



For Business Students, Educators and Professionals

“Nothing endures but change.” – Heraclitus

## DMD Unveils New Member Benefit

Delta Mu Delta inCircle has been added to the menu of benefits available to you with your lifetime membership. DMD inCircle was created to give members valuable opportunities to connect with Delta Mu Delta, employers and other DMD members. You joined Delta Mu Delta for any one of a number of reasons, but one facet of membership ties all of you together. Membership identifies you as a high achiever with a solid foundation in business. You want to network with people who value that achievement, and DMD inCircle provides a dynamic, trusted online community to do just that. These opportunities are only available on our site and only available to DMD members.

Delta Mu Delta inCircle provides benefits for both your professional and social life. DMD has been looking for ways to present members with job opportunities that make membership an advantage both to you and to the companies with opportunities. With inCircle, you can connect with Fortune 500 companies hiring people like you. Other career opportunities include networking with people in companies all over the world, and mentoring or being mentored. As a member of DMD inCircle, you'll have access to events just for DMD members.



Worldwide Networking

You'll be able to connect to classmates and friends as well as members from some 270 chapters who might live in your area.



Friends & New Friends

Continued on page 3...

## Could This Be Your Last Issue?

If you're not in contact with Central Office in any of the following ways, the unfortunate answer will be "Yes!" That makes us very sad.

If you didn't receive an email from us earlier this year that notified you the Spring issue of the Vision was available, we don't have your current email address.

If you previously provided us with a new mailing address, you made sure this issue is in your hands. However, our future mailing list will decrease by 90% and the remainder may not include you!

If you haven't made a donation, then you missed the opportunity to tell us whether you would like to continue to receive a hard copy of the Vision in the mail.

If you haven't subscribed to guarantee mail delivery, then this edition is likely to be your last.

**Let's correct that before the next issue!**

Continued on page 4...

## Inside This Issue

<i>New Member Benefit</i>	1, 3
<i>Could This Be Your Last Issue?</i>	1, 4
<i>Letter from the President</i>	2
<i>Chapter News</i>	5-7
<i>Environmental Awareness</i>	9
<i>From National</i>	10
<i>Forever Dollar Scholarship Contributions</i>	11

## Delta Mu Delta International Honor Society



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## A Letter from the President



**Dr. Michael V. LaRocco**

*It is with great pleasure that I welcome our two new regional representatives to Delta Mu Delta. In our Great Lakes Region 4, we have Sara Leone from the University of St. Francis in Joliet, Illinois. Sara has served as the Delta Kappa chapter faculty adviser for over 15 years. She is an outstanding accounting professor and is a leader in the Illinois CPA association. In the Southwestern Region 6, we welcome Gene Smith an accounting professor who was named the Outstanding Accounting Professor by the New Mexico Society of CPAs in 2005. Gene has been a member of Delta Mu Delta since 1968 and has served as the faculty adviser for the Gamma Omega chapter at Eastern New Mexico University.*

*Welcome to both Sara and Gene and thank you for your service to our society. You can read much more about Sara and Gene as well as our other great regional representatives at the Delta Mu Delta profiles page. [↔ONLINE](#)*

*The board continues to work to add benefits to your memberships. Please see the article on new benefits on pages 1 and 3.*

*Our Executive Director Rich Sosnowski and the central office continue to be good stewards of our society's resources. They should also be commended for their efforts to continue to "go green" in every aspect of the Delta Mu Delta office.*

*It is with great pleasure that I welcome our two new regional representatives to Delta Mu Delta. In our Great Lakes Region 4, we have Sara Leone from the*

## Regional Representatives

### REGION 1 - NORTHEASTERN

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Puerto Rico, Rhode Island, Vermont and Virgin Islands, **Canada:** Newfoundland, Labrador, Prince Edward Island, Nova Scotia, New Brunswick, and Quebec



