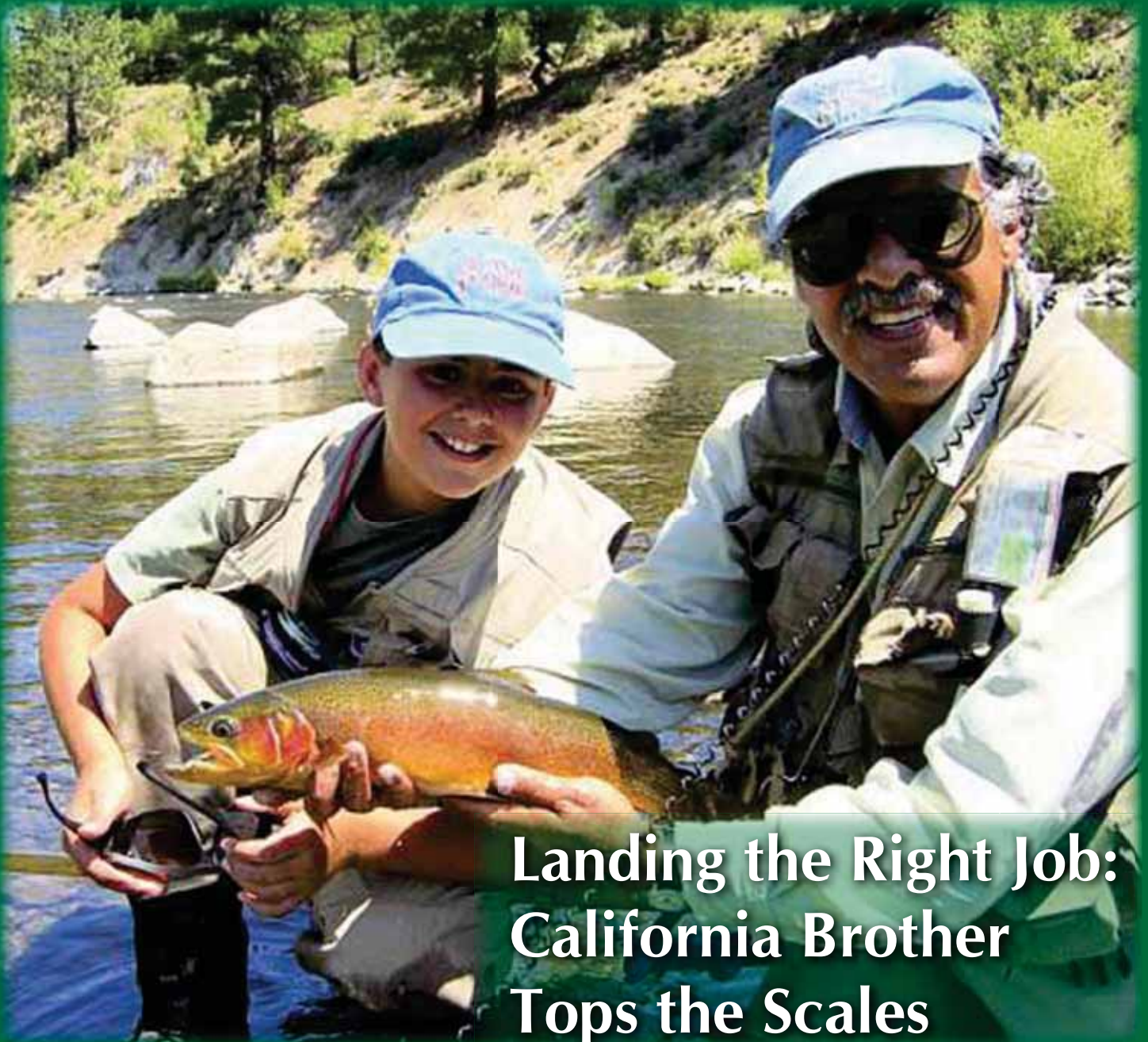


THE

# DELTA SIGMA PI

MARCH 2010

The Journal of Delta Sigma Pi—America's Foremost Business Fraternity



Landing the Right Job:  
California Brother  
Tops the Scales

# Casting for a Great Business

By Elizabeth Runyon

Frank Pisciotta scans the surface of the river, taking in the subtle movement and play of sunlight on the water. He reads the Little Truckee as easily as the rest of us read a daily newspaper. He chooses a spot, and with a smooth, practiced casting stroke, lands a fly lightly on target. Pisciotta's concentration is absolute.

Whether a wandering trout chooses to take the fly or not, Pisciotta is content. A day on the river is always a good day.

**B**rother Pisciotta, *San Francisco*, may catch and release fish but has a firm grasp on his business as an independent fly fishing guide. He acquired skills as a marketing major in college, where he pledged Gamma Omicron Chapter, was social chair, and was so successful that he was re-elected in his senior year.

Pisciotta grew up in San Francisco's Telegraph Hill neighborhood. "People are amazed that I have a mountain life style and fly fish trout when I grew up in the city," he said. But his parents had a summer home in Marin County, north of the city, and he went trout fishing for the first time when he was six. Pisciotta also remembers watching Sicilian commercial fishermen on the docks of San Francisco's Fisherman's Wharf. "We also fished in college," he said, and in the spring of 1970 he went fly fishing for the first time with Tom Ravizza, a Deltasig brother from his home chapter.

After graduation, Pisciotta served in Vietnam, returned to San Francisco with a Bronze Star, and took a corporate job. He found it less than satisfying so after a couple of years joined his father, who he describes as "an old school Italian immigrant," in the family's custom upholstery and antiques business. "He was a noted craftsman in northern California," explained Pisciotta.

"I worked there for 28 years," he added. But early in the process, he set the stage for future self-employment.

Brother Pisciotta and his wife Karen

Williams, a nursing professor at the University of California's School of Nursing in San Francisco, were attracted to the beauty of the Truckee area and built a ski cabin there in 1979. Truckee, located 12 miles north of Lake Tahoe and ten from Squaw Valley (site of the 1960 Olympics) was a bawdy railroad and lumber town in the 19<sup>th</sup> century.

"Railroad construction crews passed through here on their way to hit the golden spike," said Pisciotta. It's now a chic area with expensive homes and renovated historic buildings. "I've

are a dozen each ski resorts and golf courses," said Pisciotta, which adds to the area's natural attraction as a world renowned recreational paradise.

Brother Pisciotta built his business slowly; "laying seeds to take root," he said, while keeping his day job. He started a fly fishing guide service in 1984. During 1988-98 he was a "snow bird"; living in Truckee from May to November. "When the snow arrives, you leave," he explained. Pisciotta and Williams became year round residents in 1998, after he formally established The Reel School of Fly Fishing. The couple sold their Bay Area home in 1999 and purchased an additional home in Truckee in 2001. The larger house is at an elevation of 6,500 feet. "It backs up to the Tahoe National Forest," explained Pisciotta. "I have had bears and bobcats on my back deck."

Brother Pisciotta became affiliated with the ORVIS Endorsed Lodges, Outfitters, and Guides (ELOG) program in 1991, and has been featured in their fly fishing catalogs ever since. "It opens up a national and international market," said Pisciotta. He is a speaker for fly angling groups, has been interviewed on sports radio talk shows, and writes for fly fishing publications. He's the editor-at-large for *Sierra Fisherman* magazine and started a blog last fall, "California Fly Fishing."

The Reel School offers four distinct clinics, each with a hands-on approach "The outdoors is the classroom, indoor lectures are non-existent. You

## "Frank-isms":

"It's a common cliché but true: Fly fishing is an excuse to take a walk in nature."

"Trout are found in beautiful places."

"There's no such thing as a difficult client because we are in the wrong business if, in fact, we cannot deal with difficult people."

written an article and referred to this phenomenon as the 'Aspenization of Truckee'," he said. About 15,000 people are full time residents; three times that visit as tourists or second home owners. "Within 25 miles of my house

will breathe clean, High Sierra air," said Pisciotta. There is a maximum of three participants for each instructor ensuring personal attention.

Pisciotta uses barbless flies only. No bait is allowed – it's all strictly catch and release. He considers fly fishing an art form as well as a sport and is not in favor of recent attempts to make it a competitive sport. "It is contemplative," he said. "It can also be as simple or sophisticated as you want it and still enjoyable."

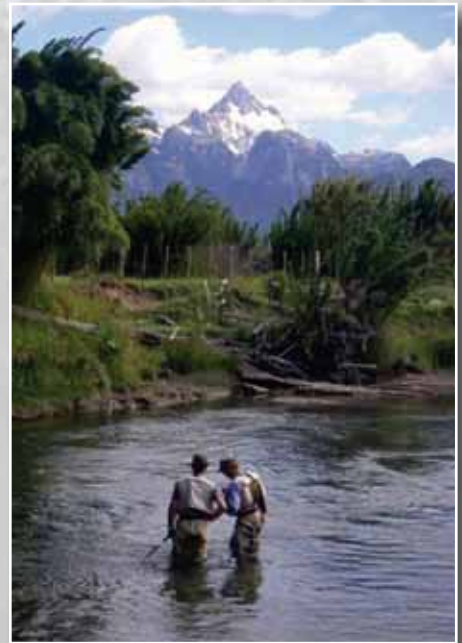
Brother Pisciotta expanded his outreach in 2004, venturing to Chilean Patagonia where he's since hosted annual trips to the Picacho Fishing Lodge ([www.picacholodge.com](http://www.picacholodge.com)). In 2009 he was joined by Brother Ravizza. "It's a very remote area of the world," said Pisciotta. "There is no one within a 25-miles radius of

the lodge except us six fly anglers, three guides, the owner/manager, handyman and cook/housekeeper."

Whether in Chile or back in the U.S., Pisciotta continues to promote conservation and spread the joy of fly fishing and all it entails. He's offered his services to Wounded Warriors, a program that offers fly fishing to disabled veterans, and "Casting for Recovery," a program offered to breast cancer survivors.

He especially likes to introduce young people to the river. After all, they're the fly fishers of tomorrow. ▲

*Editor's Note:* For more about Brother Pisciotta, visit his web site: [www.cyberfly.com](http://www.cyberfly.com), or read his blog: [www.flyfishingcalifornia.blogspot.com](http://www.flyfishingcalifornia.blogspot.com).



*Fishing in the Chilean Patagonia. Pisciotta has hosted annual groups at a remote lodge there since 2004.*



*Fishing on the Little Truckee in California, home to Frank Pisciotta and his "Reel School of Fly Fishing."*



*Brother Pisciotta and a client on the river, the place where he's most at home. Pisciotta has been described as "Dean of Guides in the Tahoe Area" and "The Dalai Lama of Fly Fishing."*



*Part of the day's "catch," just before it was released back into the wild.*

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AACSB International –The Association to Advance Collegiate Schools of Business  
Fraternity Communications Association (FCA)  
Professional Fraternity Association (PFA)  
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The DELTASIG of Delta Sigma Pi is published by the International Fraternity of Delta Sigma Pi.  
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Printing and mailing by Globus Printing and Packaging.

The DELTASIG of Delta Sigma Pi is distributed to all collegiate chapters, life members, national honorary initiates, faculty and honorary initiates for five years following initiation, national officers, Golden Council members, current Leadership Foundation donors, Fraternity leaders and new grads for one full year following year of graduation. It is also sent to numerous business schools and Greek organization headquarters.

The magazine is available online at [www.dspnet.org/site/alumni/deltasig.aspx](http://www.dspnet.org/site/alumni/deltasig.aspx).

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**On the Covers:**

Frank Pisciotta, San Francisco, with a young fly fishing fan. Back cover: archival photo, 20th Grand Chapter Congress in Detroit, August 1955.

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# Passion for Delta Sigma Pi

**Paul Brodie, Texas-Arlington, gives insight into his role as the National Vice President-Organizational Development.**

In August 2002, I entered my junior year at the University of Texas-Arlington. As a business major I was interested in joining an organization that would balance social and business activities. One month later, I was the president of the Gamma Lambda Pledge Class for Zeta Mu Chapter.

As an alumnus, I was a founding member of the Arlington Area Lone Star Alumni Chapter and served as president until I was elected the National Vice President-Organizational Development (VPOD) at Grand Chapter Congress. One thing I say to new brothers is, if you put your heart into Delta Sigma Pi, what you receive will be more than you could ever imagine.

Time has gone quickly and I have championed a strong strategic plan for the future. I have implemented several items from my **P.A.S.S.I.O.N.** platform and am proud to report that we have already achieved many of the objectives.

**P** – Participate and communicate with all national committees and task forces at least once a month and offer guidance to accomplish all objectives.

One of the first things I did as VPOD was contact each national chair and encourage each to develop a revised list of objectives for the biennium. Chairs were encouraged to work with other national chairs to develop a cohesive national team.

***“If you put your heart into Delta Sigma Pi, what you receive will be more than you could ever imagine.”***

**A** – Assemble and fully utilize the National Organizational Development Committee (NODC) through constant communication and conference calls at least once per quarter.

The NODC, per bylaws, is made up of the two current National Collegians of the Year, VP-Finance, the Executive Director and three at-large members. The NODC has had three conference calls and accomplished a lot of work through email. I am blessed to work

with a great group of passionate brothers and am excited about what we will accomplish over the next biennium.

**S** – Support and communicate with the Board of Directors to fully define the VPOD position.

This is one of the main objectives and we have worked hard to give the position additional definition. We will send recommendations to the Board in August.

**S** – Offer new leadership opportunities for graduating seniors as they become the future leaders of Delta Sigma Pi.

Two days after getting elected, I spoke to Grand President Mark Chiacchiari about adding collegiate brothers who were graduating soon to national committees. Mark agreed and PVPs have been encouraged to consider collegiate brothers for provincial and regional committees.

**I** – Implement a diversity initiative so that our future leadership will evolve as our country has.

The Diversity Initiative was approved at the Board of Directors meeting last September and announced at meeting

the National Leadership Retreat that same weekend. Past Grand President Mike Mallonee is chair of the initiative.

**O** – Offer a fresh perspective to collegiate brothers by presenting them leadership opportunities while they are still in school.

We have several Board members who speak across the country. One of their main topics is how to keep collegiate brothers involved. When I was a collegiate brother the only opportunities



Paul G. Brodie

presented were to join the Grand President's Circle and to potentially serve as a District Director or RVP after transitioning to alumni status. I quickly learned there were many more opportunities including speaking at LEAD conferences, serving on regional and provincial committees, and serving as an alumni chapter officer. It amazes me to see the look in the eyes of our collegiate brothers when we speak about all of the different ways to

stay involved.

**N** – National Internship Program for Deltasigs.

This is an opportunity that will help many brothers. One of the main objectives is to make sure this program is implemented correctly. I have spoken to several brothers across the country and will be working with them, along with our Board, to ensure this is a program that will benefit ALL brothers. A partnership was announced recently between Delta Sigma Pi and the Pepsi Bottling Group and this should be a great start to career opportunities for both our collegiate and alumni brothers.

I hope this provides insight to my position. As part of my open door policy, I invite you to contact me at 469-323-6238. I also encourage you to contact me through email ([pbrodie@swbell.net](mailto:pbrodie@swbell.net)) or Facebook. I am excited about our future and I am Proud to be a Deltasig.

