is a project administrator with Spleker Properties, Inc. in Redwood City, California.

Adrian N. Wise, San
Francisco State, is an account
manager, Small Business &
Consumer Foreign Exchange
at Wells Fargo Bank in San
Francisco. If you need to make
payments overseas or have
receivables from overseas
customers or want to get the
best exchange rate possible
contact hime at
<wisea@wellsfargo.com>

Robert Mondavi, Santa Clara, is proud to announce that Robert Mondavi Corp. has agreed to create a California wine country complex for a new Disney theme park in development in Anaheim.

Robert Mondavi makes wines under labels such as Robert Mondavi Napa Valley, Vichon and Byron, The wine-country project will be part of Disney's California Aventure theme park, scheduled to open in 2001 next to the original Disney Park.

Rosetta J. Stewart, Savannah State, is a contract specialist with the U.S. Corps of Engineers in Savannah.

Robert J. Hall, South Dakota, is an investment executive with Piper Jaffray in Rapid City.

Pamela G. Nathan, Southern Mississippi, is an attorney with McLeod Verlander in Monroe, Louisiana.

Golden Council member Richard Steinkrauss, Suffolk, is an accounting manager with Student Advantage in Boston.

Melissa J. Ackerly, SUNY-Albany, is a marketing representative with Computer Associates International, Inc. in Huntington, New York.

Larry Lunsford, Truman State, is vice president of finance at Bernstein-Rein Advertising in Kansas City, Missouri. He just finished a term as president of the Kansas City Plaza Rotary Club, and is currently serving on the Truman State University Foundation Board of Directors. His wife Brother Jill Griffin Lunsford, Central Missouri State, is accounts payable manager with Gill Studios in Lenexa. They live in Overland Park, Kansas, with their son, Trent Griffin and daughter, Cara Glenn.

Golden Council Member Susan Plassmeyer, Truman State, is general manager, Real Estate, with the Chicago Transit Authority.

Jill Salmon, Truman State, is a technology coordinator with the Knox County R-1 School District in Edina, Missouri.

Dawn M. Williams, Truman State, is an employee systems coordinator with Enterprise Rent-A-Car in Clayton, Missouri.

Robert M. Musselman, Virginia, is owner of Robert M. Musselman & Associates. He received the 1997 Outstanding Member Award from the Virginia Society of Certified Public Accountants.

Robert W. Gentry,
Virginia Commonwealth, is a
quality assurance engineer
with Coggins Systems, Inc. in
Norcross, Georgia. Coggins
Systems is an industry leader
in the development of fuels
management products and
tankfarm monitoring solutions.

Dr. Ken Halsey, Wayne State-Nebraska, has been named interim president of Wayne State College. Brother Halsey has been a professor at Wayne State since 1987. He brings 18 years of administrative accountability, including 11 years as chief academic officer at Black Hills College in Spearfish, South Dakota, where he also served as acting president in 1977 and 1985. He was named the Nebraska State College System's Teaching Excellence Award recipient in 1995, and has won eight WSC teaching awards. He has also received national awards for his work as a student advisor and was named by the Professional Fraternity Association for the 1996 Faculty Award of Excellence.

New Regional Directors Elected

Kelli A. Smith has been elected to fill the vacancy of the Southwestern Regional Director. She was initiated into the Beta Iota Chapter at Baylor on November 15, 1992. Kelli served the Chapter as Fundraising Chairman, Social Chairman and was on the Pledge Committee. She graduated in May 1994, and is employed as an Environmental Scientist by the US Environmental Protection Agency in Dallas, Texas. Brother Smith served the Fraternity as District Director for Delta Epsilon at North Texas 1994-96. She is a member of the Dallas Area Alumni Chapter and served as president from 1996-98.