**Dr. Charles B. Finn**  
College of Saint Rose  
[finnc@strose.edu](mailto:finnc@strose.edu)

### REGION 2 - EASTERN

Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, and West Virginia



**Dr. Marie Gould**  
Peirce College  
[mgould@peirce.edu](mailto:mgould@peirce.edu)

### REGION 3 - SOUTHEASTERN

Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee



**Dr. Brenda Harper**  
Athens State College  
[brenda.harper@athens.edu](mailto:brenda.harper@athens.edu)

### REGION 4 - NORTH CENTRAL

Illinois, Indiana, Minnesota, Michigan, Ohio, Wisconsin, **Canada:** Ontario



**Prof. Sara Leone**  
University of St. Francis  
[SLeone@stfrancis.edu](mailto:SLeone@stfrancis.edu)

### REGION 5 - MIDWESTERN

Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota, **Canada:** Manitoba



**Dr. John Lewington**  
Maryville University  
[jal@maryville.edu](mailto:jal@maryville.edu)

### REGION 6 - SOUTHWESTERN

Arkansas, Louisiana, New Mexico, Oklahoma, and Texas



**Dr. Gene Smith**  
Eastern New Mexico University  
[gene.smith@enmu.edu](mailto:gene.smith@enmu.edu)

### REGION 7 - WESTERN

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming, **Canada:** Saskatchewan, Alberta, British Columbia, Yukon, Nunavut and Northwest Territories.



**Prof. Carol Farabee**  
Western International University  
[dmdwiu@yahoo.com](mailto:dmdwiu@yahoo.com)

### REGION 8 - INTERNATIONAL

All but North America.



**Dr. Janis Petronis**  
Tarleton State University  
[JPetron@tarleton.edu](mailto:JPetron@tarleton.edu)

More benefits for inCircle members are planned as well. Soon a DMD Facebook application will integrate and allow you to import your profile so you can enter data once for both.

### What's the bottom line?

Your cost is \$0, a little time, and, as the commercial says, the value is priceless. As DMD inCircle is available only to DMD members, there is no other way to make the connections that you can on our network.

### What if I have a problem registering?

Use the Help button to send us a message. Whatever the problem might be, we can assist.

If you need to have your name corrected in any fashion, just send us that request - be sure to include the Alumni ID - thanks!

### What if I don't have my email, letter or and I didn't get this Vision by US Mail (postal mail)?

The first screen you see after choosing Members Only from our homepage (see above) gives you the opportunity to enter your email address. By return email you will get an invitation to join. If we have a current email address for you, this will be sufficient.

If you do not have an email address on file or are not sure, use the contact us button. Provide your full name as well as the school and year of induction. We'll add you to the file and issue you an invitation.

### What now?

If you did get the Vision by postal mail, maybe now would be a good time to go to your computer. Since you have your Vision with all the information you need in hand, join inCircle right now!

## Why use your limited time to join InCircle?

With many demands on your time, you might well ask "Why would I want to join yet another community?"

The globe we live on continues to become smaller and smaller. Far, far away simply isn't so far anymore - we communicate with each other, we travel, and many of the organizations to which we belong exist in many places in the world. So it is with Delta Mu Delta. The number of members inducted in the United States from other parts of the globe has increased - we have more than 120 countries in our mailing list!

Business schools with chapters have outreach programs in other countries and have inducted members within those programs. Delta Mu Delta has installed several chapters in other countries. Last year the International School of Management in Paris became our first chapter outside of the United States. The Business School of Lausanne (Switzerland) has inducted its first group of students. (See page 7 for more about the ceremony, including pictures.)

As we make these contacts in other places, it becomes more difficult to keep up the relationships with them. The mid-to-late 1990s saw the first social networks develop. Classmates.com and SixDegrees.com offered the early platforms for social networking. By 2005, ten years after the classmates group, My Space and Facebook offered more fully developed social networking programs accessible all over the world through the world wide web.

Delta Mu Delta's inCircle is a professional social network exclusive to Delta Mu Delta members and selected employers. By joining inCircle, you can access the benefits available in the information age.

### So how do I join?

1. Go to our new Delta Mu Delta homepage at [www.deltamudelta.org](http://www.deltamudelta.org). Click on Members Only.
2. Enter your first and last name exactly as it appears on in the address block on your Vision newsletter or any prior communication you might have.

**Note:** Any middle name or initial will be treated as part of your entire first name. Any suffix should be entered with your last name.