Fraternally,

**Paul G. Brodie**  
VP-Organizational Development

***“Fraternal Forum” allows elected leaders, staff, and interested members to offer updates, viewpoints and commentaries on issues facing the Fraternity. Contact the Central Office if you have an interest in contributing a column. Final determination of content rests with the editorial staff.***



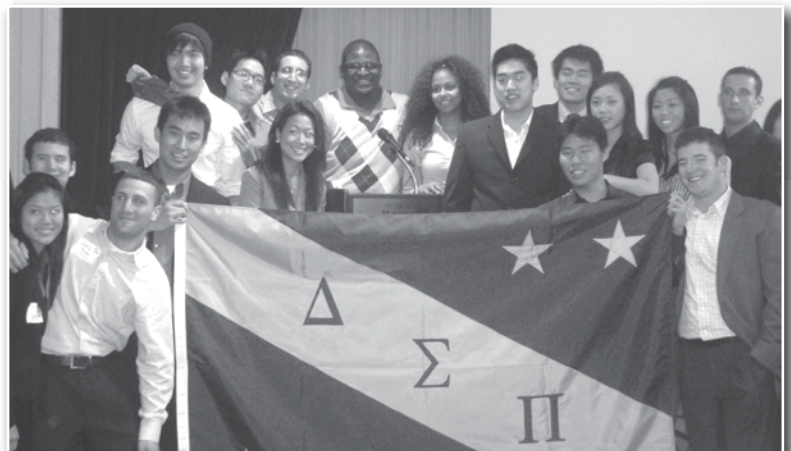
Above, brothers wait for an educational session to begin at the St. Louis LEAD School. Speakers included Adam Carroll, Phoenix-Thunderbird, of National Financial Educators who presented "The Money Game." Right, Leadership Foundation Chair Greg Koch, Missouri State (left), presents 10K and Entrepreneur donor recognition awards to Tracey Moss, Houston, with Leadership Foundation Vice Chair Brandon Trease, Wayne State-Nebraska.



## 2009 LEAD Schools Set a New Record!

**T**here were 1,742 Deltasigs registered for fall 2009 LEAD Schools, topping the 2008 record of 1,694. Thanks to all who helped make these events a huge success!

Check the 2010-11 schedule and plan now to join us for a LEAD event near you! ▲



Above, brothers display their Deltasig Pride at the Pittsburgh LEAD School following a keynote address by Tim Augustine, Kent State.



Above, Kris and Marc Bowman, both Nebraska-Lincoln, receive a Cornerstone donor recognition award. Pictured with them are Leadership Foundation trustees and trustee emeriti. From left, Past Grand President Randy Hultz, Truman State; Claire Sammon Roberts, San Francisco State; the Bowmans; Sandy Shoemaker, Missouri State; and Joe Mayne, St. Cloud State.



Above left, Grand President Mark Chiacchiari, Pennsylvania, (left) with Vice President-Organizational Development Paul Brodie, Texas-Arlington, at the Newport Beach LEAD School. Below left, Golden Council Member Paul Dawson, Wayne State-Detroit (standing) oversees a card game fundraiser at the Newport Beach LEAD School. Front, from left: Redlands brothers Vincent Chen, Inland Empire Alumni Chapter President; Kenyel MacKay and Eddie Pierce.



Florida State brothers celebrate at the Lexington LEAD School.



At the Lexington LEAD School, from left, South Atlantic RVP Janene Winton, Central Florida, with Tampa brothers Jessica Holder, Kylie Gross and Tints Shaba.



Above, brothers at the Newport Beach LEAD School including, second row from left, Golden Council brothers Jim Pendergrass, Southern Mississippi, and Corey Polton, Cal State-Fullerton; and far right, RVP Sheri Gabor, Colorado-Colorado Springs.



Right, Omaha LEAD School attendees networked in a variety of activities and enjoyed the keynote speaker, Joe Mayne.



## Which LEAD Events Will YOU Attend?

### Fall 2010 LEAD Schools

**October 9**

Knoxville – Marriott Knoxville

**October 16**

New Orleans – Doubletree New Orleans

**October 23**

Indianapolis – Sheraton Indianapolis at Keystone Crossing

**October 30**

Providence – Renaissance Providence Hotel

**November 6**

Phoenix/Mesa – Hilton Phoenix East/Mesa

### Spring 2011 LEAD Provincial Conferences

**February 4-6**

South Central – Baton Rouge, LA

**February 11-13**

North Central – Madison, WI

**February 18-20**

Northeastern – Cleveland, OH

**February 25-27**

Western – Walnut Creek, CA

**March 4-6**

Southern – Myrtle Beach, SC

For more information or to register, go to [www.dspnet.org](http://www.dspnet.org).

# JOBSearch 101

Whether you're a collegiate who will graduate this spring and looking for that first job or a seasoned professional considering a career change, Delta Sigma Pi can help. In a special focus on the job search, brothers and others offer advice and encouragement. Good luck!

## E-Learning Launched!

*By Katie Koch, Eastern Illinois  
National Professional Development Committee Chair*

**D**elta Sigma Pi was pleased to launch an E-Learning site in fall 2009. Located at [deltasiglearning.org](http://deltasiglearning.org), the site enhances and expands on resources previously offered to brothers by the Fraternity.

The site is divided into three sections: Deltasig 101 offers materials specific to chapter management and leadership, Real Life 101 features helpful articles on topics like buying a car and making the most of an internship, and regularly scheduled online webinars air live with presentations and discussions of specific Fraternity issues. Webinars have been held on recruitment, officer transition and pledge education. Check the site regularly for updates and upcoming webinars!

The Fraternity and national leadership team is constantly exploring resources like E-Learning. Feel free to contact me with any of your comments or suggestions on professional development opportunities, phone 314-308-3224 or email [katiekoch@stlgoldhomes.com](mailto:katiekoch@stlgoldhomes.com).

Delta Sigma Pi **E**-Learning

ΔΣΠ • ΔΣΠ • ΔΣΠ • ΔΣΠ •

## Degrees in Demand (Young Money)

These ten college degrees are drawing the greatest interest from the nation's employers, according to the National Association of Colleges and Employers.

This list includes the degree and average salary:

<b>Accounting</b>	\$48,993
<b>Mechanical engineering</b>	\$58,766
<b>Electrical engineering</b>	\$60,125
<b>Computer science</b>	\$61,407
<b>Business administration/management</b>	\$44,944
<b>Economics/Finance</b>	\$49,844
<b>Information sciences and systems</b>	\$52,089
<b>Computer engineering</b>	\$61,738
<b>Management information systems</b>	\$50,275
<b>Marketing/Marketing management</b>	\$43,325

*(Source: National Association of Colleges and Employers Job Outlook 2009 and Summer 2009 Salary Survey)*



# Job Hunting in a TOUGH ECONOMY

7 Tips for Students and New Graduates

By Joe Mayne, St. Cloud State



**T**oday's students don't have it easy. Besides the usual pressures of school, work, and social life, they're facing a tougher job market than we've seen for decades. Global competition and a declining economy mean that upcoming graduates are going to have to think outside the box to find a place at a top company. Here are seven tips to help you stand head and shoulders above the crowd:

## GO IN WITH THE RIGHT EXPECTATIONS.

There was a time, not too many years ago, when I would hear upcoming graduates talk about what kinds of cars they were going to get, or what their stock option packages were going to be like. These days, most of the young people I deal with just want a decent job with a good company. Try to shoot for balance; there are plenty of good entry-level positions out there, but you shouldn't expect to find your dream job right out of college.

## WORK YOUR NETWORK.

A full 90% of new graduates find their first jobs through friends, relatives, and professional acquaintances. Get an early start on your employment search by letting the people in your life know you're looking for the right opportunity. Each of them might know dozens of men and women working in your industry, and the chances are that one of those extended contacts will have an opening. Be sure to cast a wide net, and take advantage of web sites and e-mail to reach as many contacts as possible.

## USE BASIC BUSINESS SENSE.

No company is going to hire you unless they think you're going to help them improve their bottom line, directly or indirectly. You can get a leg up on other candidates by figuring out how you would fit into those plans – by increasing revenue, decreasing expenses, etc. – and articulating that to interviewers. Showing a basic understanding of their business model makes you seem more polished and ready than other graduates.

## LEARN ABOUT YOUR FUTURE COMPANY.

The thing that recruiters really want right now is an employee that can step in and contribute to their team right away. One great way to show you can do that is by learning all you can about your prospective

employer before the interview. Read their online profile and talk to a few people working there to get a sense of the company and industry. What you'll learn will make you more prepared than your peers.

## BE FLEXIBLE.

Lots of juniors and seniors dream of moving to happening locales like New York and Los Angeles. But while metropolitan areas can be extremely susceptible to major economic influences, there are still plenty of companies hiring in places like Boise and Amarillo. Increase your chances of finding the right opportunity by looking all over the map. You might find that you enjoy these places more than you'd think. And even if you don't, you can always move on when you're more established in your career.

## DEMONSTRATE THAT YOU HAVE THE RIGHT ATTITUDE.

To someone who's considering you for an open job, your mindset is much more important than your skills or background. Show them you're a safe choice by answering interview questions with a confident, positive point of view. The last thing any office needs is another whiner or complainer, so be the team player they've been looking for.

## DON'T GET DISCOURAGED.

When your job search isn't going well, or is taking a bit longer than you'd like, it can be easy to stop looking altogether. It's important not to give in. Like many things in life, the effect of sending resumes, going on interviews, and asking for referrals is cumulative. You never know where the tipping point is going to be, or how close you might be. The economy might be a big factor in your job search, but it's never going to be as important as your quality as a candidate. So, take these tips and use them to jump into the working world now, instead of waiting for things to improve around you. ▲



*Editor's Note:* Leadership Foundation Trustee Joe Mayne is a veteran recruiter and professional speaker. Over the past 15 years, he's interviewed thousands of candidates, examined countless resumes, and helped students from hundreds of campuses find great jobs. His most recent book is *Your Hire Calling: Unconventional Job Search Tactics That Work for College Students in Any Economy* (August 2009). He is a frequent presenter at Delta Sigma Pi workshops, including LEAD events and Grand Chapter Congress. Learn more about him and view other useful career search topics at [www.MayneSpeaker.com](http://www.MayneSpeaker.com).

# Avoid The 20-20-20 CLUB

By Adam Carroll, Phoenix-Thunderbird



“The downside?  
You’re broke.”

The first paycheck you receive as a recent and newly employed college grad will feel like a bazillion dollars. Let’s face it, the \$7-10 an hour you were making slinging pizzas, pouring coffee, scanning documents or filing taxes will seem like chump change compared to the massive lottery winner-type earnings you’ll be pulling down when you’re gainfully employed full-time. Even \$2,000 – 3,000 a month take-home is a considerable amount when you’re used to selling plasma for a night on the town.

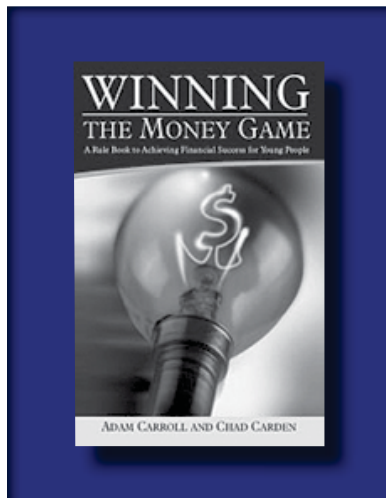
What you must fight to control is your urge to join the 20-20-20 Club.

I thought it was merely a myth. A story, perhaps, that was made up four decades ago by someone trying to scare the bejeezus out of college grads. However, it is completely real and something to be avoided like H1N1.

Joining this illustrious club gives you certain privileges like being able to complain about your student loans for the next 15-20 years, having nightmares about the size of your credit card bill, realizing that taking a vacation in the next five years is out, and the list goes on and on.

The nice part about being in this club is you’re impeccably dressed all the time, your friends think you are uber-successful, you will no doubt attract the opposite sex, and you’ll be driving a really nice car.

Here’s the downside – you’re BROKE. And because you’re broke, you are carrying WAY more stress than you should so you just go spend more money thinking that will make you feel better. Other side effects include weight gain, hair loss and chronic lying.



The 20-20-20 Club is for people who lived like rich college kids on borrowed money. They then continue that rich lifestyle on credit cards and car loans and soon find themselves in over their heads with debt. 20-20-20 stands for 20-some years old, bringing home 20-some thousand dollars a year, and driving a 20-some thousand

dollar car. It’s a first class ticket to Broke-Ville.

The reason you must fight the urge to join the club is your dream car is the first big ticket item you’ll want after that monstrous (seeming) paycheck. After the car comes new furniture, new electronics, a new wardrobe, new golf clubs and night clubs. Before you know

it, you are not only a card-carrying member of the 20-20-20 Club, you are its Senior Officer.

So what’s a newly employed grad to do? Simple – start with a very thorough look at your finances. What do you owe for student loans? Credit card debt? What will be your apartment rent? Utilities? How much will you spend on groceries and eating out? How much will you contribute to your 401k and ROTH IRA? (Remember time is on your side, so the more you put in now, the greater it compounds later.) In essence, work backwards from the way you’d like to live and see if you can actually afford to live that way before diving head long into the deep end of debt.

And trust me, that car that you’ve always dreamed of having... it will still be there when you have the funds to buy it. And when you have the funds to buy it, you’ll bypass the 20-20-20 Club and join the Club of the Young, Smart and Successful. ▲

*Editor’s Note:* Adam Carroll is an author and speaker who lives in West Des Moines, Iowa with his wife and three kids. A 2007 honorary initiate, Carroll is a frequent presenter at Delta Sigma Pi workshops, including LEAD events and Grand Chapter Congress. For more information or to check out his book, *Winning The Money Game*, visit [www.adamspeaks.com](http://www.adamspeaks.com).

# Thinking of Owning a Franchise? Some Tips

By Courtney Carroll Estelow, Shepherd

1. Obtain a copy of the current United Franchising Offertory Circular (UFOC), a mandatory filing for each state the franchisor plans to sell franchises.
2. Discuss the franchise with a Certified Public Accountant including financing, reviewing the financial statements of the UFOC, and reviewing projected profitability.
3. Talk to several banks including local banks about financing. Local banks often have more flexibility in the services they provide.
4. Review the UFOC with an attorney who is familiar with franchising.
5. Talk to as many current franchisees as possible and ask many questions, including ones brought up by the CPA, bank, and attorney.
6. Research the franchise for lawsuits and research the owners of the company for lawsuits.
7. Talk to a marketing company about your plans to promote and market your franchise.
8. Obtain manuals and training materials from the franchisor before signing the franchisee agreement as proof they will deliver what they promise.
9. Create a vision for your franchise including how you will operate it, market it, and grow it. Be prepared to revise your vision every three to six months within the first three to five years of opening.
10. Prepare yourself to work hard!

*Editor's Note:* Brother Estelow is the owner of Caboodle Cartridge in Centerville, Md. She was featured in "Blazing Business Trails," in the July 2008 issue of *The DELTASIG*.

## Networking During Dinner

Many networking events include a meal. It is crucial to practice good table etiquette to make the best impression. Here are some tips:

- Make introductions. Act as if you're the host of the table.
- Sit and listen to learn. Start the conversation by asking questions: why people are there, what they hope to gain, how they found out about the event. Avoid monopolizing the conversation. It's not all about you.
- Keep a business card handy. Don't distribute them impersonally.
- Practice good table manners. Let common sense and consideration of others be your guide. Remember the basics, for example, turn off the cell phone!



# Beat Rejection BEFORE IT BEATS YOU

By Harvey Mackay



*"How are you getting along?" asked the old timer of the new sales rep.*

*"Not so good," came his disgusted reply. "I've been insulted in every place I made a call."*

*"That's funny," said the old timer. "I've been on the road 40 years. I've had my samples flung in the street, been tossed downstairs, man-handled by janitors and rolled in the gutter. But insulted – never!"*

If you're reeling from just being fired or re-engineered out of a job, then you've just swallowed one heaping serving of rejection. If you're in the sales game, you better get used to it because rejection is – and always will be – part of business. Too many people just give up. Ascending the career ladder of life is a matter of getting nods of approval from the powers that be. In order to get the yeses, you must hear the nos.