Terrell F. Ford was elected to fill the vacancy of the Gill Lakes Regional Director. He became a member of Zeta Sigma Chapter at Southeast Lousiana in 1971 and serve the Chapter as President, Chancellor, CEI Chairman Historian. As an alumnus he has been a member of both Crescent City and Milwauke Alumni Chapters and has he the office of president for be chapters.

Brother Ford served the Fraternity as the Gulf South Regional Director 1987-89.1 has served as District Direct for Beta Zeta-Louisana State Delta-Marquette, Crescent City Alumni Chapter and Milwaukee Alumni Chapter.

Foundation Staff Change



Heather A. Bailey

Heather A. Bailey has left the position of Leadership Foundation Executive Vice President to pursue other personal and career interests. Brother Bailey joined the Foundation staff in early 1995 and has been a great boon to moving Delta Sigma Pi forward in fundraising, development, corporate sponsors, alumni relations and service programs. Heather's talent and dedication have been obvious to all

who have been associated with her. The Foundation and Fraternity will sorely miss her in the staff role.

Prior to her staff service, Brother Bailey served the Fraternity as District Director, and South Atlantic Regional Director 1987-89. After a working hiatus, during which she served as President of the South Florida Alumni Chapter, she was elected to a new term as Regional Director in 1993 and served in that capacity until her relocation to the Central Office.

Professionally, prior to staff service, Heather was associated with Fidelity Federal Savings Bank in West Palm Beach, Florida as Public Relations Coordinator.

Thank you, Heather!

BROTHER CAN YOU DIG?!

Delta Sigma Pi is developing "Interest Groups" for our members in order to provide networking and fellowship opportunities among like-minded Brothers. The DSP Cigar Club is one example; others could be cruise travel, Husker football, model building, net surfing, whatever you like!

If interested in starting or joining a Deltasig Interest Group (Can you DIG it?!) contact Kristen Marks at registration@dspnet.org or 513-523-1907 ext. 229. The basic "DIG" guidelines are also on the www.dspnet.org site. Just click on the "Chapter Map" button.

Bits AND PIECES

Mergers

Emily Neufeld, Baker, on 31, 1998, to Alan Grant. Christopher Marcus, to ily Rebecca Heiss, both tley, on June 14, 1998. Steve Kleiser, California e-Chico, on December 19, 7, to Pamela Pool, in San onio, Texas.

Leslie Larson, California e-Long Beach, on April 1998, to Joseph cechea in Rancho Palos des, California.

Yvette Stewart, Califor-State- Long Beach, on 2, 1998, to Jeffrey gins in Rolling Hills tes, California.

Marcus J. Amaro to cy E. Hurtado, both fornia State-San Fran-2, on June 20, 1998, in b. The couple honeyened in Jamaica and live in land, California.

Don Miller to Irena ce, both George Mason, Aay 16, 1998, in Fairfax, inia. The couple lives in

John D. Fitzgerald, ana-Indianapolis, on June 1998, to Lisa Talarico. couple lives in Arlington thts, Illinois.

Peter H. Diebel, *Iowa*, une 27, 1998, to Tami L. rr in Iowa City.

Craig Mason to Sommer utcliffe, both Louisana, on March 14, 1998 in ham Springs, Louisiana. couple now live and work ouston, Texas.

Darlene Gibson, swood, on April 11, 1998, obert Clavin in Richd, Virgina.

John Still to Janis A.
both Missouri-Kansas
on June 27, 1998, in
asas City, Missouri.

Todd Driscoll to Rachel ason, both North Texas, 'Aay 16, 1998, in Denton,

Michael Vitale, Rider, on July 3, 1998, to Inge Kotschwar at Hillsbrough, New Jersey. They are living in the Chicago area.

Brian D. Gardner to Carrie L. Templeton, both West Liberty State, on June 27, 1998, in Elmira, New York.

Matthew R. Smith, West Liberty State, to Jamie L. Hinerman, on June 27, 1998, in Bethel Park, Pennsylvania.