If we have duplicate names, you will be asked for your Alumni ID - this is the same as your DMD Member # and is also on the label.

3. Fill out your profile. Click on EDIT in the ABOUT ME box. Information is organized in tabs.

You can enter as little or as much information as you want. You also can decide what categories of contacts will be able to see the information you do enter using the PRIVACY SETTINGS tab at the far right of the choices. You control the degree of privacy of your profile. Choices are: only your friends, friends of your friends, or the community at large which includes employers. Be sure to set your filters to suit.

Opportunities are presented to you based on the information available to the members of inCircle. Since we have included your chapter, school, and area of residence, any invitation to join a group based on chapter/area membership will come to you. You can also look for other members based on criteria like chapter or the region you live in.

### 4. CONNECT!



## Could This Be Your Last Issue? *(continued from page 1)*

We have provided a brand new opportunity to both stay in touch and receive many more benefits. Please read the details on our new DMD inCircle Community on page 1. Completing your profile in the online data base will also allow us to gather your new email address and continue to notify you of these publications.

We don't want you to loose touch with our Society. We'll miss you and we hope that you would miss us. Where else will you find news about national meetings, chapter activities and new benefits available to you as a member?

How will we tell you about the students who are awarded scholarships each year? How will we show our appreciation for the individuals and companies that make scholarships available through their contributions?

We have communicated with you by mail through the Vision since 1999 and through its predecessor for more than 20 years before that. You received a

mailed edition of the Vision as long as you kept national informed of your address or we were able to locate you through national change of address services.

In addition to the printed copy you've received by mail, the Vision has been available on the Delta Mu Delta web site for the last nine years. We were "archiving" it for you electronically - you could access it any time, or direct friends to your picture appearing in it.

Although we won't go entirely paperless, we think that it's time to take the next step. Instead of mailing each and every member of DMD twice a year, we'll use your email address to

notify you that the Vision is available online, and you'll be able to access it there. The Vision will look the same, but unless you donate or subscribe, you will not receive a paper version.

You'll like the changes resulting from online distribution of the Vision. We are able to expand to the longer, 12 page edition. You'll see it all in full color rather than purple and black. We'll be able to link to additional information about the events we present in the Vision as well as other sites that we think will be of interest. The online format with email notification saves planetary resources as well as your Society's resources. The reduced costs also makes funds available for other value-adding projects and programs for you, our members.

You may ask "What if I'm not an internet and/or email user - or perhaps I just like the feel of paper?" Several options are available.



**PRINT** it yourself from the full-color, online version.



**DONATE** to the Forever Dollars Scholarship Fund to get a year of paper copies. If you are an avid conservationist (hurray!), you can still choose to be notified by email and read the Vision online.



**SUBSCRIBE** to ensure you receive the newsletter via US mail for a longer period of time. Three year and lifetime subscriptions are available. Use the envelope included in this edition of the Vision, or subscribe through the eStore.

If you would like to receive the email notifying you that the eVision is available, make sure we have your email address on file. Email us at [Vision@deltamudelta.org](mailto:Vision@deltamudelta.org) with "Go paperless" in the subject line. Better yet, go to our members only site and register. That way you'll be able to access many new benefits any time you want to. (See the article on pages 1 and 3 for more about inCircle.)

## Scholarship Program Updated

After more than 40 years and the awarding of more than 740 scholarships and recognitions totaling more than half a million dollars, the DMD scholarship application and award process has been revised and modernized.

The DMD scholarship program started in the late 1960's with six criteria and an application form that was appropriate for the times. Over the years, the forms have grown as has the dollars awarded. During the past two years, the scholarship judges have observed that the process and criteria seemed cumbersome and out-of-date. Recently, the National Board of Directors responded to a proposal and approved a revision of the application process and forms.