Here is my advice in dealing with rejection, because goodness knows, I've had plenty over my career:

- **Don't take it personally.** Don't consider yourself a failure if you get rejected. Take stock of your personal inventory. The sooner you think in terms of your breadth of skills and talents, the quicker you will find constructive ways to move on.
- **Leave the last door open.** While you may be retooling your new identity, don't waste time with venom for the past. Consider that experience to have been invaluable to get you to the next run. Visualize the day when you can visit your last employer and actually thank them for the opportunity they opened up for you. Remember as well that, on a practical level, you will need these people for

references and goodwill within your industry.

- **Never say no for the other person.** Don't anticipate rejection based on your immediate past experience. Indeed you may have to polish up your attitude and credentials. On the other hand, you may also find employers who like you very much as you are. Be flexible, and test the market. Find out what feels natural for you, but also listen to others – recruiters, interviewers, and trusted friends and advisors.
- **Analyze every failure, but never wallow in one.** I always want to know *why* people say no, and I'm not afraid to ask. Be wide open to changing yourself, but be careful about trying to remake yourself to answer circumstances beyond your control.
- **Remember past achievements.** Reflect on your past career and business successes. How did you feel? When did you shine your best? And be honest and up to date. Don't spotlight the kinds of career successes that are no longer possible in an industry or market that has changed forever.
- **Take a break.** If you're feeling down, do something you like – exercise, read a motivational book, listen to a favorite song. Never take a break when you're on a hot streak, only when you're in a slump.

If a sudden streak of contacts and job prospects springs up, you may have already made the necessary adjustments in how you're presenting yourself.

As a young actor and comedian, Jerry Seinfeld had a small recurring role as a mail carrier on the TV sitcom *Benson*. One day Jerry showed up for a script read-through only to find that he hadn't been

issued a script. When he asked why, he was told that he'd been fired. No one had remembered to inform him.

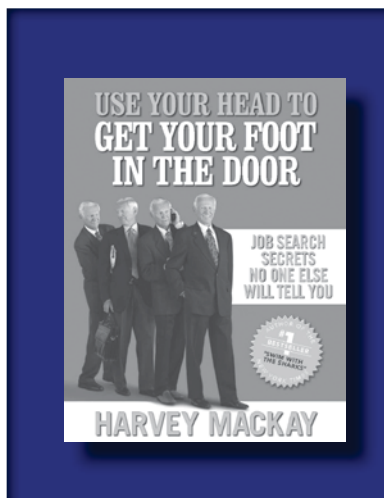
Embarrassed, Jerry left the studio determined to stay out of sitcoms until he had more control over the process. A few years later he succeeded, in more ways than one, when he co-created the hit series *Seinfeld*, which ran for nine seasons on NBC and topped the Nielsen ratings for two years.

Getting fired, downsized, laid off, let go or whatever term you want to use, once left a stigma. Now it is standard procedure. More and more people find themselves looking for work. And things are not going to change soon.

Rejection is the order of the day. It's acceptance that's the exception.

**Mackay's Moral:** Don't get dejected if you've been rejected – just get your new you perfected! ▲

*Editor's Note:* Harvey Mackay is the author of New York Times bestsellers *Swim With the Sharks Without Being Eaten Alive* and *Beware the Naked Man Who Offers You His Shirt*. His books have sold over 10 million copies worldwide. His most recent book is *Use Your Head to Get Your Foot in the Door: Job Search Secrets No One Else Will Tell You*. Mackay's article appears courtesy of his son-in-law, Larry Bartimer, Albany. Brother Bartimer is a partner at The Portfolio Strategy Group in White Plains, N.Y.



# The Savvy Networker

## 10 BOILERPLATE PHRASES THAT KILL RESUMES

By Liz Ryan

**T**he current job market is very different from job markets of the past. If you haven't job-hunted in a while, the changes in the landscape can throw you for a loop.

One of the biggest changes is the shift in what constitutes a strong resume. Years ago, we could dig into the "resume boilerplate" grab-bag and pull out a phrase to fill out a sentence or bullet point on our resume. Everybody used the same boilerplate phrases, so we knew we couldn't go wrong choosing one of them – or many – to throw into a resume.

Things have changed. Stodgy boilerplate phrases in your resume today mark you as uncreative and "vocabulary challenged." You can make your resume more compelling and human-sounding by rooting out and replacing the boring corporate-speak phrases that litter it, and replacing them with human language – things that people like you or I would actually say.

Here are the 10 worst boilerplate phrases – the ones to seek out and destroy in your resume as soon as possible:

- Results-oriented professional

- Cross-functional teams
- More than (x) years of progressively responsible experience
- Superior (or excellent) communication skills
- Strong work ethic
- Met or exceeded expectations
- Proven track record of success
- Works well with all levels of staff
- Team player
- Bottom-line orientation

You can do better. What about adding a human voice to your resume? Here's an example:

"I'm a marketing researcher who's driven by curiosity about why people buy what they do. At XYZ Industries, I used consumer surveys and online-forum analysis to uncover the reasons why consumers chose our competitors over us; our sales grew 20 percent over the next six months as a result. I'm equally at home on sales calls or analyzing data in seclusion, and up to speed on traditional and new-millennium research tools and approaches. I'm fanatical about



understanding our marketplace better every day, week and month – and have helped my employers' brands grow dramatically as a result."

You don't have to write resumes that sound like robots wrote them. A human-voiced resume is the new black – try it! ▲

*Editor's Note:* Liz Ryan is a 25-year HR veteran, former Fortune 500 VP and an internationally recognized expert on careers and the new millennium workplace. Article reprinted from Yahoo! HotJobs and Ask Liz Ryan ([www.asklizryan.com](http://www.asklizryan.com)), with permission.

## DELTASIG RESOURCES

Delta Sigma Pi's partners offer a variety of resources related to education, networking, and communication, in addition to discounts on basics including credit cards, insurance, and travel, as well as Deltasig merchandise.

Visit [www.dspnet.org](http://www.dspnet.org) and click on "Partners/Discounts" to explore these member benefits.

# The Impact of Networking: **PAY IT FORWARD**

By Tim Augustine, Kent State



In 1992, I had the honor of being initiated into Delta Sigma Pi. At the time I had no idea the Fraternity would have such an influential impact on my life. Because of this impact, I have made a significant effort to remain active and give back the past 18 years. Each year, I am honored to hold seminars at national and regional events where I offer one-on-one coaching to chapters and individuals. Over the years, I have interacted with hundreds of Deltasigs, building friendships and a network that spans the globe.

When I was asked to write this article, I reflected on several topics beginning with our current economy, the job market, globalization of industry and challenges faced as students of commerce. I then remembered an article from my Northwestern Alumni newsletter. It had an interesting quote about networking; "Follow-up by giving first, before asking for anything: Networking is a two-way street, where you get more when you give first." Based on current economic conditions and the continued strength of the Fraternity, I felt an article addressing the power of networking within the Fraternity would be appropriate.

## Pay it Forward

It is estimated that the average person knows about 250 people. Each of these in turn knows another 250 people. That means for each new person you meet, you gain access to a potential pool of 62,500 people separated from you by just two degrees!

Consider our brothers of Delta Sigma Pi; each possessing unique skills, abilities, experiences and accomplishments. In 2010, I challenge you to network by taking advantage of your brotherhood and two degrees of separation, but remember to first Pay-it-Forward.

Pay-it-Forward is founded on the principle of reciprocity and begins when someone gives you something

you weren't expecting. It inspires you to return the favor in some way. We all need advice, constructive criticism and mentorship. The success of Pay-it-Forward comes when we actively seek advice, or engage others by giving freely of our talents, expertise and time which is the key principle of authentic networking.

Networking is the art of meeting people and benefiting from those relationships. It is a lifelong activity based on trust, support and a genuine interest in helping others. Within an established relationship you will continue to learn, grow and find ways to continue helping each other succeed. This cycle of giving back to the network

that helps you, is the concept of Pay-it-Forward!

However, one caution: don't be disappointed if some people don't spring forward to reciprocate immediately. The "good karma" you've generated will return the favor down the road – maybe not from this person – but from places you might not expect.

I have found that even small Pay-it-Forward acts can make the greatest difference in a brother's life.

During a recent LEAD event, I challenged the audience to meet and network with 15 brothers during the weekend. During these meetings, they were to uncover each other's career goals and figure out how they could help each other. If they accomplished this and sent me an email, I would give them a signed copy of my book. Not only did I receive 62 emails (and 62 more people to add to my personal network), I also received

a copy of a business card from one of the participants stating that the introduction in Newport Beach helped him land his first job.



A friend and brother recently received an unsolicited resume from a collegiate. Although he did not have any openings he reviewed the resume and noticed a few minor errors. He called the candidate and discussed corrections. In the conversation, the two learned they were both from the same home town. The alumni brother offered further support and encouragement by

critiquing the resume, making a few introductions, and providing an industry overview. Ultimately the collegiate brother landed a job in Chicago from these efforts.

Helping others and providing advice, encouragement and support is the key fabric that can keep brotherhood strong. As a simple example, I asked a few alumni what advice they would share with collegiate brothers. Advice included: Deal with your debt before it gets worse.

- Don't live with your parents forever.
- Spend less than you earn.
- Find a mentor.
- Don't rush to buy all the expensive toys.
- Start saving for your retirement right now.
- Don't get married too soon.
- Get regular exercise, eat healthy foods and get enough regular sleep.

- Keep your resume up-to-date.
- Keep learning.
- Put time and energy into key friendships.
- Thank those who helped or inspired you along the way.

In addition to general advice, another timely topic is the job market and job search assistance. With an unemployment rate hovering at 10 percent, networking is a critical skill to leverage. If you receive advice or assistance for your resume, interviewing, or salary negotiation, think about how you can share it with others. Keep your eyes open for job opportunities and share these leads with others who might fit the role. Offer to review and critique a resume, role-play an interview scenario, or introduce a brother to someone in your network. If you are currently working, find opportunities for brothers by providing a job or internship within your firm. Utilizing social networking sites like Facebook and Linked-in is also helpful.

### How can you help?

Take a moment and reflect on the advice you have received and the support you have been provided. How has this helped you personally and professionally? How can you use this information and Pay-it-Forward to someone else?

There are many successful brothers who are willing to share their life experiences, leadership and guidance. As you navigate through 2010, be generous in sharing your talents, knowledge, and ideas. In addition, be respectful and demonstrate appreciation to those who Pay-it-Forward and provide a helping hand, a lesson-learned or a word of encouragement. Let 2010 be the year we look inward to help each other and in return seek help. Do your best to Pay-it-Forward to help others who could benefit from your knowledge, skills and life-experiences.

“We should take the lessons learned

from what we hear today and apply it to achieve your dreams or enable the dreams of others. And as you get older, you may find that “enabling the dreams of others” is even more fun.”  
— Randy Pausch (*The Last Lecture*)

*Editor’s Note:* Brother Augustine is an entrepreneur, business owner, professional speaker and author of *How Hard Are You Knocking? The Job Seekers Guide to Opening Career Doors*. His seminars and book have been featured in national media and presented to over 350 organizations throughout the United States. He also writes a monthly column for *Inc. Magazine*, *Fast Company* and *Monster.com*. Learn more about him and view other useful career search topics at [www.howhardareyouknocking.com](http://www.howhardareyouknocking.com).

## “My First Job”

### Some Deltasigs reflect on their first job. Thanks to all who contributed!

Even though I had worked at my family’s restaurant since junior high, my dad insisted that I get to know what working with somebody I wasn’t related to was like. He told me he would help me pay for a car if I got a job elsewhere. So, I took a job at a men’s clothing store as a stock clerk. I spent two years working there, assisting with receiving and sending inventory, setting up store displays, assisting the tailor with taking measurements, working the tailor pick up counter, and doing anything that helped the salespeople sell suits. I learned a lot about retail store operations, men’s professional dress, and customer service. I still think back to that job and some of the lessons I learned working there.

Grand President **Mark Chiacchiarri**,  
*Pennsylvania*

I was a packaged soap and detergent sales rep for Eastern Iowa for Procter & Gamble. It’s where I learned the definition of “new guy.” My job consisted of presenting programs to local store buyers and offering them merchandising dollars if they featured or displayed the boxes of soap. When a new product was introduced, I had to reset the shelves which consisted of clearing and washing all shelving. I often did this very late at night or all night long. It truly was

glamorous. Also, my company car was a urine yellow Reliant K Car—a chick magnet.

Foundation Trustee **Joe Mayne**,  
*St. Cloud State*

I obtained my first professional job approximately three months after graduation. Our chapter did an event with our campus career services office. Career services critiqued our resumes and added them to the database that was used by prospective employers. Just prior to attending Grand Chapter Congress in 2005, I had two job interviews – with CNN Interactive and Floyd College – a direct result of my resume being posted with career services. I was hired by Floyd College as a systems support specialist. Another piece of job hunting advice: do not discount working for government (specifically federal). Many federal government agencies offer internship and stay-in-school work opportunities that may turn into a permanent job.

Capital RVP **Stacy Jordan**, *Georgia Southern*

What I consider my first “real” job out of college was selling radio advertising for Iowa’s first Alternative Rock Radio Station KKDM – 107.5. The station was called The Dot and anyone who has lived in the state for any length of time knows about DotFest 1 and 2 and the Dot’s Christmas Blowout. It

was a great gig – I called on businesses in the metro area and sold advertising. Most of my accounts were restaurants, bars, and small retailers and I made a TON of contacts that have helped me through the years. It wasn’t super high paying, but the fun I had made up for the lack of scratch at the time.

**Adam Carroll**, *Phoenix-Thunderbird*

There must have been about 14 people on the elevator, headed to a career fair. I remembered advice from Don Scott, my chapter brother, and, turning to my immediate right, used my 30-second commercial on a recruiter. We exchanged business cards. I spent the day with recruiters. The Liontone Group called me a week later to set up an interview. Starting a good interview is showing up at least 15 minutes early. Sitting in the waiting area, I noticed others probably also interviewing, and was discouraged. Then I walked in to the CFO’s office and found out we were both Eagle Scouts. In a second phase interview, I recognized the woman that stood next to me in that elevator! I had also met the man sitting next to her at a Fraternity mixer the week before. In February 2007 I signed with them as a staff accountant. It was a great feeling to have a career waiting for me when I got out of school.

Gulf Western RVP **Gilbert Landras**, *Houston*

# Fun on the Run: Business Alum's Inspired Idea Results in Great Urban Race

By Susan Marquardt Blystone

Joseph Reynolds '03 has amassed in his 29 years more amazing adventures than most people experience in a lifetime. He's traveled off the beaten path in 40 countries, exploring the world using income generated from a house painting company he started while at Illinois State.

The sale of that business gave Reynolds the opportunity to blaze yet another trail—this one as an entrepreneur who is energizing communities across the country with an event called The Great Urban Race ([www.greaturbanrace.com](http://www.greaturbanrace.com)).

"I was watching on television 'The Amazing Race,' which was my original inspiration. I thought I could take that concept, which so many people love, and offer it on a local level," Reynolds said.

That light bulb moment occurred in May of 2007. Within a few days Reynolds had content ready for a Web site, which was activated in July of that same year. With Chicago as his home, he chose that city for the first race just weeks later. Enough people showed up that he planned seven more races in seven cities around the country through the fall of 2007.