Dividends

To Brother **Donna**Maynard Cooper, Baylor,
and husband Rod, on July 11,
1998, a son Austin Louis and a
daughter, Audrey Diane. The
twins are joyfully welcomed
by older siblings Alissa and
Travis.

To Brothers Matthew Jaffke, California State-Fullerton and wife Amy, Arizona, on June 12, 1998, a son, Stephen Matthew.

To Brothers John and Angela Callahan, both Central Missouri State, on April 15, 1998, a son, Ryan Michael.

To Brothers Paul and Lisa Strack, both Christian Brothers, on December 9, 1997, a daughter, Amanda Michele. She joins brothers five-year-old Michael, and two-year-old Matthew.

To Brother Lisa
Terranova Allen, Connecticut, and husband Clayton, on May 27, 1998, a son, Myles Clayton.

To Brother Jamie Saccullo, Florida Atlantic, and wife Lenore, on June 30, 1998, a daughter, Olivia Angelique. She joins twoyear-old sister, Julie Patrice.

To Brother Lisa Tilley Svendsen, George Mason, and husband Don, on May 28, 1998, a son, Eric William.

To Brother Lea V. Murphy, Houston-Victoria, and husband Bill, on May 24, 1997, a son, Evan James.

To Brother Paula Iahn Dillion, Indiana State, and husband Brian, on March 26, 1998, a son, Benjamin Brian. He joins four-year-old brother Nathan.

To Brother Jon Hager, James Madison, and wife Sherry, on July 19, 1998, a daughter, Emily Rachel.

Brother Gary A.

Morrison, Lamar, and wife
Teresa, are pleased to announce
the adoption of their daughter,
Zoe Noel, born October 5, 1996
in Moscow, Russia, and
welcomed home November 22,
1998.

To Brother Ashley Reine Gautreaux, Louisiana State-Baton Rouge, and husband Gabe, on May 29, 1998, a daughter, Mary Taylor.

To Brothers Jose "Tony"
Santana and wife Renee
Butrick, both LoyolaMarymount, on June 25, 1998,
another daughter, Elena Isabell.
She joins sister Marissa.

To Brother Laurie Hubbell Wood, Nicholls State, and husband Michael, on June 7, a daughter, Cecilia Ruth.

To Brother **Karen Stephenson Reiff**, *South Florida*, and husband Brad, on April 10, 1998, a son, Bradley II.

To Brother **Michael Freiman**, *Temple*, and wife Jill, on May 23, 1998, a daughter, Shira Rebecca.

To Brothers Larry Lunsford, Truman State, and wife Jill, Central Missouri State, on June 3, 1997, a daughter, Cara Glenn. She joins brother Trent Griffin.

To Brother **Sherri Paseka**, Wayne State-Nebraska, on March 13, 1998, a daughter, Kaitlyn Nicole.

To Brothers **David Garin** and wife **Jana**, both *Western State*, on June 24, 1998, a son, Brandon William.

Memoriam

(Please Note: The Fraternity, its officers, staff, and the editor of the magazine do not assume responsibility or liability for the accuracy of this column.

Information in this column is printed as it is reported to the Central Office for record keeping purposes.)

Arizona State

George P. Yama 1/98
Auburn

Neil G. Wilcoxson 11/97 California-Berkeley

Donald T. Handy Frederic R. Keck

Cal State-Sacramento

Daryl J. Evans Thomas J. Gisler Harley L. Harris, Jr. Richard E. Hill 5/97 Wade N. Myers Cecil C. Pratt