The revisions will benefit the student applicants as well as the judges reviewing the submissions. The review committee has eliminated or reduced redundancy in the content of the application criteria and will make it easier for the applicant to understand what is requested and provide the best

possible information. These changes will also make it easier for the judges to evaluate the submissions. The elimination of some of the previous criteria are a recognition of the various financial aid programs available today and recognition of the significant differences in the costs of attending public and private institutions. Further, the student population today is quite different from the student body of nearly 50 years ago. Many students today have families and other obligations, a circumstance that was most unusual in the 1960's. Today many students work full-time or part-time. We believe the changes made will better reflect the impact of the various changes that have occurred over the years.

The Board is confident that the revisions will result in an easier application process, an easier evaluation process for the judges, and a simpler disbursement process for the national office.

## Alcorn Chapter Earns the “Tony”

The **Zeta Xi Chapter** at Alcorn University earned the Anthony Jablonsky Outstanding Chapter of the Year Award for 2008. Affectionately known as the “Tony,” the award singles out one chapter that excels in four areas:

-  Recognition of the honor of Delta Mu Delta membership, so that it is highly regarded and sought after;
-  Recognition of scholastic achievement in addition to membership;
-  Involvement in community with participation in service projects and professional programs;
-  Involvement in the campus community so that the visibility of the society and the desirability of belonging to it are enhanced.



Left to Right: Mr. Derek Hunt, Ms. Shannon Dawson, Ms. Avernelle Holder, and Mr. Courthney Hall show their Chapter Service Awards at the Senior Farewell banquet.

Zeta Xi increased DMD visibility on campus with participation in events including the convocation for the school of business, the fair for student organizations and the awards banquet. They participated in High School Day

to show incoming students to what they could aspire. Zeta Xi also had their own section in the yearbook and publicized the chapter and its events through displays throughout the year. They raised funds for a scholarship and to send two of their finest members to the Delta Mu Delta national meeting last November.

The heart of this chapter is shown in its community involvement. Not only did they collect over 600 cans of food for the Natchez Stewpot, but returned weeks later to prepare and serve a meal for their soup kitchen. Zeta Xi hosted a game day for the elderly. Such a good time was had by all that they were invited to return once a month. They collected 1600 travel-sized toiletry items for the families who use Haven House Family Crisis Center. The chapter also was moved to help a family whose home burned to the ground and to comfort a bereaved family.

Kudos to Zeta Xi chapter members and its adviser, Andrea Dixon, for a job well done. This is a chapter to be proud of and an inspiration for us all.



Zeta Xi delivers food for the Natchez Stewpot. Left to right: Ms. Shannon Dawson, Mr. Sylvester (of the Natchez Stewpot), Mr. Courthney Hall, and Ms. Andrea Dixon (Adviser)

## Professor Carol Farabee Awarded the “Rich”

On Saturday, September 20, Dr. Deborah DeSimone, Chief Academic Officer at Western International University, presented Delta Mu Delta’s R. L. Sosnowski Award for the Outstanding Faculty Adviser to Professor Carol Farabee. Dr. DeSimone described Professor Farabee as thrilled as well as surprised to receive this award.

Professor Farabee has been the adviser for Western International’s Zeta Iota chapter since 2002. With her support and leadership, the chapter has earned a star chapter award and was the recipient of the Anthony Jablonsky Award for the Outstanding Chapter of the year in 2005. She also serves as Western Region 7 Representative. Zeta Iota was instrumental in supporting the creation of the Delta Mu Delta patch, currently available to all chapters on our eStore.

On campus, Professor Farabee has increased recognition of DMD with display boards, including a wall of honor for the chapter’s members and inductees – this includes materials for students to take away from the displays. Zeta Iota provides materials and announcements for the activities to business faculty and their students.

Prof. Farabee helps students to connect to and participate in their communities by identifying possible volunteer projects; then surveys the student members to match their interests. Included have been holiday charities like St. Mary’s Food Bank and Christmas Tree Angel. She also helps to provide textbook vouchers for needy students. She researches professional associations for members, and arranges seminars and workshops for career advancement. Her own participation in the Phoenix Chamber of Commerce provides contacts valuable in these endeavors.

This award recognizes strong leadership and commitment as well as thoughtful stewardship of Delta Mu Delta principles.