"It went well enough that I felt I could do it as a full-time job," Reynolds said. He subsequently sold the company he'd launched his junior year, College Best Painting, and opted to put his money, time, and energy into the Great Urban Race (GUR). His instincts were good; as there was so much interest he offered 20 events in 2008 and has 21 in 2009, including a race held at Illinois State as part of Homecoming.

It's the first time Reynolds organized a campus race, which he intends to continue offering as an offshoot from GUR. He has so many other ideas for activities that he has created a company called Red Frog Events.

"I got the name from a moment I spent sitting on Red Frog Beach in Panama," Reynolds said, recalling one of many exotic international locations he explored after graduating from the College of Business. He enrolled as a transfer student and

graduated with an entrepreneur/small business degree.

"I've just always been interested in business," said Reynolds, who proved his natural ability in the field while still an elementary school student. Upset that there was no community-wide tournament for his fifth-grade basketball team; Reynolds decided to create one himself.

"My parents supported me, especially when I needed a ride to the grocery store for the concession stand items," Reynolds said. The event was such a success that he donated \$500 to the parks and recreation department in his hometown of Maple Park. Years later as a college student Reynolds remained focused on a future in business. He made his way to Illinois State as a sophomore, eager to hone his skills.

"I had a wonderful experience, and am thrilled I chose to go there. What made my experience great was being part of the business fraternity, Delta Sigma Pi," said Reynolds, who served as president of the group. "I learned so much, and met so many wonderful people. I don't discount the fact that my time at ISU was important, and accounts for part of who I am today."

His collegiate experience was enriched further by his painting business, which he started with just a few friends working over summers. They painted the exterior of houses in Bloomington-Normal. After graduating he expanded the business to include interior painting, with upscale Chicago homeowners as his targeted

customers. Most of the work was still done during summer months, which gave him time to escape.

"For three years I traveled for several months each winter. I have seen many corners of the world," Reynolds said. A Moroccan camel trek in the Sahara Desert left him wanting more diverse cultural experiences, which he obtained by roaming from Europe and Africa to Central and South America.

One of his most memorable moments occurred while he was taking intensive Spanish classes in Guatemala, which borders El Salvador. "I had no definitive plans, and decided I wanted to see El Salvador in the best way possible," Reynolds said. "So I bought a bike from a local vendor, took a bus to the border, and biked until I got to the other border."

While many envy such opportunities to explore new places, few ever attempt the international treks Reynolds has enjoyed. That's one reason his Great Urban Race idea became an immediate success. Reynolds found a way to bring a one-day adventure to neighborhoods across the country at a price that is affordable, and with such a mix of competition and comedy that the most intense athletes have as much fun as families.

Advertised as "part adventure, part scavenger hunt," the race is open to all ages. Participants register as teams of two for as low as \$45 per person. The race starts with teams receiving 12 clues at the same time. Teams then scatter to solve those clues in any order.

Some clues require a moderate physical challenge, while others are purely a mental exercise. Teams can use electronic devices to help complete the challenges or phone a friend, but nobody is allowed to use anything other than their feet or public transportation to complete the course that encompasses six miles or less.

The team that finishes with the best time and has all the clues solved correctly wins

A Great Urban Race team in front of the Golden Gate Bridge.





the race, which ends at the five-hour mark. The first two teams receive a cash prize. The top 25 qualify for an annual national race, where the winner receives \$10,000.

There are also prizes for best costume. "We had ninjas doing flips in Phoenix," Reynolds said. He was even more impressed by the Boston team that competed in a full donkey suit on a hot summer day.

"It's just a unique and fun experience that you really can't describe," Reynolds said. He makes the point by noting participants range from serious athletes in training to relatives seeking a bonding moment.

"We have a lot of people who show up with no intent of even finishing. They just want to go out and have some fun with friends," Reynolds said. The fun is so contagious that Reynolds credits word-of-mouth for much of the race's success, with the recession a factor as well.

"We might be one of those few businesses benefiting from the economy, as people who would have gone on vacation will instead look for something fun to do locally," said Reynolds, who is having as good a time as the race participants.

"I wake up every morning, and I am thrilled to get to work. It's just a pure love

for what I do. I can't imagine a different job," Reynolds said. "It's growing so fast that it's just been a fun and wild ride. It's now way beyond what I ever thought would happen."

The rapid success has kept Reynolds busy as he adds events coast to coast. It's been so hectic he has not yet taken the time to write a formal business plan, which he knows from his days at Illinois State is supposed to be the first step when launching a business.

"I have a clear idea of where everything is going," he assured, "but I know my professors would not be happy." ▲

*Editor's Note:* This article is reprinted, with permission, from the summer 2009 issue of *Illinois State Alumni Magazine*. Susan Marquardt Blystone is editor of that publication.



As part of the Great Urban Race, participants wear costumes and can win prizes.



It's a dirty job, but Warriors love it.

## A Racer and a Warrior, Too

By Elizabeth Runyon

Joe Reynolds was initiated into Delta Sigma Pi's Delta Chapter at Marquette during his freshman year. As a sophomore, he transferred to Illinois State and got involved in Iota Chi Chapter, later serving as chapter president. He was an entrepreneurship and small business management major and his Deltasig activities complemented his coursework teaching him how to be a leader and how to motivate others.

Brother Reynolds has hardly been sitting still since the story about his Great Urban Race (GUR) activities ran in Illinois State University's *Alumni Magazine*. In addition to 21 GUR events in 2009, he launched Warrior Dash in the summer. "It was an instant hit," he said, "and sold out within a month."

Warrior Dash is a three-mile obstacle challenge built on private 200-acre sites. The dash takes contestants 20 minutes to an hour and a half to complete. "You can walk if you want," adds Reynolds, "anybody can finish it." He was inspired by "American Gladiator," Ironman events, and Navy Seals' training when he came up with the idea.

Nine Warrior Dash events are planned in 2010 and Reynolds estimates anywhere from 4,000-10,000 people will participate in each – and all will receive a warrior helmet to wear.

Reynolds has a staff of nine to plan and execute GUR and Warrior Dash. Four are Deltasigs, all graduates of Illinois State: Rachel Cobb, Stephanie Mezzano, Kelli Pribel and Alex Yount. "When I needed help I knew I could find a talented group through Fraternity connections", Reynolds said.

Reynolds' company, Red Frog Events, also offers an internship. He encourages Deltasigs to apply. "It's competitive," he says, "we hire maybe one out of 100 who apply."

For more information on the opportunity, or about Great Urban Race and Warrior Dash events in a city near you, visit Reynolds' web site: [www.redfrogevents.com](http://www.redfrogevents.com). ▲

Share news of your collegiate chapter's activities and events with brothers across the country!  
Email news and photos to [magazine@dspnet.org](mailto:magazine@dspnet.org)



Amanda Doyle

## Doyle Named to All-Academic Team

Amanda Doyle, *Francis Marion*, was named to the Peach Belt Conference's 2009 All-Academic Team for women's cross country in December, along with teammate Samantha Smith.

Doyle, a native of Laurens, S.C., is majoring in accounting and has a 3.78 GPA. She was the Patriots' top finisher in all seven fall meets. In addition to our Omicron Upsilon Chapter, Brother Doyle is a member of Beta Gamma Sigma and Omicron Delta Kappa honor societies, and Chi Alpha Sigma National College Athlete Honor Society. She has served for two years as president of the college's student-athlete advisory committee. She also was named to the All-Academic Team in 2008. ▲

### Bowling Green/Theta Pi

Events during fall semester included tailgating with alumni at the BGSU homecoming football game, weekly get-togethers including a teambuilding retreat, "Elite 8" activities organized by eight brothers that included a bonfire and s'mores night, a Faculty Initiation Brunch, nursing home visit, and snacks' sale during a College of Business involvement fair. – *Theta Pi Times*

### California-Berkeley/Rho

Executives from sports teams including the San Francisco 49ers, San Francisco Giants, Sacramento Kings, Oakland Raiders, and the San Diego Padres spoke about sports management in a chapter-sponsored event, "Take Me Out to the Boardroom." Panelists spoke about strategic considerations in running a sports franchise and took questions from over 200 people attending.

– *Zack Liu*

### Cal State-Chico/Epsilon Theta

"Go Pink or Go Home" signs and pink balloons were part of brothers' efforts to promote Pink in the Plaza in October. The event raised money for the Susan G. Komen Breast Cancer Foundation, Enloe Cancer Center, and Breast Cancer Action, an awareness organization based in San Francisco. Brothers sold wristbands, water, and raffle tickets; sponsored a silent auction; and had food vendors, information groups and live bands for Pink in the Plaza. The chapter partnered with area businesses as well as Target and Starbucks toward a goal to raise \$9,000.

– *The Orion*

### Cal State-Fullerton/Lambda Sigma

Despite the current economy, there are still jobs for hard working students who know how to play by the rules, said seven business leaders who spoke October 29 at an event sponsored by Lambda Sigma with other university organizations. Tips included: look for companies that are recession proof, memorize the web site of the company you apply to, send handwritten notes, and always be truthful. Panelists were from Pepsi Bottling Group, Orange County Credit Union, and an accounting firm.

– *The Daily Titan*

### California-Santa Cruz Colony/Alpha Lambda Phi

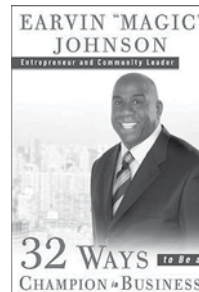
Members participated in the colony's first community service project on October 11: SuperKid's Triathlon, held by the Palo Alto Medical Foundation. Brothers served refreshments, directed more than 500 participants through the three-tier course,

and handed out medals at the finish line.

– *Erica Armlin*

### Cincinnati/Alpha Theta

Businessman and former basketball star Earvin "Magic" Johnson spoke about the importance of business in any career field on November 10 at an event co-hosted by Alpha Theta. In his book, *32 Ways to Be a Champion in Business*, Johnson discusses ways leaders can empower others. Key points include conquering fears, focusing on strengths, motivating others, and giving back. Johnson himself is giving back with 18 technology centers he created in minority-populated communities. The centers give youth access to a computer and



Donna Randall, president of Albion College, was initiated into Pi Tau Chapter on November 2. Randall is Albion's 15th president and the first woman to be appointed. Since coming to Albion in 2007, she has revitalized Albion's marketing plan with the slogan, "Albion – Always Thinking." She is a member of the national Commission on Women in Higher Education and various local boards. Above, President Randall (center) with Pi Tau ritual team members (from left) Michael Hall, Ji Yun Lee, Andrew Neago, Benjamin Iwen, Noel Niles, Jeremy Levine, Christine Johnston and Melissa Megarian.

internet – resources they may not have at home.

– *The News Record*

**Cornell/Omicron Rho**

Steven Berkenfeld, Cornell alumnus, said there are still opportunities on Wall Street for “smart, ambitious and creative” individuals. Berkenfeld is former chief investment officer of Lehman Brother’s Private Equity Division. His 21-year career at Lehman ended when the company declared bankruptcy. Berkenfeld is now a managing director of the Investment Banking Division at Barclays Capital. He presented the keynote speech at a conference titled “So You Want to Work on Wall Street? Getting Started on a Career in Financial Services,” attended by 170 students and hosted by Omicron Rho. After Berkenfeld’s talk, attendees participated in seminars on topics including “Sales vs. Trading” and “Real Estate on Wall Street.” “Our purpose was to give students a chance to learn about a career in finance, and more importantly, for them to be able to ask any questions and to receive candid and honest answers,” said Jessica Zhao, vice president community service. – *The Cornell Daily Sun*

**Georgia/Pi**

Brothers hosted Buckhead, a group that plays ‘90s covers, for a November concert with proceeds benefitting Relay for Life, annual fundraiser of the American Cancer Society. The chapter’s Relay for Life team is one of 102 at Georgia. Those attending the concert were encouraged to wear their best ‘90s attire. – *The Red and Black*

**Illinois/Upsilon**

Brothers joined with other groups to

volunteer with the Shop with a Cop program in Champaign. The program hosted 42 area youths and their families in December. Each child received \$200 to spend on clothing needs and presents; all were treated to a gift wrapping party with pizza and soda.

– *The News-Gazette*

**Iowa/Epsilon**

Brother Austin Ladd was an organizer of the Tippie Faculty Grill-Off held in October

to raise money for Tippie Build, a project that builds houses for underprivileged people. Several events are planned to reach a goal of \$50,000. The grill-off raised \$1,158, with faculty competing for the coveted Golden Spatula.

– *Iowa City Press Citizen and The Daily Iowan*

**Rockhurst/Nu Omega**

Tana Goertz spoke on “The Art of Being Unforgettable” on October 23 for approximately 100 brothers and guests.

(Continued on page 20)

*Valparaiso brothers went to Chicago in October and met with brothers from Loyola-Chicago to tour the Federal Reserve Bank. Above, brothers in front of a “\$1 million briefcase.”*



*Collegiate and alumni brothers from the Pacific Coast Region were among thousands participating in the Orange County Heart Walk held September 13 in Irvine, Calif. The team raised \$2,145 for the American Heart Association.*



St. Cloud brothers (from left) Trevor Gohman, Sal Gati and Conor Bostic were among volunteers who visited five neighborhoods to collect food items for the Catholic Charities Food Shelf in St. Cloud, Minn.



Beta Iota brothers participated in Baylor's 100th homecoming celebration on October 23-24. The chapter sponsored an Alumni Reunion Tent for 15 alumni attending, and designed a float for the homecoming parade (above).



Brothers from Zeta Eta Chapter attended the St. Peter's Business Symposium held at the Hyatt, Jersey City. From left: Kathleen Fitzgerald, speaker from KPMG; Rob Sanots, St. Peter's Board of Regents; Brother Priscila Perez; Brother Amanda Rotundo; Bryon Pitts, speaker from CBS News; Brother Rachel Abreu; Eugene Cornacchia, President of St. Peter's College; and Brett Hammond, speaker from TIAA-CREF.



(Continued from page 19)

Goertz, a runner-up in the third season of "The Apprentice," is a motivational speaker who presented at several 2008 LEAD Provincial Conferences. — Michael Flaxbeard

### Saginaw Valley State/Mu Phi

Brothers, along with other university organizations, hosted a September talk, "Seven Absolute Musts," by Lindsey Pollak, author and expert on Generation Y workplace issues. Pollak said the number one mistake students make is not preparing for life after college. "Doing nothing is a recipe for disaster," she said. Tips included cultivate a wide network by considering everyone you meet, get an account with LinkedIn, carry business cards, have resumes and interview clothing ready at all times, and research the company before the interview. Her most important advice: "Don't curb your enthusiasm."

In December, brothers hosted Leadership Pathways with Clarence Rivette, managing partner of Wirt Financial & Leasing Services in Bay City, as guest speaker. Also present were panelists including Saginaw Valley State President Eric Gilbertson, Professor of Communications Margaret McCue and Professor of Philosophy Drew Hinderer. Education was a common theme for the event, attended by 88 students. — *The Valley Vanguard*

### Southern California/Phi

Brothers hosted a panel on November 5 featuring leaders in the sports industry including ESPN Sports Center Correspondent (and sports Emmy winner) Shelly Smith; Nike's Director of Global Basketball and former Pac-10 Coach of the Year George Raveling; CEO and General Manager of the Bel Air Country Club J.J. Wagner; and VP of Communications for the Staples Center, Michael Roth. Panelists discussed how the economy has affected their part of the sports industry, and gave advice for students aspiring to work in a sport related industry, among other topics. More than 300 people attended. — Johnny Chen

### St. Joseph's/Zeta Pi

Students heard the inspirational story of Johnny Cupcakes, a clothing company from Boston that started from the trunk of a beat-up '89 Toyota Camry and has grown into a multimillion dollar business. Johnny Earle, founder, and his sister Lindsay spoke on entrepreneurship, starting a business with little to no money, marketing, branding, and maintaining a close relationship with customers. Johnny Cupcakes retail stores are in Boston and Los Angeles. Earle was nominated as a 2008 Entrepreneur of the Year by Business Week Magazine. Brothers and guests attending enjoyed the presentation and Earles' advice: "It's not about the money. It's about being happy and doing what you love." — Nati Jay

### Texas-Arlington/Zeta Mu

Brothers joined with the Residence Hall Association and African Students Organization to hold a candlelight vigil on November 10 in honor of Veterans Day and in remembrance of the victims of the Ft. Hood shootings on November 5. Brothers wanted the event to thank those who have served and continue to serve our country. More than 80 people attended.