Oscar T. Sugimoto 4/94 Cincinnati

John R. Mosbacker Colorado-Boulder

Malcolm Gilcharist, Jr. 5/98 Florida State

Thomas B. Ingles 7/87 Georgia State William W. Murphy 7/98 Iowa

Granville B. Jacobs
Kansas

Joseph B. Bloomer Thomas M. Sweeney 8-98 Kent State

Cyrus Stanley Corey 2/98 Maryland

Bruce F. MacRae 2/98

Vergil A. Shipley 6/98
Minnesota

Phillip T. Meyers

New Mexico

Wilfred R. McBurnett, Jr. Rutgers

Robert E. Moore Hugo Edward Tym 7/97

St. Louis
Jerome J. M

Jerome J. Marchetti Washington

Edward Alois Blank
George August Brechnitz
William Richard Byron
Robert H. Denckhoff
Oliver Kenneth Eberhardt
Ralph Carr Fletcher
Herman Shields Hauhart
Ferdinand K. Hemker
Herbert S. Kampmeinert
John Russell Lasley
Theodore William Riedel
George Cline Smith
Weber Thomas, Jr.
Arthur George Wiedmann

SEND US YOUR DATA!!! The Fraternity has begun to



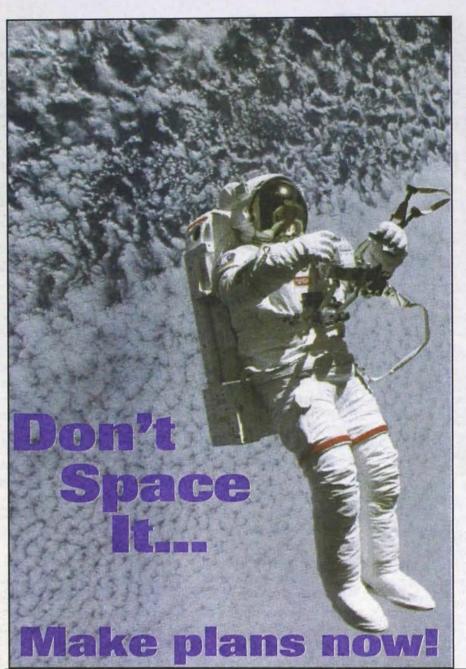
The Fraternity has begun to improve our database and we need your career information. This information can be submitted by using the "Address Changes button" on our web page www.dspnet.org. Information can also be submitted by phone, fax, e-mail or mail. The data remains confidential and is used for non-

commercial, fraternal uses only. Send other news as well (promotions, awards, kids, marriage, neat trips, unusual events, hot story ideas, etc.)

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email: magazine@dspnet.org · www.dspnet.org

CONGRESS IS COMING



aunch your plans now to attend the coming Congress — August 18-22 at the J.W. Marriott in Houston. Excellent room rates of ONLY \$85 single/double or \$95 triple/quad have been negotiated at this beautiful property adjacent to Houston's famous Galleria Mall. Just across the street, the Galleria features a huge food court, hundreds of shops, restaurants, bars, ice skating and even its own Planet Hollywood. Call 800-228-9290 for Marriott reservations.

Congress plans include "the usual"...
meeting lifelong friends, exciting dances and
receptions, educational and motivational sessions,
nights on the town, elections, legislation, initiation of Gordon Bethune (CEO of Continental
Airlines), meeting an astronaut, Deltasig night at

Six Flag's AstroWorld Theme Park, an all-you-can-eat Texas BBQ, the "ultimate banquet" and whatever else you can squeeze in on your own.

Air travel and rental car discounts have been negotiated with Carlson Wagonlit Travel/Litwack Travel Service at 800-777-6800; and with Southwest Airlines at 800-433-5368. Use identification code E1209 to secure available discounts. Plan to fly into either Hobby or Intercontinental airports.

Contact the Central Office at 513-523-1907 ext. 225 or <registration@dspnet.org> for details. The Delta Sigma Pi web site (www.dspnet.org) has Houston links and more details on program and registration.

42nd Grand Chapter Congress August 18-22, 1999 J.W. Marriott - Houston, Texas

Delta Sigma Pi 330 South Campus Avenue Post Office Box 230 Oxford, Ohio 45056-0230 (513) 523-1907 (513) 523-7292 FAX