## Star Chapter Awards

Of Delta Mu Delta's nearly 200 active chapters, 16 earned the star chapter designation for the 2007-08 academic year. Click here to see the list of the current recipients. [⇨ ONLINE](#)

Two chapters have earned this recognition every one of the 11 years that we've had this award. Those are Zeta Phi at Midwestern State University in Wichita Falls, Texas, and Alpha Iota at Athens State University in Athens, Alabama. Both chapters have gone beyond Star Chapter status to become winners of the Anthony Jablonsky (“Tony”) Award for Outstanding Chapter of the Year. See the Tony list. [⇨ ONLINE](#)

Over the years, some 46 chapters have earned Star Chapter status at least once. See the complete Star list. [⇨ ONLINE](#)



## Faculty Adviser Service Awards

Do you remember the faculty adviser of your chapter? Even if you graduated a while back, that same person may still be there, encouraging and leading students recognized as the best of the best. So often we forget the force that makes these chapters of Delta Mu Delta work. Without the advisers and the people who support them, most chapters would be unable to choose students for recognition and provide them with the opportunities to serve others that so many chapters engage in. Faculty advisers are critical to the continuity and success of the chapter.

Many of our faculty advisers have taken on the challenge of advising, not just for a year or two, but for the long haul. Two years ago the national executive board of Delta Mu Delta approved the proposal to recognize these advisers who so generously serve the society and the students. Advisers are recognized with framed certificates for 5 year service increments. Those who have served at least 20 years receive a rosewood plaque, and at 30 years an additional commemorative gift is given.

This year Delta Mu Delta is proud to recognize two faculty advisers for especially long service to their chapters. For 30 years Professor Jean Hawkins has served Alpha Lambda at William Jewell College. Professor Daryl Gruver has done the same for Gamma Delta at Mount Vernon Nazarene University.

**Professor Jean Hawkins** began teaching at William Jewell in 1976. It didn't take Professor Hawkins long to become involved in Delta Mu Delta there. After little more than a year she assumed the responsibility of advising Alpha Lambda. She has been recognized many times for her excellence in teaching and advising. Professor Hawkins also has led an active role in leadership in professional associations as well as at William Jewell.

Too reserved to allow publicity, after receiving her award and gift, Jean said *"Thank you. Most of the people who work with*

*me at the College know I am most reluctant to be singled out for awards or recognitions, so little was made of the award. My reward is working with the students, and the opportunity to work with the members of our chapter . . . over the years is an extraordinary reward for which I am most grateful. We at Jewell appreciate the work all of you at headquarters do to keep Delta Mu Delta (functioning) so very well and your conscientious manner toward things which affect the members. Thank you all."* She is truly one of our most exceptional Faculty Advisers.



**Dean Tomas Parks (right) at Mount Vernon Nazarene presenting to Daryl Gruver for 30 years of service!**

Mount Vernon Nazarene University is the place **Professor Daryl Gruver** has served as adviser for 30 years. Shortly after he arrived at Mount Vernon Nazarene, he became the adviser for Gamma Delta there. Since 1988 he has served as the department chair for business and as the division chair from 1988 until 1999. He has twice received the College Merit award at Mount Vernon Nazarene. [⇨ONLINE](#)

Awards for 20 years of dedicated service have been presented to Professor Carol Messing of Delta Xi at Northwood University, Professor George Corbett and Professor Helen McGowan both of Epsilon Alpha at St. Thomas Aquinas College. [⇨ONLINE](#) sincere thanks to them all. Full list here. [⇨ONLINE](#)



## Zeta Upsilon at Sul Ross: Membership Hits Six Score



**Honored students were, from left, front row: Stephanie Jackson, Tanya Romero, Angie Barreno, and Melissa Smith. Back row: Adviser Mazie E. Will; Juan Carlos Nieto, Josefina Samaguey, Eduar**

The Zeta Upsilon Chapter of Delta Mu Delta at Sul Ross State University in Alpine, Texas, inducted twelve students into membership on April 24, 2008. Students were presented with certificates of membership, the DMD key and honor cords.

Chartered in 1993, Zeta Upsilon celebrates its 15th anniversary this fall. Since 1993 the chapter has inducted 120 students into membership from this campus.

Is **YOUR**  
chapter  
here?  
If not,  
send us  
something!