— Jamilah James

Area sport team executives presented "Take Me Out to the Boardroom" for Rho Chapter brothers. Over 200 people attended.



### Texas-Austin/Beta Kappa

Brothers held a philanthropy week, "Alex's Challenge," to raise awareness for childhood cancer and Any Baby Can/Candlelighters. Events included kickoff festivities, a bowling tournament, benefit party and bake sale.  
 – *McCombs Business School blog*

### Washington State/Omicron Psi

Brothers hosted Pullman Fight Night with the National Society of Minorities in Hospitality. Proceeds benefitted St. Jude's Children's Research Hospital. The event included official amateur boxing matches and other activities. "It's a fun event for us," said Jessica Feller, chapter president.  
 – *The Daily Evergreen*

### West Florida/Eta Upsilon

Brothers joined other volunteers going door-to-door in Escambia County's 32505 zip code to promote free tax preparation services and warn residents against refund anticipation loans. IRS statistics show that one in four low-income households in the county—22,688—requested a refund anticipation loan in 2007. Additionally, up to one in four of the households fail to claim an Earned Income Tax Credit. Volunteers visited at least 2,500 households.

– *Pensacola News Journal and Tallahassee Democrat*

### Wisconsin-La Crosse/Eta Rho

Brothers sponsored Prep for Success with Wisconsin's Career Services Office on October 13. Employers from Business Financial Services, Teksystems, and Direct Supply shared tips with students searching for jobs or internships. The event included personal interaction, panel discussion on career fair etiquette, and question and answer session. Prep for Success is held each semester prior to Wisconsin's Career Expo.

– *The Racquet*

# Stay connected

Delta Sigma Pi's official Facebook application connects brothers across campus and around the world. Brothers can find other brothers, join groups, post on discussion boards, learn about upcoming Delta Sigma Pi events, and much more.

Add the official application to your daily surfing menu now!



Go to: [www.deltasigfb.com](http://www.deltasigfb.com).

For more information on the application and other Fraternity social networking resources, visit [www.dspnet.org](http://www.dspnet.org) and choose "Social Networking."

# MAKE A DIFFERENCE DAY

NATIONAL DAY OF DOING GOOD



## Giving Back

Chapters that participated in Make A Difference Day 2009 and registered their participation include:

### Collegiate Chapters

Albany  
Albion  
Angelo State  
Arizona  
Baylor  
Bellarmine  
Bentley  
Binghamton  
Bowling Green State  
Bryant  
Buffalo  
Cal Poly-Pomona  
Cal Poly-San Luis Obispo  
Cal State-Fresno  
Cal State-Fullerton  
California-Irvine  
California-Riverside  
Central Florida  
Central Missouri State  
Christian Brothers  
Clemson  
Colorado-Colorado Springs  
Colorado State  
Connecticut  
Cornell  
Dayton  
Denver  
Drake  
Evansville  
Florida  
Florida International  
Florida State  
Francis Marion  
George Washington  
Georgia

Georgia Southern  
Georgia State  
Grand Valley State  
Hawaii  
Houston  
Illinois  
James Madison  
Kennesaw State  
Lewis  
Louisiana Tech  
Loyola-Chicago  
Loyola-New Orleans  
Loyola Marymount  
Lynchburg  
Marshall  
Miami-Ohio  
Minnesota State-Mankato  
Missouri-Columbia  
Missouri-St. Louis  
Nevada-Reno  
New York  
North Carolina-Chapel Hill  
North Carolina-Greensboro  
Ohio  
Ohio Dominican  
Oklahoma  
Oklahoma State  
Pacific  
Penn State-Erie  
Penn State-State College  
Pennsylvania  
Philadelphia  
Pittsburgh  
Radford  
Redlands  
Rider

Rockhurst  
Roger Williams  
Saginaw Valley State  
San Diego  
San Diego State  
San Jose State  
Siena  
St. Cloud State  
St. Joseph's  
St. Mary's  
St. Louis  
St. Thomas  
Tampa  
Texas A&M-College Station  
Texas-Austin  
Texas-San Antonio  
Truman State  
Valparaiso  
Virginia Tech  
Washington-St. Louis  
West Florida  
Western Illinois  
Winona State  
Wisconsin-Madison

*Alumni Chapters*  
Atlanta  
Fort Worth Cow Town  
Inland Empire  
Louisville  
Orange County  
Philadelphia  
San Diego  
Space City  
Tornado Valley

### Connecticut/Theta Iota

Brothers participated in Dodging for Dollars, a fundraiser to benefit Special Olympics of Connecticut. Two teams of Deltasigs played against other student body and Greek organization teams, as well as local law enforcement teams, in a dodge ball tournament. – *Carol Lee*

### Louisiana Tech/Beta Psi

Brothers collected and rolled coins in a "Coins for Cancer" project. Proceeds were donated to the local chapter of the American Cancer Society. – *Tony Cox*

### Rockhurst/Nu Omega

Brothers volunteered at the Operation Iraqi Children Warehouse. The organization is a division of People to People International and assembles school supply packets to be sent to children living in hard hit areas around the world. – *Joanna Carlson*

### Saginaw Valley State/Mu Phi

Ten brothers and six pledges teamed up with Kappa Tau Epsilon's 17 women to help with Midland's Haunted Forest. Volunteers led or followed groups to make sure they stayed on the trail and dressed up as "spookers." Money raised was donated to Special Olympics. – *Jessica Drake*

### Tampa/Epsilon Rho

Brothers, pledges and alumni donated their change, raising money for the Lions Eye Institute for Transplant and Research. The institute was founded in 1973 by Tampa Bay Area Lions Clubs to fight eye diseases through the recovery, evaluation and distribution of eye tissue for transplant, research and education. Brothers also collected "Random Acts of Kindness" from brothers and kept a log of the good deeds. – *Francheska Flores*

# DELTASIGS MAKE A DIFFERENCE!



Colorado-Colorado Springs and Denver chapters partnered for the Step Out for Diabetes Walk in Denver in the morning. In the afternoon, Colorado-Colorado Springs brothers visited at the Little Sisters of the Poor, a retirement community, for an ice cream social and entertainment with the residents.



Cornell brothers put together 120 packets of candy and carved pumpkins to use as centerpieces for a meal provided by Tompkins County Loaves and Fishes. The organization provides free meals, hospitality and help to needy individuals.



Florida State brothers participated in Halloween Howl, hosted by the Tallahassee Museum to entertain children, teens and adults. Events included a ring toss, bean bag toss and bobbing for ducks.



Florida International brothers participated in the Light the Night Walk held across the nation as part of MADD. The event supports the Leukemia and Lymphoma Society's goal to provide hope for those battling blood cancers. Brothers cheered on the walkers – cancer survivors with their family and friends – with flashlights, noisemakers and enthusiasm.



Pacific Coast Region brothers from Redlands, Cal State-Fullerton, Cal Poly-Pomona, California-Irvine, California-Riverside, and alumni chapters from Orange County, San Diego and Inland Empire joined together – 124 strong – to volunteer for Santa Claus, Inc. of Greater San Bernardino. It was the sixth annual event attended by Deltasigs. Also attending were Patrick Bonfrison, South Pacific RVP and Golden Council member Paul Dawson. Santa Claus MADD coordinator Carla Coles said Deltasig's annual participation is their "ace in the hole." Santa Claus, Inc. provides clothing, toys and books to families of approximately 11,000 children.



Raleigh-Durham alumni volunteered with Habitat for Humanity at the Agape Corner Boarding School of Durham. Brothers sanded and painted the home's interior.

# Changing Lives, One at a Time

By Elizabeth Runyon

**S**tefan Hochfilzer, *California-Berkeley*, graduated in 2003 with a degree in business. He worked as a risk consultant in Los Angeles and had started a real estate certificate program when he realized his heart just wasn't in it.

"My passion has always been working with kids," said Hochfilzer. He was drawn to kids from an early age. "I was a tennis player growing up and I started teaching tennis when I was 14," he said. At 18, he launched Inspired Learning Institute, LLC, "a basic company that matched sports instructors with kids," he explained.

The difference from just any sports lesson was in the company's approach and philosophy. "Kids saw the instructors not only as a coach but as a mentor and friend," said Hochfilzer. The experience had a big impact on his life, mainly because of feedback from parents about the positive changes they noticed in their children. What stood out to Hochfilzer was the significant role a mentor could play.

He continued the company during his first year at Berkeley but had to give it up, as focusing on class work and school activities, including Delta Sigma Pi, took up more and more of his time and energy.

When Brother Hochfilzer felt dissatisfied with post college life, the positive experiences and lessons learned from that first

parents, which in turn lowers their confidence and can lead to other challenges."

With further research, Hochfilzer noticed that many of these struggling children might work with a professional therapist or psychiatrist, but there was a gap between what they concentrated on during therapy and what happened at home. His answer was to create a for-profit company in 2004, ClubXcite, designed to fill the gap by providing each student with a mentor to work with them one-on-one on specific challenges, many times, in conjunction with the other professionals involved in their lives. He was joined in starting the company by a friend from Kansas who also had a recent business degree, Matt Carey.

"Our concept works because our mentors are college-aged 'cool' women or men who are working on an education or psychology degree but also have had practical experiences with kids as tutors or sports coaches," said Hochfilzer. Parents come to ClubXcite with specific needs and the company matches mentors based on those needs, providing a customized program and achievement plan to reach established goals. Parents pay \$30-40 an hour for the one-on-one mentoring services. Mentors are paid.

The mentors go through a strict series of interviews and extensive background checks. "We tend to attract people who are ethical, fun, spontaneous, athletic, charismatic, and reliable," said Hochfilzer. Most also have eclectic hobbies or interests that can be incorporated into the mentorship. "If a child wants to learn an instrument or a certain sport, for instance, we can pair him or her with a mentor who has expertise in that area," he added.

ClubXcite has expanded to offer weekly small group social opportunities. "We noticed that the kids we work with have a harder time making friends or being successful in social situations," said Hochfilzer, "so we developed opportunities for these kids to meet others in a coached but natural environment." Cost for the three-hour group outings are \$65-75. Memberships are available that provide discounts on services.

Recently, ClubXcite entered into contracts with various private schools in San Diego and Orange County to offer enrichment programs. "This has really taken our program to a new level, because schools see the value in our concept and philosophy," said Hochfilzer. "We offer a variety of programs such as robotics and building, ultimate sports, drama and improvisation, and martial arts. We stick with a four to one ratio and offer personalized attention to all kids."

The company also launched an additional venture, Xcite Steps, because parents requested help with kids facing challenges like autism. Hochfilzer and a mentor he knew with a background in this field, Matthew Winkley, started Xcite Steps to focus directly on serving these kids. "Xcite Steps offers many of the same services, just with more experienced mentors in this field and a higher focus on social

**"My involvement in the Fraternity had a huge impact on me.... it helped develop my professional side and gave me many opportunities to mature and build confidence in areas of weakness, such as leadership and speaking skills."**

business venture inspired him to launch another. It helped that his parents were behind him. "They always supported the idea of doing something you are passionate about and I always went to them for advice," he said.

He also was buoyed by lessons learned from Delta Sigma Pi. "My involvement in the Fraternity had a huge impact on me," said Brother Hochfilzer. "Mostly it helped develop my professional side and gave me many opportunities to mature and build confidence in areas of weakness, such as leadership and speaking skills."

Expanding on the mentorship philosophy, Hochfilzer noticed a huge need and lack of resources for parents whose children were falling behind academically or socially. "Every classroom has those children that have a harder time paying attention, have a learning disability like ADHD, or have behavioral or emotional challenges," he said. "These are the kids who typically end up falling behind and getting negative feedback from their teachers, and then deal with frustrated



skills groups and opportunities," said Hochfilzer. Xcite Steps is also set up to help teens and adults.

Hochfilzer and his partners, including fellow Berkeley graduate John Foletta, head up a full-time management team of five and 45 paid mentors. The company has served more than 700 children in Southern California, and more than 400 through a contract with San Diego Youth and Community Services, a non-profit, to help at risk and low income children. Hochfilzer hopes to set up a foundation to raise money for similar services. "Between both companies we exceeded \$500,000 in revenues in 2009, which is a lot if you take into consideration that we are a service business

and have only been around for five years."

Part of the success is from Hochfilzer's focus on truly changing the lives of the children served, one at a time. He's also grateful for Delta Sigma Pi's impact, "I truly feel that I owe a great deal of my success to Delta Sigma Pi and all the support I had from my brothers." ▲

*Editor's Note:* For more information, visit [stage6.excitesteps.com](http://stage6.excitesteps.com), or call 858-779-9674.



*Xcite Steps participants and a trophy they won as part of a sports league. Most of the kids had never won a trophy before.*



*Participants in a ClubXcite camp.*

New job? Start a new business? Get promoted or recognized for an achievement?  
Share your news with us! Email [magazine@dspnet.org](mailto:magazine@dspnet.org).

**Lisa Harrington**, *Ball State*, is owner of Sapphire Enterprises, LLC, a management consulting practice in Southlake, Texas.

**Corey Koellner**, *Bellarmino*, serves on the City of Louisville's Ethics Commission, a mayoral appointment. He also is a candidate for Jefferson County Property Value Administrator.

**Tony Cellante**, *Binghamton*, is project manager for Cisco Systems, Inc. in New York.

**Matt Kelly**, *Bowling Green State*, is a technical solutions engineer for Facebook in San Francisco.

**John Spoon**, *Bowling Green State*, is regional vice president for Nissan North America in Irving, Texas.

**John Lough**, *California-Irvine*, is account manager for CodeMetro in Arcadia, Calif.

**Chiyuan Song**, *California-San Diego*, is logistic coordinator for Z-Line Designs in San Ramon, Calif.

**Charles Carmichael**, *Cal State-Northridge*, is a commercial real estate broker for warehouse and flex markets for NAI Capital in Encino, Calif.

**Dawn Klinger**, *Central Missouri*, earned certification as a Senior Professional in Human Resources. Klinger, 1998 National Collegian of the Year, is a human resources manager with the Missouri Department of Transportation.

**Scott Gregory**, *Cincinnati*, is director of undergraduate enrollment at the University of Cincinnati College of Business.

**Mary Dilworth**, *Clemson*, is international projects coordinator for the National Alliance for Youth Sports

## Ralph Kreitzman Re-Elected Mayor of Great Neck



Ralph Kreitzman, *Rider*, is serving a second term as Mayor of Great Neck, N.Y. He is senior counsel of Hughes Hubbard & Reed LLP, an international law firm based in New York City. The Village of Great Neck is located on the north Shore of Long Island and has 10,000 residents. ▲

## Brother Amy Janus' Job is Bulls

Amy Janus, *Illinois State*, graduated in 2008 and is a ticket representative for the Chicago Bulls front office. "I'm responsible for the sale of season and group tickets," she explained. A typical day for Brother Janus is answering about 80 phone calls, giving tours of the United Center to prospects and during the season, going to games.