Under the theory that a picture is worth a thousand words, **Iota Tau** at Florida Memorial University sent us two pictures. From them we can see that those Floridians look good dressed up or casual.



Dr. Debra Perkins, Faculty Adviser, poses with the Fall 2007 & Spring 2008 inductees.



The Spring 2008 Induction Ceremony – Mar. 25, 2008. President, Kiesha Alexander (far right), inducted the new members.

## Swiss Business School Inducts First Members

The **Business School of Lausanne** (BSL of Switzerland) inducted its first student members on Saturday, September 20, 2008. Dr. Charles Dufault, Lambda Mu's faculty adviser, and Dr. Katrin Muff, dean of the Lausanne Business School and president of the chapter, welcomed nine students to membership in a ceremony as part of the 2008

graduation. These students come from three programs – the undergraduate school, a full-time MBA program and the Executive MBA program. Earlier in September, Dr. Muff, Dr. Dufault and Mr. Philippe Henri Du Pasquier, the president of the university, were inducted as honorary members during the installing ceremony of the chapter.

Dr. Muff, who became the dean of the school this year, expressed interest in Delta Mu Delta at the June meeting of the Association of Collegiate Business Schools and Programs (ACBSP). The graduation press release lauds DMD for opening “the door to BSL to become (a) member at record-breaking speed.” In less than three months the

chapter was installed. Less than two weeks later, the first student induction ceremony took place.

BSL was founded in 1987. In 1996 the school was the first business school in Europe to be accredited by the ACBSP. In 2004 BSL earned ISO 9001 certification. BSL educates students from around the world. The 54 students graduating in September come from 31 nations on four continents.



Dr. Katrin Muff (back row far left) & Dr. Charles Dufault (back row far right) with new Lambda Mu of Delta Mu Delta members. Front row, left to right: Mykhaylo Shevchenko, BBA; Mathias Lentz, BBA; Nariman Aydamirov, MBA; Mark Danton, Exec MBA. Back row, left to right: Dr. Muff; Jeong Yun Lee, BBA; Ksenia Ferapontova, BBA; Thuc Uyen Ngo Pham, BBA; Caroline Claus, MBA; Irina Zakharova, MBA; Dr. Dufault.

Delta Mu Delta has agreed to accept as members the top students graduating in each class since its accreditation in 1996. A special ceremony for the nearly 100 alumni of BSL qualifying for this honor will be held during the coming year. With this special ceremony, Lambda Mu, already the international chapter with the most members, will be likely to hold that distinction, affirming the leadership of the school attained by becoming the first ACBSP accredited school there.

## Lambda Eta Sets Standard for Excellence

In its first year Lambda Eta Chapter at **Northcentral University** has not only allied itself with the excellence that DMD was founded to recognize, but set a standard that other chapters will have difficulty achieving. Under the guidance of Dr. Mike Ewald, Director of Strategic Knowledge Studies, and Dr. Freda Turner, Dean of the School of Business and Technology Management, Lambda Eta has inducted 158 learner members and nine honorary members in multiple ceremonies during the last academic year.

Lambda Eta was installed on June 14, 2007. At that time its first members, six honorary and six learner, were inducted. A month later, it inducted 24 masters and doctoral students. By June 30, 2008, the chapter had held seven induction ceremonies and membership in the chapter grew to 167. Even more amazing is that every student invited to join did so. The 100% invitation effectiveness is a standard achieved by few.



Candi Karstens (wearing honor stole) presents new member, Samuel Sanders, with his honor cord. Sanders is a learner in the Ph.D. program, and the winner of an outstanding student scholarship.

Also noteworthy in Lambda Eta's first year is its Star Chapter Award. Incorporating all the facets of operating well usually does not happen in that first year. On top of that, the chapter awarded a total of \$7,500 in scholarship grants to six students at the May 31st graduation breakfast this year. The chapter also provided honor cords for the 21 members participating in the graduation ceremony.

Congratulations to Drs. Ewald and Turner, the officers of Lambda Eta and its members for their example of enthusiasm and stewardship to us all!