She was an athlete as a child and throughout high school. After an injury, she turned her focus to the business side of sports. "I knew I wanted to develop a career in sports marketing," she said. Prior to her job with the Bulls, she held an internship with the Philadelphia 76ers. ▲



Amy Janus on the job

in West Palm Beach.

**Joyce Orr**, *Connecticut*, is accountant for Ravaga Shared Services in Orlando.

**Jenny Will**, *Eastern Illinois*, is office manager for Iowa Basketball, LLC, in Des Moines.

**Rick Trent**, CPA, *Evansville*, is managing director with Morgan Keegan and Company, Inc., a subsidiary of Regions Bank, in Memphis.

**Rodney Fisher II**, *Ferris State*, is PC desktop support specialist for Community Hospital Anderson in Anderson, Ind.

**John Neely**, *Florida*, is a tax consultant for Deloitte in Atlanta.

**Nicole Dixon**, *Florida State*, is financial management specialist with Pee Dee Regional Council of Governments in Florence, S.C.

**Eunice Bryant**, *Georgia Southern*, is a teacher at Tutt Middle School in Augusta, Ga.

**Angie Gaither**, *Georgia State*, is AP/AR supervisor for JW Outfitters in Atlanta.

**Latisha Thomas**, *Georgia State*, is a management fellow for the City of Savannah.

**Allan Cantos**, *Houston*, is a police officer in Houston.

**Grace Young**, *Houston*, is senior vice president for Old Course Investment

Partners, LLC, in Houston.

**Kim Graham**, *Illinois State*, is executive district manager of Arbonne International in the Woodlands, Texas.

**Bryan McMillan**, *Johns Hopkins*, is division manager, business operations, for Northrop Grumman in Columbia, Md.

**Kyle Bischoff**, *Kennesaw State*, is IT manager for Gordon Biersch Brewery Restaurant Group in Chattanooga, Tenn.

**Jack Gladden**, *Kent State*, is commercial account executive for ADT in Torrance, Calif.

**Suesan Richardson**, *Longwood*, is a freelance court reporter for Low County Court Reporting Service in Bamberg, S.C.

**Justin Johnson**, *McNeese State*, is client manager for Jeff Mathews, CPA, in Sulphur, La.

**William Beaufait**, *Miami-Ohio*, is an associate with PricewaterhouseCoopers LLP in Chicago.

**Alison Furtwangler**, *Michigan State*, is a systems and process assurance associate with PricewaterhouseCoopers in Seattle.

**Anthony Chelte**, *Midwestern State*, is dean of the College of Business at the University of Arkansas in Little Rock.

**Brian Leonhardi**, *Minnesota State*, is customer service representative for El Microcircuits in Mankato, Minn.

**Edwin Horn**, *Missouri-St. Louis*, is account manager for Express Scripts in St. Louis.

**Angel Lam**, *New York*, is actuarial assistant for Chartis Insurance in New York.

**Michael Borromeo**, *Northern Illinois*, is a manager with KPMG LLP in Chicago.

**Eric Winbigler**, *Ohio*, recently celebrated five years as owner of Advance Paint Technology in Cleveland.

**Jonathan Granson**, *Ohio State*, is director of tax for Susan E. Thomas CPA, Ltd., in Hilliard, Ohio.

**Jessica Lanham**, *Oklahoma State*, is a tax consultant for Deloitte in Tulsa.

**Renee Staul**, *Penn State-Erie*, is a marketing specialist for West Penn Wire in Washington, Pa.

**Michael Taxin**, *Philadelphia*, has been appointed to the New Jersey State Board of Public Accountancy by Governor Jon Corzine. Taxin lives in Galloway, N.J.

**Bill Coolahan**, *Roger Williams*, received his CPA license. He handles pricing and negotiating proposals with the U.S. Government for Sikorsky Aircraft in Stratford, Conn.

*(Continued on page 28)*

## In Memoriam: Robert Pamplin



Robert Pamplin, Sr., *Northwestern-Evanston*, died in Oregon on June 24 at age 97. Brother Pamplin had a 43-year career with Georgia-Pacific Corp., retiring as CEO. He was honored with the Delta Sigma Pi Career Achievement Award in 1997 and received an Entrepreneur donor recognition award from the Leadership Foundation in 2003.

Pamplin was widely respected for his business acumen and leadership and for his philanthropic support of higher education, including the Pamplin College of Business at Virginia Tech where he graduated in 1933. Brother Pamplin's long list of honors and awards include Virginia Tech's Alumni Distinguished Service Award in 1973 and being named Virginian of the Year from the Virginia Press Association. ▲

## Milestones

**Did you recently tie the knot? Welcome a new bundle of joy? Do you know a brother who has passed away? If so, please tell us. Email your mergers, gains or losses to [magazine@dpsnet.org](mailto:magazine@dpsnet.org).**

### Mergers

**Melissa Minch** and **Corey Koellner**, both *Bellarmine*, on February 27. They live in Louisville, Ky.

**Jill Knudson**, *Denver*, and **Jeff Rodine**, *Western State*, on October 25. They live in Denver.

**Natasha Barr**, *Florida State*, on October 17 to Bobby Ward. They live in Midway, Fla.

**Bhavisha Patel**, *Florida State*, on November 27 to Roshan Patel. They live in Gainesville.

**Miranda Froistad** and **Mark Boyadjis**, both *Minnesota-Minneapolis*, on October 10. (They were in the same pledge class!) They live in Minneapolis.

**Elaine Geyer**, *Ohio Dominican*, on September 5 to Oswaldo Ortega. They live in Columbus, Ohio.

**Linda Fritschy**, *Rider*, on July 25 to David Oakes. They live in Somerset, N.J.

**Jessica Trice**, *Texas A&M-Kingsville*, on August 8 to Michael Sanchez. They live in Houston.

**Dana Miller**, *West Florida*, on March 28 to John Tougas. They live in Winterville, Ga.

### Gains

**Andrea** and **Bryan Bieri**, both *Central Missouri*, on October 15 – Brett Thomas. He joins sibling Jackson William. They live in Grain Valley, Mo.

**Tony Brock**, *Cincinnati*, and Libby on June 7 – twins Aiden Galvin and Lucy Cecilia. They live in Cincinnati.

**Kimberly**, *Clemson*, and **John Barrett Carter**, *Georgia State*, on February 18 – John Barrett II. They live in Smyrna, Ga.

Director of Information Services **Michael Banks**, *Georgia Southern*, and **Zakia** on January 6 – ZaTéa Macalrah. They live in Oxford, Ohio.

**Tracey Moss**, *Houston*, and John, on January 22 – Alexander Harrison. They live in Houston.

**Jennifer Holt**, *Indiana State*, and Michael Spencer on November 9 – Michael David Herbert. They live in Alexandria, Va.

**Jennifer**, *Lewis*, and **Jeff Zych**, *DePaul*, on February 13 – Juliana Mackenzie. She joins brother, Jackson. They live in Lemont, Ill.

**McRae Brittingham**, *Longwood*, and Dustin on July 30 – Heath Grey. They live in Richmond, Va.

Grand President **Mark Chiacchiari**, *Pennsylvania*, and **Michelle**, *Boston*, on December 13 – Aurelia Marie. They live in Newbury, Ohio.

**Maria Ramos**, *Roger Williams*, and Ron on February 14 – Jacquelyn Amabilis. They live in Voorhees, N.J.

**Stacie Plummer Jokumsen**, *Wayne State-Nebraska*, and Bryon on August 20 – Logan Hays. He joins siblings Austin and Alyssa. They live in Omaha, Neb.

Leadership Foundation Vice Chair **Brandon** and **Mollie Trease**, both *Wayne State-Nebraska* on November 12 – Ayden Davis. They live in Broken Arrow, Okla.

### Losses

#### Denver

Elbert Petrick (November 17, 2009)

#### Florida

Jack McClain (January 2009)

#### Georgia

F. Alex Crittensen, Jr. (November 29, 2009)

#### Indiana-Bloomington

Robert Richards (February 13, 2009)

#### Johns Hopkins

Hugh Monaghan (January 21, 2009)

#### Kent State

Dale Shaffer (November 16, 2009)

#### Lewis

David DeGeus (November 28, 2009)

#### Louisiana Tech

Randall Reid (September 26, 2009)

#### Maryland

Mark Friedman (October 25, 2009)

#### Miami-Ohio

Dixon Dann (October 7, 2009)

Timothy Myers (September 24, 2009)

#### Minnesota State-Mankato

Alden Balfany (March 11, 2009)

#### Missouri-Columbia

Wesley Ballsrud (December 23, 2009)

James Bauer (September 27, 2009)

#### Nebraska-Lincoln

Daniel Westfall (November 18, 2009)

#### North Florida

Linda Hunt (January 7)

#### Northwestern-Chicago

Robert Swanson (September 25, 2008)

Edwin Weig (October 28, 2009)

#### Northwestern-Evansville

Robert Pamplin (June 24, 2009)

#### Pittsburgh

Charles Kinney (January 5, 2009)

#### Rochester Tech

Michael Morley (November 19, 2009)

#### San Francisco State

Richard Barnhart (May 3, 2009)

#### Southern California

Bruce Berube (December 16, 2009)

#### Southern Methodist

Theodore Scherer (June 30, 2008)

#### Tennessee-Knoxville

Harry Person (April 19, 2009)

#### Wayne State-Detroit

Robert Gronlund (November 2009)

#### Wisconsin-Madison

Robert Anderson (March 28, 2008)

Past Grand President Bob Busse, center, receives the Service Above Self Award from Atlanta Rotarians Ted Seaman, left, and Charlie Bedford, right.



## Past Grand President Bob Busse Receives Rotary "Service Above Self" Award

Past Grand President Bob Busse, *Rutgers*, was honored with the Service Above Self Award by the Rotary Club of Atlanta in September.

Brother Busse, 96, served as Delta Sigma Pi's Grand President from 1953-55. He was born in East Orange, N.J. After high school, he got a job as a stock runner making \$60 a month and began night school in Newark (a division that later became part of Rutgers University). Tuition for the semester was \$50, which he didn't have, but he was able to get a loan for that amount payable over five years at 2 percent interest.

At Rutgers he was a charter member of Beta Omicron Chapter, installed in 1937. Brother Busse and Doug Clark (who served as chapter president after Busse) went to Atlanta for their first Grand Chapter Congress in 1936. Busse recalled they spent five days travelling from New Jersey and camped along the way, since they only had \$200 between them.

In another Deltasig connection, Brother Busse joined Burroughs Adding Machine Company in 1939 on advice from Charles Staubach, *Michigan*. His career at Burroughs spanned 36 years and six states, ending in Atlanta. For two years he was Burroughs' top salesman in the U.S.

Along the way, he met and married wife Dorothy; they were married for 57 years before she passed away six years ago. They are parents to son Ronald and daughter Laurie, who joined the Fraternity when she was a student at Georgia College. "We were the first father-daughter combination in the Fraternity," said Busse.

Busse became involved in Special Olympics Georgia in 1973. He served as the group's contact with the Ladies Professional Golf Association from 1977-84, raising more than \$300,000 to benefit Special Olympics Georgia. He served on their board from 1986-99, and in 1995 the organization named their annual golf tournament the "Bob Busse Classic" in his honor. In its 15 years, the classic has raised over \$2.5 million.

Brother Busse joined Rotary in New Jersey 66 years ago, served in seven different clubs, and joined Atlanta Rotary in 1974. For 35 years, he was chief consultant to the Atlanta Rotary office.

The Rotary award recognizes his service to his family, his church, his profession, his community and the Atlanta Club. He was recognized for his many contributions to Delta Sigma Pi with the 1996 Lifetime Achievement Award. ▲

*Editor's Note:* Some information taken from a press release from the Atlanta Rotary Club

(Continued from page 27)

**Adam Katz**, *Roger Williams*, is a rental agent with New Horizons in Marlborough, Mass.

**Stephen Jarahian**, *Rutgers*, is senior loan officer for PrimeLending in Fort Lee, N.J.

**Angela Meiers**, *St. Ambrose*, is office manager/accountant for Poly Recycle, LLC, in Bennett, Iowa.

**Kayla Pederson**, *St. Cloud State*, is account manager for Viking Coca-Cola in St. Cloud, Minn.

**Ed Miranda**, *St. Louis*, is owner/partner of KMI Construction Industries and GreenShield Environmental Services, LLC, in Brentwood, Mo.

**Shawn Hermosillo**, *San Diego State*, is a realtor with Keller Williams Realty in Santa Rosa, Calif.

**Antonio Scaletti**, *San Francisco*, is a teacher's assistant in Italian and French at the University of San Francisco.

**Nader Shehade**, *San Francisco State*, is general manager for The Good Stuff Distributor in San Francisco.

**Bryan Barfield**, *South Carolina*, is president of Palmetto Construction, LLC, in Jacksonville, Fla.

**Kathy Koester**, *South Carolina*, is a registered representative for INVEST Financial in Plattsburgh, N.Y.

**Ollie Moses**, *Southern Mississippi*, is front office manager for the Hilton Garden Inn in Hattiesburg, Miss.

**Kendra Conner**, *Texas A&M College Station*, is direct inventory analyst for JC Penney in Plano, Texas.

**Paul Brodie**, *Texas-Arlington*, earned a master of arts in teaching from Louisiana College on December 12. He serves Delta Sigma Pi as National Vice President-Organizational Development.

**Guillermo Saldana**, *Texas-El Paso*, is systems administrator at Mid West Textile Co. in El Paso.

**Brad Pierce**, *Valparaiso*, was honored with the Alumni Service Award for exemplary service to the university at Valparaiso's Homecoming and Reunion Weekend. He lives in Chicago.

**Jessica Garza**, *Washington State*, is marketing specialist for Pacific Northwest National Laboratory in Richland, Wash.

**Deric Williams II**, *Wayne State-Detroit*, is senior financial aid officer for the University of Michigan in Detroit.

**Richard Corley**, *West Florida*, is financial analyst for Sallie Mae in Lynn Haven, Fla.

**Rachelle Hansen**, *Western Michigan*, is advertising supervisor for Resolution Media-Omnicom Group Company in Chicago.

**Heather Farley**, *Wingate*, is accountant/payroll manager for Crothall Services in Charlottesville, Va.

**Chris Anderson**, *Winona State*, is in insurance service for Wells Fargo Insurance in Minneapolis.

**Kristine Knutson**, *Winona State*, is owner of How Impressive! in Libertyville, Ill.

## Brown Named "Emerging Leader"



Dyonicia "Dy" Brown, *Howard*, was featured as one of *Essence* magazine's 2010 Emerging Leaders, which highlighted ten political leaders making a mark on the U.S. She is public information director for the Washington, D.C.

Department of Employment Services. Previously she worked for Serve DC – The Mayor's Office on Volunteerism. Her professional and personal background is embedded in a commitment to public service, volunteerism, leadership development and reducing adult literacy.