# Be on top of ground-breaking analysis for the challenges ahead

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**BusinessWeek**



## From the Executive Director

We've had a number of readers respond to our Spring issue - always a pleasure to know that we have some active readers. Unfortunately, most of them were disapproving of our "political" or "scientific" agendas behind the green articles! Obviously, we expressed ourselves poorly as neither is the position we are endorsing.

Neither we, nor the Nobel Prize Committee, have approved the "science" behind Mr. Gore's presentation. I believe (and if you read the prize's summary) it is his effort to raise global awareness that was recognized.

Buckminster Fuller's *Operating Manual for Spaceship Earth* might be required reading these days. At least, read the pertinent chapter by the same title, "Spaceship Earth".

I'd rather avoid any discussion of global warming and to what degree it would have occurred anyway. Readers, I offer the enjoyable work of Michael Crichton's *State of Fear*. It's not necessary to read the entire novel although I do find the book to be entertaining. But rather, examine the two appendices which could keep you busy for weeks - the research is awesome! Several of his references are online.

In recent decades, conservation efforts were directed to reducing consumption as we recognized that resources, even basic ones like water, are finite. However, the current view is shifting in the direction of renewal, not merely reduced consumption. We must ask "How do we replace that which we use?"

We applaud any organization's effort to reduce their footprint on planet earth. We applaud twice as much if we discover that they are making a contribution for raking over the footprints of the past, as well. We have a long history of unbridled consumption for which to repair - and it's not too late to begin.


Central Office is offsetting the fact that it resides in a business area that does not yet provide recycling services. To deal with this situation, we and our tenants bag or drag our recyclables home where they are placed into the local suburban recycling systems.

And we've uncovered a Chicago recycling center for all things electronic - total computer recycling and de-manufacturing with zero landfill tolerance! If it plugs in or contains a battery, they will process it. Simply an outstanding approach.


Please read the separate article that highlights just a few of our affiliated organizations and what efforts they are making in this positive direction.

We must all work to do our part. - Rich

## Going Green


 In our last issue, we introduced the online version of the Vision. We hope to save Society resources as well as the planet's by only mailing paper copies of the Vision to those that really want it in hard copy. Many organizations that DMD is affiliated responded to the "green" part of our reason for introducing the online Vision. We'd like to let you know about what those organizations, including the college campuses that host our chapters, are doing to "green."


Many schools no longer publish hard copies of course catalogs, course schedules and/or student handbooks. Instead these items are published electronically. Some choose portable iPod® and/or PDF formats to make the information available. Some use interactive web postings. Many also support web based supplements for instruction to minimize the amount of copied material handed out to students. Of course, there are some applications where paper is still necessary, so many campuses provide segregated bins for recyclable paper, plastic and metal along with the receptacles for garbage that is unable to be recycled. One university student group labeled the covers on all the refuse cans with a sign that asks, "Could this be recycled?"


 The **University of St. Francis**, home of DMD's Delta Kappa chapter, holds a "Green Week" each spring. Science students, along with the Environmental Awareness Society, head up the activities that are intended to raise awareness about alternative energy and energy conservation. CEA president Ashley Puro said, "We tend to focus on specific ways that students become green in their everyday lives."

Last spring, their Green Week featured a field trip to the Midewin National Tallgrass Prairie. Midewin is the first redevelopment project for tallgrass prairies in the country. The Openlands Project has been instrumental in restoring the former site of the Joliet Arsenal to prairie from its pollution damaged state.

In addition to the prairie visit, presentations were held on environmentally friendly products, on a project to plant permeable pavers on campus to collect rainwater for testing as well as other ways for students to be more green.

 The **Association of Collegiate Business Schools and Programs (ACBSP)** has begun its environmental consciousness programs by eliminating what it considers wasteful items at their conference this year. Among the first items to go was bottled water, as it wastes energy in moving it from the bottling plant to the consumer as well as producing hard-to-recycle plastic bottle trash. Reusing recyclable cups is a greener choice and reduces the carbon footprint. In addition, ACBSP supported the Marriot in its effort to raise \$2 million for the Amazonas Sustainable Foundation with a \$5,000 contribution.

 **Bank of America**, the issuer of our DMD credit cards, has a legacy of environmental leadership that goes back two decades. Paper usage per associate has dropped by 40% and they have a voluntary plan to reduce emissions by 9% by reducing energy consumption. In 2008 the company announced a \$20 billion, 10 year initiative to champion sustainable business practices. Like many companies, they encourage customers to choose online communication to reduce paper and energy use.

 Like the sign on the trash can, it may be a good time to ask ourselves if we can recycle, reuse or reduce the usage of energy and materials for a cleaner planet.

## Board Approves Whistleblower Policy and Conflict of Interest/Code of Conduct Statements.

The Delta Mu Delta board approved two critical governance documents at its June meeting in New Orleans: a whistleblower policy and a conflict of interest/code of conduct document for members of the board and executive management.

In light of the corporate scandals that occurred in the early part of the decade and subsequent passage of the Sarbanes-Oxley Act in 2002, considerable focus has been placed on each entity's governance policies. In recent years, that focus has even extended to non-profit organizations who want to demonstrate transparency and good stewardship. Adopting enhanced governance practices has become a best practice.

As a result, the board has studied its board composition, its governance policies and practices, and the means by which it is held accountable to the public by making governance and financial information publicly available. In fact, the Internal Revenue Service has focused significant attention to this area that has led them to revise Form 990, the annual document that all non-profit organizations are required to file.

These governance documents are available in the governance section of the Delta Mu Delta web site: [⇨ ONLINE](#). At that location you will find many helpful documents, including our annual audit reports and Form 990's, and other historical governance documents.

In addition, the web site includes the new conflict-of-interest/code of conduct policy, which officers, board members, and executive management are required to update annually. Our whistleblower policy is also posted. That document contains active hyperlinks that provide an avenue for individuals who feel the need to report something to do so. The Central Office has also adopted policies that govern retention and/or destruction of documents and how the executive director's salary is set.

The board realizes that accountability is key. Delta Mu Delta members who have additional thoughts or ideas on how the board can demonstrate good governance should contact the executive director or national treasurer.

## New eStore Logo Items

For those of you who think a 10 ounce mug holds only a half cup of coffee, we have the mug for you – a full 20 ounce bistro mug in royal purple. The purple glaze is on the ceramic body to the white cup edge and base accent the mug well. The DMD key in metallic gold is microwave-safe as is the wording on the other side. The handle is large enough to be comfortable for those who prefer putting their fingers around the mug to keep their hands warm – an advantage when the wind blows and snow falls. This mug can be found on our eStore site. We still have the buy-five-get-one free deal if you would like a set of 6 mugs.



Also new to the store are DMD logo mats and medallions in frames suitable for your membership certificate as well as other presentations such as your honor stole or portraits. In addition there are other matching items in the same wood hue. (They make fine gifts, too!)



For these frames and the other Church Hill products, visit the eStore, click on "Recognition," and view the brief slide show of items. If interested, click on the vendor's link to go directly to the DMD portion of their site.

Also new to the eStore are purple lanyards with DMD and the key printed in gold along the length. The lanyard comes with attached split ring, so you can use it for your keys or to hold an ID. It also can be used with the bulldog clip name badge holders, also available on the eStore.

Display your membership proudly! Check the eStore for the many ways to do it. We hope you'll find something you just can't resist!

*Delta Mu Delta would like to thank the following for their financial support to the Society (January 1 - June 30, 2008)*

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Balance of treasury courtesy of Bloomsburg University Faculty Adviser Stephen Markell

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## Could This Be Your Last Issue?



It may well be if we haven't been able to keep in contact with you!

See the article beginning on page 1.

Spring 2008

**"Nothing endures but change." – Heraclitus**

### Inside This Issue

<i>New Member Benefit</i> . . . . .	1, 3
<i>Could This Be Your Last Issue?</i> . . . . .	1, 4
<i>Letter from the President</i> . . . . .	2
<i>Chapter News</i> . . . . .	5-7
<i>Environmental Awareness</i> . . . . .	9
<i>From National</i> . . . . .	10
<i>Forever Dollar Scholarship Contributions</i> . .	11