Brother Brown, a native of Baton Rouge, serves on Step Afrika! and The Young and Powerful Group's board of directors. She is a member of Alpha Kappa Alpha Sorority, Inc. and the Junior League of Washington. ▲

## Institute Honors Fallen Hero

Family members of Major Stuart Adam Wolfer, *Washington-St. Louis*, have established an institute in his honor. Brother Wolfer was killed in Baghdad on April 6, 2008. The Major Stuart Adam Wolfer Institute (MSAWI) was co-founded by Esther and Len Wolfer, his parents. The institute supports U.S. troops stationed in this country and abroad by funding community service projects of military personnel, and increasing awareness of the sacrifices service people make by presenting educational programs at schools, communities and religious institutions. MSAWI ensures that Wolfer's legacy of leadership, commitment to his country, and community service will live on and inspire future generations. For more information, visit [www.msawi.org](http://www.msawi.org). ▲



*Christopher Husby with the championship trophy.*

## Husby on Winning Football Team

Christopher Husby, *St. Thomas*, has enjoyed a whirlwind season as a punter for the St. Paul Pioneers of the

North American Football League (NAFL). "After 3,400 miles and 48 hours of travel by van caravans, our Pioneers football team ended up beating the Bellingham Bulldogs of Washington 20-15 to advance to the National Championships in Miami, Fla.," wrote Husby to fans in November.

At the championship game November 14, the Pioneers won on a last second field goal 23-21. "It was a real nail biter," said Husby. "So unbelievable, and an awesome experience."

Brother Husby was a collegiate punter at St. Thomas, where he was initiated into Nu Tau Chapter and held several offices including chancellor and Ritual chair. He majored in marketing and finance.

Since graduating, he's continued to play the sport. "The semi-pro St. Paul Pioneers signed me in the middle of the season for their playoff run," Husby said. He also works in sales for **JobDig.com** and **LinkUp.com**, two employment web sites under the same parent company.

For more information on the NAFL, visit [www.nafl.org](http://www.nafl.org). ▲



*Husby in action.*

## Catching Up With Singer/Songwriter Melissa Axel

Melissa Axel, *Florida*, has continued her musical career since being featured in the March 2004 issue of *The DELTASIG*. In 2009, Brother Axel released a five-song EP "Transition," and toured in Iceland, the United Kingdom, and Sweden. Axel and her husband, tuba player and writer James Jacoby, were awarded scholarships to participate in workshops hosted in the UK by the World of Music and Dance

Foundation, created by Peter Gabriel in 1980.

Axel also co-hosts songwriting workshops and community arts events in Denver as part of a non-profit, Colorado Artist Network, that she founded.

Brother Axel has written new songs for her first full-length album, to be recorded at some of her favorite studios around the world. Centered on themes of love, humanity, and metamorphosis,

Axel's music has been described as "heartbreak, hope, and transformation distilled through gorgeous piano and a fearlessly intimate vocal." For more information, visit [www.melissaaxel.com](http://www.melissaaxel.com). ▲



*Melissa Axel*

Share your news about your alumni chapter activities! Email your news and photos to [magazine@dspnet.org](mailto:magazine@dspnet.org)

## Arlington Area Lone Star

Brothers presented chapter awards at an event held at the Lone Star Park in Grand Prairie. Gary Lacefield, faculty advisor to Zeta Mu Chapter, was named a lifetime member and Barbara Brodie (mother of Paul Brodie) was named an honorary lifetime member. J. Dean Craig received the Founders' Award. Paul Brodie, National Vice President-Organizational Development, received the Anthony Z. Fernandez Distinguished Alumni Service Award and a Legacy Award. Richard Jolliff received the Patriot Award for service to the Fraternity and the U.S. Army. Richard Ashton, president, received the Lone Star's Southwestern Region Award for Outstanding Professional Activities. Philip Goldsmith was named Collegiate Brother of the Year. – Richard Ashton



CLEVELAND-AKRON brothers brought donations to their holiday party for Toys for Tots. November events included a hayride. In upcoming months, the chapter will accept scholarship applications and create a page on Facebook. (Submitted by Sarah Richardson)

## Denver

At our holiday party we celebrated the chapter's 80<sup>th</sup> anniversary, recognized several brothers with chapter awards, and collected donations for Sox Place as a community service project. Chapter awards included: presentation of a Golden Helmet Award to Dean Haave, *Denver*; presentation of a Diamond Helmet Award to Glenn Davis, *Denver*; and chapter recognition to Darrel Harsh, *Colorado-Boulder*, Deltasig of the Year; Susie Hausman, *California-Northridge*, New Member of the Year; and Jill Knudson Rodine, *Denver*, Denver Alumni Chapter Collegian of the Year.

In November, brothers met for dinner and heard Nancy Buck from Edward Jones discuss "A Smart Start to Mutual Funds" and "Finding Balance in your Budget." – Mile High Deltasig

## Hawaii

Brother Mitzi Hennessey, *Hawaii*, was presented the Delta Award by Kelli Makino, president of Lambda Psi Chapter, in recognition of her retirement as secretary to the Dean of the School of Business after 19 years. Congratulations were extended on behalf of Chancellor Rose Tseng, *Hawaii*, by Phil Castile, Vice Chancellor of Academic Affairs. Clayton Chong, *Miami-Ohio*, spoke and others who reminisced about Mitzi's role helping faculty and students included Marcia Saka, Dean of the School of Business, Terrance Jalbert, *Hawaii*, Jerry Carlton and Harry Hennessey, *Nebraska-Lincoln*.

Others attending included David and Kathy Hammes, both *Hawaii*; Kelly Burke, *Hawaii*; Emmeline de Pillis, *Hawaii*; Tom DeWitt, *Bowling Green*; Gene Johnson, *Louisiana Tech*; Kimberly Furumo,

*Hawaii*, from the School of Business; Lisa Mendoza, *Hawaii*, who worked with Mitzi; and members of Lambda Psi.

In January, Educational and Leadership Consultant Brittany Bowers visited Lambda Psi, the alumni chapter, and met with Chong and Jessica Williams, *Connecticut*, on efforts to colonize at Hawaii-Manoa. – Clayton Chong

## Raleigh-Durham

In November, brothers volunteered at the Kramden Institute Mini Geek-A-Thon. The organization collects donated computers and refurbishes them for economically disadvantaged students. On February 19, brothers hosted a Friday Night Social Event at the Southern LEAD Provincial Conference in Charlotte. – April Spruill



BALTIMORE alumni celebrated Delta Sigma Pi's 102<sup>nd</sup> birthday in November at the Johns Hopkins Club. From left: Nagi Mei, president of Chi Chapter; Stacy Jordan, Capital RVP; David Crouch, president, Baltimore Alumni; and Kwame Poku, VP Alumni Relations for Chi Chapter. (Submitted by Bryan McMillan)



ARLINGTON AREA LONE STAR brothers who received chapter awards included, from left: Gary Lacefield, J. Dean Craig, Paul Brodie, Barbara Brodie, Richard Jolliff, and Richard Ashton. Front, Philip Goldsmith.



Rocky Mountain RVP Sheri Gabor and Glenn Davis, honored with a Diamond Helmet.



Dean Haave (left) receives his Golden Helmet from Denver Alumni Chapter President Greg Howell.



Grand President Mark Chiacchiari (left) presents the Golden Helmet to Walter Schratz.

## Congratulations to Helmet Honorees!

**Glenn Davis, Denver**, was honored with the Diamond Helmet for 75 years of service and **Dean Haave, Denver**, was honored with the Golden Helmet for 50 years of service at a holiday event hosted by the Denver Alumni Chapter.

Brother Davis is credited with starting the alumni chapter and served as president and treasurer for many years. At age 94, he still attends events when he is able. Davis is credited with turning around Alpha Nu Chapter at Denver in its early history, serving as president in the '30s and growing the chapter from seven members. Brother Davis served in World War II on Tinian Island in the Pacific, briefly taught at Denver, then became head of the physical plant at the university, overseeing many projects until his retirement in 1977. Davis and his wife, Dorothy, have been married for over 61 years.

Brother Haave has worked as a CPA for the last 48 years and holds designations in Personal Financial Services and Accredited Business Valuations. He has been attending Denver Alumni meetings for the past 30 years and has hosted Denver's Steak Fry (where he is famous for his homemade pies) for the past 10. He has served as president and treasurer of the chapter. Brother Haave also serves on five different non-profit boards. He has been married to his wife, Roseanne, since 1993.

**Walter Schratz, Pittsburgh**, was honored with a Golden Helmet for 50 years of service at the Pittsburgh LEAD School October 24. Grand President Mark Chiacchiari, *Pennsylvania*,

presented the award to Schratz. Brother Schratz is a major gifts officer at Carnegie Mellon University. He previously worked 35 years with Westinghouse Electric Company. He has a doctorate from Pittsburgh, has served on boards of numerous professional organizations, and recently celebrated 55 years of marriage to his wife, Helen.

**Wesley Dunlap, Temple**, was honored with a Silver Helmet for 25 years of service at a Founders' Day Dinner hosted by the Chicago Alumni Chapter. Brother Dunlap was presented his Helmet by Past Grand President John Henik, *Indiana-Northwest*. Dunlap has

been involved with Chicago Alumni for 20 years. He recently relocated to Austin, Texas, and has joined the Austin Alumni Chapter.

**Thomas Johnson, Ohio**, was honored with a Silver Helmet for 25 years of service by collegiate brothers at Cal State-Fullerton in November. Johnson was instrumental in creating Lambda Sigma at Cal State-Fullerton and has worked with the chapter throughout his 25 years as a brother. Brother Jennifer Lee, in nominating Johnson, wrote "he has never stopped serving the Fraternity." ▲

Right, Past Grand President John Henik (left) presents the Silver Helmet to Wesley Dunlap. Below, Thomas Johnson, pictured with Cal State-Fullerton alumni, receives the Silver Helmet. From left: Patrick Bonfrisco, Pacific Coast Region RVP; Johnson; Rick Boner, from the chapter's charter class; collegiate member Jennifer Lee; Valerie Martinez, Cal State Poly Pomona District Director; and Ivan Munguia, Cal State-Fullerton District Director.



# Leadership Profiles

honors non-elected brothers who exemplify leadership and service to Delta Sigma Pi.



*Derry Webb*



*Larry Inks*



*Faith Hinchman*



*Mike Mallonee*

**Derry Webb**, *Houston*, is National Community Service Chair and serves on the Leadership Foundation's scholarship selection committee. She's been provincial community service chair and served on many committees in the past. She's working on degree requirements for a master's in archeology.

*Favorite Deltasig event:* "Definitely Grand Chapter Congress. I love seeing the interaction between brothers who have been to many GCCs and brothers that are attending their first of many GCCs. Having that many Deltasigs in one place is a powerful and unforgettable experience that no one should miss."

*Surprise fact:* "I am scared of clowns."

*Describe DSP in one word:* "Family."

*First job:* "I was a retail clerk at Fox Photo store."



**Larry Inks**, *Ohio State*, is chapter advisor to Nu Chapter, a position he's held for just under four years. Inks is an assistant professor of management and human resources in OSU's Fisher College of Business. He came there after an extensive career in industry.

*Describe DSP:* "Brotherhood – I went to Purdue as an undergraduate and was not a fraternity member, so I came to Delta Sigma Pi in a different way as a faculty initiate. Another word would be 'growth.'"

*First job:* "I worked in an animal hospital during high school. I love animals and love dogs; I'm a huge dog person."

*Surprise fact:* "I fenced through college and graduate school. I tend to favor combative hobbies. You can find me at the axe throwing part of any Renaissance festival."

*Favorite Deltasig event:* "Initiation."



**Faith Hinchman**, *St. Mary's*, is a founder of the San Antonio Alamo City Alumni Chapter, was its president for three years and is currently treasurer. She was District Director for Texas-San Antonio from the time it was a colony to when it received its charter and is currently District Director for St. Mary's and the colony at Trinity University.

*Surprise fact:* "I'm an ordained minister and have officiated for the weddings of several close friends and family members. I even appeared on an episode of 'Whose Wedding Is It Anyway?'"

*Current job:* "I am a human resources consultant for small business owners with the SBDC Contracting Resource Center at the University of Texas at San Antonio."

*First job:* "After finally graduating from college and quitting a job waiting tables, I found my first job through a temp agency. I paid my own way through college and didn't have the opportunity to do an unpaid internship so temping was a great way to get my foot in the door... I was able to 'try out' different areas of human resources... the experience I gained led to a position within my current organization."



Past Grand President **Mike Mallonee**, *Oklahoma*, has been involved with Delta Sigma Pi from serving as president of Beta Epsilon Chapter in 1968 to serving as Grand President 1979-83 to receiving the 1994 Lifetime Achievement Award to now, as District Director for Arizona.

*First job:* "I was a janitor at a warehouse. First job out of college was an investigator/attorney for the Oklahoma Securities Commission."

*Favorite Deltasig event:* "It has always been Grand Chapter Congress. I was so blown away with my first (Grand Hotel on Mackinac Island, 1969) that I vowed never to miss another one – and haven't in 41 years."

*Current job:* "After 10 years practicing law and 25 years as a financial advisor, I retired in 2006 as a senior vice president with Morgan Stanley. Shortly after, I moved to Tucson with my long-time partner, Ben Collum. On November 1, 2008, after 15 years together, we were legally married in La Jolla, Calif. The ceremony was held on the rooftop of the Grande Colonial Hotel, overlooking the Pacific Ocean, and was attended by family and friends."

*Surprise fact:* "When I was a collegiate member, I was almost expelled from the Fraternity for not attending chapter meetings. So I changed my ways, and one thing led to another..."







# Central Office Renovation Update

**C**ontrary to the old saying, rain and sleet and snow and subzero temperatures *all* added to delays in the Central Office Renovation project. Regardless, much was accomplished! Early in the new year, select staffers were able to reclaim (in temporary setups) some of the remodeled areas.

Four workers are temporarily in the newly refreshed west wing of the second floor, along with two next door. Three are operating out of the Founders' room.

The downstairs foyer is still a "work in progress" and vendors are learning to cope with delivery challenges since a storage area is now located where staffers used to greet them.

Interior work is moving along, with a target completion date of mid-spring. The elevator is installed and waiting final inspections before it can be used. The computer servers were moved back to their permanent location in mid-February. The final interior phase, the main floor center,

and east side, began in March, after a hectic weekend of furniture relocation. Exterior efforts wait thawing of record snows and a no-doubt elongated drying period.

The building will be truly beautiful and much more functional when completed. Stop by when you are in the Greater Cincinnati area!

For a pictorial review of the project, go to [www.dspnet.org](http://www.dspnet.org) and click on "Building on Brotherhood." ▲



*Pretty, yet problematic, record snow and ice added to renovation delays.*



*Extensive interior remodeling with an occupied building requires much "shifting about." The area above was cleared for asbestos remediation, then packed full of equipment, and on February 28 cleared out again.*



*Looking southwest, the new elevator/restroom addition stands out. The new wheelchair ramp is at the far right.*



*Temporary offices for the finance department of Jeanna Tipton and Cheryl Campbell.*



*Now office space, this was the kitchenette for "chapter consultants" in the '60s and '70s.*



*Above, the upstairs elevator lobby/library will feature the Leadership Foundation donor recognition wall, book and display shelves, and a reading/meeting nook. Below, the main entrance, draped for dust here, becomes more open and inviting and will feature a beautiful coat of arms.*



*Previously unfinished, the basement will feature office space, beautiful new display cabinet, and an impressive board room.*



*The finished top floor "consultant area" temporarily occupied by four staff.*

## MARK YOUR CALENDAR

**April 25**

National Alumni Day

**July 18-23**

2010 LeaderShape® Institute

**August 6**

Board of Directors Meeting (Cincinnati)

**October 9**

Knoxville LEAD School

**October 16**

New Orleans LEAD School

**October 23**

Indianapolis LEAD School

**October 30**

Providence (R.I.) LEAD School

**November 6**

Phoenix/Mesa LEAD School

**November 7**

Founders' Day

Visit [www.dspnet.org](http://www.dspnet.org) for a complete listing of events.

### July DELTASIG Highlights

The July issue will include:

- ▲ Profile of the 2009 Deltasig Career Achievement award winner
- ▲ Congratulations to Collegians of the Year
- ▲ And much more!



Send your news by May 5 to [magazine@dspnet.org](mailto:magazine@dspnet.org).

## Fraternity Board "Minutes in Seconds" from January Fraternity Board Meeting:

Actions included:

- ▲ Approved 2010-11 operating budget with no dues or fees increase;
- ▲ Approved Willis North America as our new insurance broker. The National Fraternity will absorb half of the \$22,000 increase for 2010 insurance (usually passed on fully to chapters);
- ▲ Named Stuart Dorsey, President of University of Redlands, for the 2010 Career Achievement Award
- ▲ Named the 2010 Provincial and National COYS, to be announced at LEADs;
- ▲ Reviewed pending Provincial Council legislation;
- ▲ Refined the CMP in regard to motivational opportunities;
- ▲ Directed staff to preliminarily research Chicago and Minneapolis for 2015 Grand Chapter Congress;
- ▲ Amended the voluntary withdrawal process; and
- ▲ Discussed reports and recommendations and will provide feedback to Reorganization Task Force, Ritual Task Force, Diversity and Sensitivity Group, and Nominations Committee.

## Welcome, Pepsi Bottling Group!

Pepsi Bottling Group (PBG) signed on as a lead partner with Delta Sigma Pi. PBG participated in the 2010 LEAD Provincials, will have a significant presence at fall LEAD Schools, and will support online recruiting efforts throughout the year. The company recruits 120 recent graduates each year in addition to offering positions to more experienced potential employees. PBG generates nearly \$14 billion in annual sales. [www.pbjobs.com](http://www.pbjobs.com) ▲



Pepsi Bottling Group

## Congratulations, Janet!

Janet Morgan, *Atlanta Alumni*, Administrative Assistant to the Executive Director, celebrated her 20th anniversary on staff in December. She has served the Fraternity with great enthusiasm for two decades – and we are lucky to have her!

Five things about Janet:

- ▲ Her daughter, Kayleigh, got married June 13, 2009, to Stephen McBee.
- ▲ She has a devoted cat, Lucky.
- ▲ She's a native of West Virginia and has five siblings.
- ▲ She enjoys Cincinnati Reds Baseball and working in her flower garden.
- ▲ Her favorite thing about working at the Central Office is: the people, "both my colleagues and the brothers I talk to on the phone."



Janet Morgan

# Southern Illinois-Edwardsville Chapter Reactivated!

**S**outhern Illinois University in Edwardsville first became home to Eta Sigma Chapter on April 27, 1969. After a period of closure since 1986, a colony was formed in September 2006 with support from area alumni. Their efforts to reactivate the chapter culminated with ceremonies on January 30, 2010. Thirty students became the reactivation founders.

The initiation was led by Grand President Mark Chiacchiari, assisted by student members from Washington-St. Louis, Saint Louis, and Missouri-St. Louis. Following the initiation, a reactivation banquet was held at the Morris Student Union with Regional Vice President Kevin Weber serving as emcee. In addition to the charter being presented by Chiacchiari, additional fraternal presentations were made by District Director Louis Maull, Leadership Foundation Chairman Greg Koch, and Director of Chapter and Expansion Services Dale Clark. Catherine Foland, *Southern Illinois-Edwardsville*, SIUE Bursar, presented the history of the university and the School of Business.

The colony was pledged by alumnus Derrick Young. Other national guests attending included co-District Director Matt Hudson, Vice President-Finance Joe Ward, RVP Henry McDaniel, National Professional Development Committee Chair Katie Koch, and Golden Council members Past Grand President Randy Hultz, Cliff Reilly, and Bill Stebelski. Four brothers who were members of the chapter in the '80s, in addition to Foland, were also on hand.

During the colony process, students completed several service projects with Habitat for Humanity, the public library, Humane Society, Susan G. Komen for the Cure®, BackStoppers Foundation for fallen firefighters, campus gardening, and clothing drives. Their professional programs included speakers on marketing, banking, risk management, a banking tour, and alumni panels. Among their social programming were barbecues, Cardinals' games, and soccer games. Students attended LEAD events in Louisville, St. Louis, Houston, Oklahoma City, and Kansas City, as well as Grand Chapter Congress.

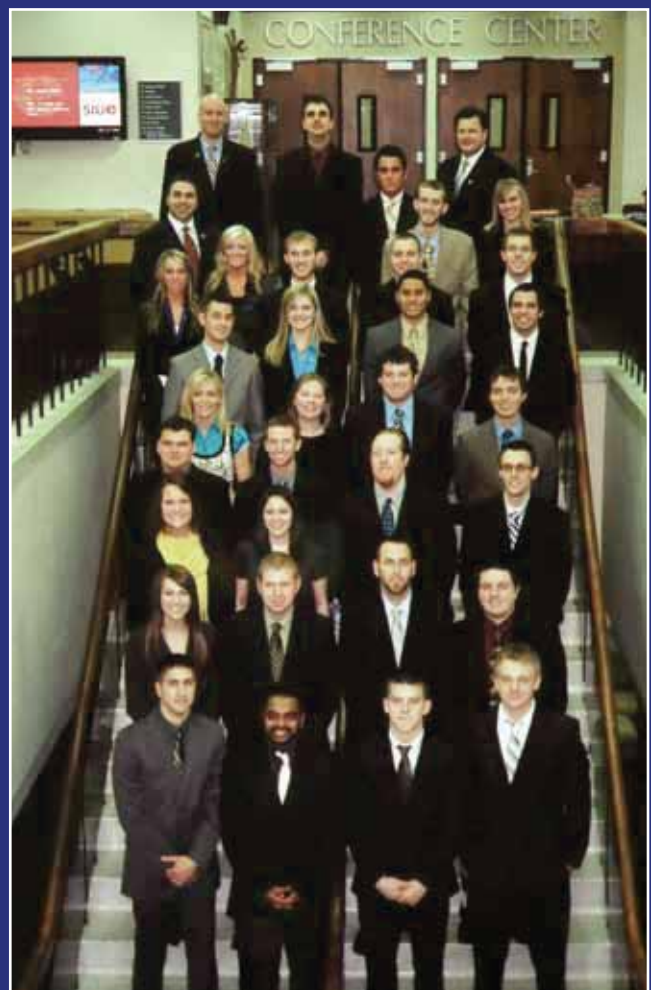
Southern Illinois University-Edwardsville (SIUE) was founded in 1957, though its origin dates back to the opening of a residence center in 1949 by the main campus of SIU Carbondale. Two residence centers opened in 1957 in Alton and East St. Louis which was the official beginning of SIUE. Illinois authorized a bond issue to fund a public university facility in 1960, and a groundbreaking on 2,660 acres of land was held in 1963 for SIUE. Today, the enrollment includes 11,144 undergraduates, 2,285 graduate students and over 500 students in professional studies. The average student age is 24.

The School of Business was founded on March 4, 1960, and has held AACSB accreditation since 1975. There are currently 950 students enrolled in the School of Business with another 178 pre-business students. Students may choose to major in accountancy, economics, entrepreneurship, finance, human resource management, management information systems, and marketing.

Welcome back SIUE and Eta Sigma Chapter! ▲



*Eta Sigma President Sarah Martin (left), accepts the charter from Grand President Mark Chiacchiari.*



*Initiates with reactivation ceremony attendees including (back row): RVP Kevin Weber, co-District Director Matt Hudson, and District Director Louis Maull. Second from back row, left: Grand President Mark Chiacchiari.*

# More than Bats, Bets and the Belle

## Louisville, KY Hosts 2011 Grand Chapter Congress



Louisville skyline at night (photo by Dan Dry).

**P**lan now to attend the 48<sup>th</sup> Grand Chapter Congress, August 10-14, 2011, at the Louisville Marriott in downtown Louisville, Ky. A vibrant city, Louisville offers historic charm and contemporary activities that appeal to all ages. In addition to bourbon, Louisville is famous for bats, bets and the Belle.

The first Louisville Slugger baseball bat was made in 1884 and the brand name first used in 1893. The Louisville Slugger Museum and Factory is home to the World's Biggest Bat, made of steel. It weighs 68,000 pounds, stands 120 feet tall, and is an exact scale replica of Babe Ruth's 34-inch Louisville Slugger.

Churchill Downs has been home to the Kentucky Derby, or "Run for the Roses," since 1875. The race, first in the Triple Crown, is the oldest continuously run sporting event in the U.S. Highlights are presented at the Kentucky Derby Museum located on the grounds of Churchill Downs.

The Belle of Louisville is a National Historic Landmark that was commissioned in 1914 and is the oldest river steamboat still operating. The Belle offers excursions along the same Ohio River it has traveled for almost 100 years.

Visit [www.dspnet.org](http://www.dspnet.org) and click on "Congress" for a listing of things to see, do and eat in Louisville.

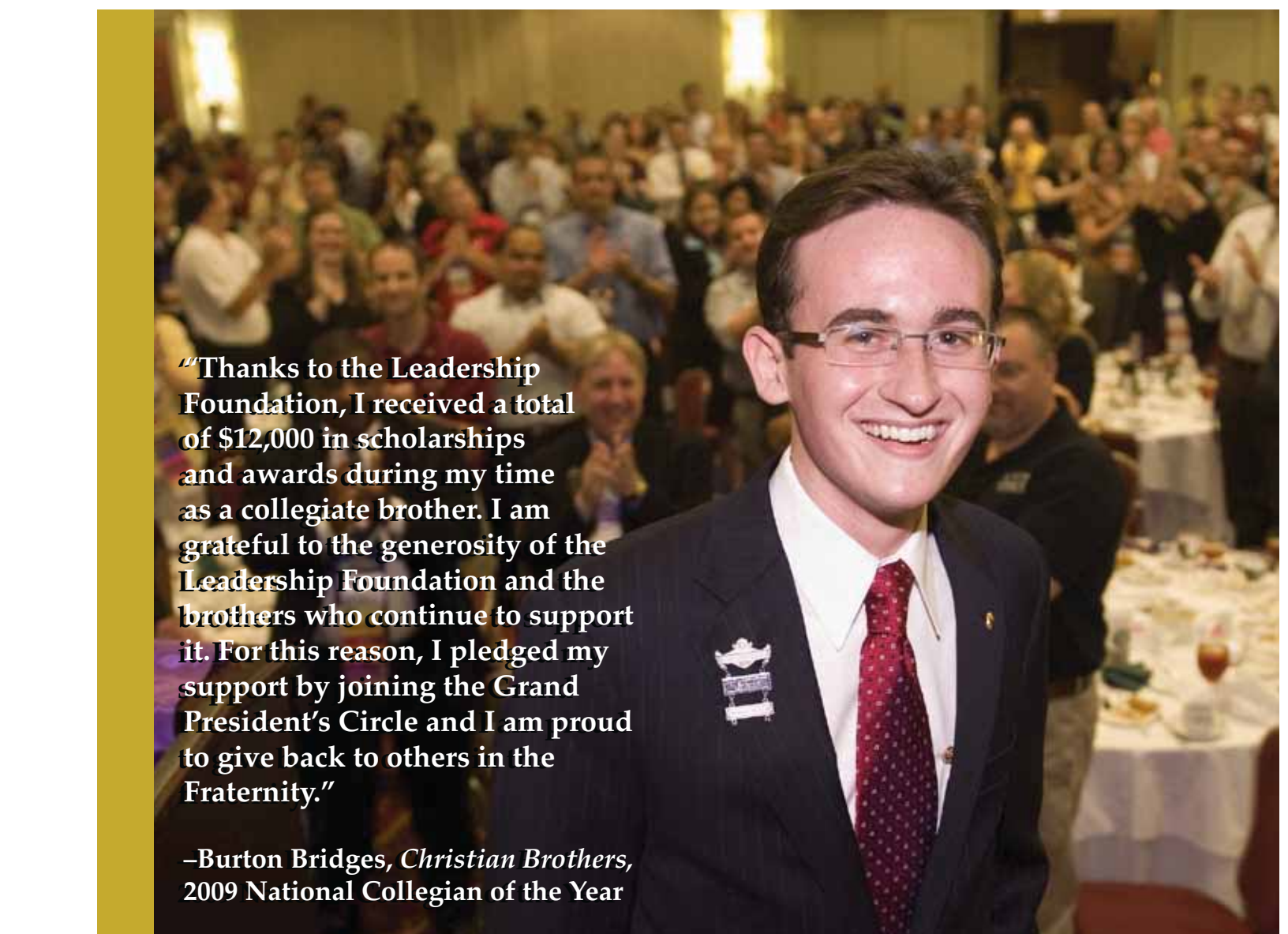


### Also of note:

- "Happy Birthday to You" was written by sisters Mildred and Patty Hill for their Louisville kindergarten class.
- Louisville is home to the first electric trolley.
- Chewing gum was invented by Louisville native John Colgan in 1873.
- Muhammad Ali was born Cassius Marcellus Clay in Louisville on January 17, 1942. Best known for his three-time world heavyweight boxing championships and as an Olympic Gold Medalist, Ali more recently has been celebrated for humanitarian work.
- Other well known people with Louisville connections: jazz great Lionel Hampton, television journalist Diane Sawyer, best-selling author Sue Grafton, former NPR Morning host Bob Edwards, actor Tom Cruise, who attended Louisville's St. Xavier High School, and comedian Foster Brooks.



The Belle of Louisville.



**“Thanks to the Leadership Foundation, I received a total of \$12,000 in scholarships and awards during my time as a collegiate brother. I am grateful to the generosity of the Leadership Foundation and the brothers who continue to support it. For this reason, I pledged my support by joining the Grand President’s Circle and I am proud to give back to others in the Fraternity.”**

**–Burton Bridges, *Christian Brothers*,  
2009 National Collegian of the Year**

## **Need a reason to donate to the Delta Sigma Pi Leadership Foundation? How about 10,680?**

There are more than 10,680 collegiate brothers of Delta Sigma Pi. For over 60 years, these and our more than 226,000 alumni have been supported by the financial resources of the Delta Sigma Pi Leadership Foundation. Brothers, friends, and sponsors have contributed the funds that make it possible for our members to achieve individual and professional excellence within the business community.

Here are some ways the Foundation supports Deltasigs:

- Awards over \$35,000 in academic scholarships annually.
- Awards 32 scholarships of more than \$18,000 annually to the chapters’ most outstanding member – recognized through the Collegian of the Year program.
- Awards scholarships for The National LeaderShape® Institute – an intensive, nationally renowned leadership experience for student leaders.

The Leadership Foundation also provides grants for educational programs at Leadership and Excellence Academies for Deltasigs, ten conferences held annually around the country; Grand Chapter Congress; Scholarship Keys presented to the highest ranking senior at each school where Delta Sigma Pi has a chapter; leadership development programming for our volunteers; and visits to chapters by Educational and Leadership Consultants.

Ensure the future success of our brothers now and always. Donate to the Leadership Foundation today. Visit [www.dspnet.org](http://www.dspnet.org) and click on “Leadership Foundation” for more information or to donate, call us at (513) 523-1907, or mail contributions to: Delta Sigma Pi Leadership Foundation, 330 South Campus Avenue, Oxford, Ohio, 45056.



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# Make a Memory National Alumni Day – April 25



“Sooner or later we all discover that the important moments in life are not the advertised ones, not the birthdays, the graduations, the weddings, not the great goals achieved. The real milestones are less prepossessing. They come to the door of memory unannounced, stray dogs that amble in, sniff around a bit and simply never leave. Our lives are measured by these.” – Susan B. Anthony

Celebrate with brothers in your area!  
Send news and photos of your event  
to [magazine@dspnet.org](mailto:magazine@dspnet.org).