



“History is Philosophy teaching by example.” – *Thucydides*

## You Are Invited to the Celebration of a Century

The Board of Directors and the staff of Delta Mu Delta invite you to attend our Centennial Conference and Celebration in San Antonio, Texas. Our celebration, A Century of Honor and Service, commences on November 8th and continues through the 10th at the Drury Plaza, San Antonio Riverwalk.



The setting couldn't be better. The Drury for our conference is adjacent to San Antonio's Riverwalk. The hotel tells us that if there still were fish in the river, guests could cast a line from the window and catch them.

The picture above shows the hotel's river side and one of the excursion boats on the river. Because of its location in the heart of San Antonio, many sights and activities are within walking distance of the hotel. Many activities, historical sites, museums and restaurants are within several blocks of the Drury.

Many of you will not need much help in remembering something about the Alamo and those who fought there. If you'd like to learn more, the Alamo is only four blocks from the hotel. At right, DMD Executive Director Dr. Michel LaRocco stands before the entrance to the Alamo. La Villita, the original heart of San Antonio, is three blocks from the Drury. The area began as a community of soldiers stationed at the Mission San Antonio Valero, known as the Alamo. In the late 19th century the area was the destination of many immigrants from Germany and France. Today the area is a thriving arts community. The Aztec Theatre, just across the street from the hotel, was restored at the same time as the Drury. The Majestic Theatre is less than two blocks away. Both theatres are on the National Register of Historical Places.



The hotel itself has an interesting history. Built in 1929 for the Alamo Bank, the hotel was remodeled in the mid-2000s.



Great care was taken to preserve its historical character. The 50 foot ceilings and the stained glass in the lobby area (at the left) are responsible for the ambiance of the pre-depression skyscraper built on the San Antonio River. A specialist was hired to analyze the layers of paint

to determine the original colors used in the main areas of the building. Note that the Alamo is featured in the stained glass above the main entrance.

The general session speakers and the breakout sessions should be of interest to students, faculty and alumni members of Delta Mu Delta. Career success topics include career management and getting and keeping a great job. Panel discussions are planned with the theme of chapter success stories and include community action and DMD success stories. Another set of breakout topics is centered on how DMD is using the internet currently and what's in development now. The conference culminates with the business meeting on Sunday morning when Society progress will be reported and a new slate of officers elected.

More information ⇨ [ONLINE](#)

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## A Letter from the President



**Dr. John  
Lewington**

*It is a wonderful time to be writing the president's letter for Vision. DMD is approaching its centennial in November; annual membership inductions are at an all time high, and we have appointed a new Director to plan for our global future.*

*In the next three months, Dr. Michael LaRocco will be handing over the day-to-day stewardship of DMD to Dr. Roger Smitter. Mike is a past president of DMD and has 35 years of service to our organization; he stepped up to take the reins when Rich Sosnowski passed away in February 2012. Mike has demonstrated his love of and has given leadership to DMD. Due to his leadership we were able to service our chapters through our busiest quarter. He has cross-trained our Central Office staff, made sure that all of our systems are documented, and that password access is both secure and available in a crisis. The new web site was launched just a few weeks ago and we have a regular social media presence. The association owes Mike sincere thanks for his hard work. We must not forget his wonderful wife Kathy for supporting him through this period of DMD transition.*

*In February our search committee recommended Dr. Roger Smitter for the position of full-time Director. He comes to Delta Mu Delta with a wealth of leadership experience in both academia and not-for-profit organizations. He will continue to develop DMD's systems and processes, expand our global presence, and solicit funds for our Forever Dollars foundation. Our sincere thanks to Dr. Perry Moore and Dr. Brenda Harper who served on the search committee with Dr. Mike LaRocco for their time and diligence in this process.*

*This edition of Vision provides details for our November centennial celebrations in San Antonio. Two years of planning – hotel reviews, speaker invitations, and special events – are coming to fruition. We hope that students, faculty, and our members will join us in November at the wonderful Drury Plaza Riverwalk Hotel. After all, how often are you invited to a 100th birthday party?*

## 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

**Professor Bernice M. Purcell**

Holy Family University  
[bpurcell@holysfamily.edu](mailto:bpurcell@holysfamily.edu)



### REGION 3 - SOUTHEASTERN

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

**Dr. Sara Adams**

Webster Univ., Space Coast Center  
[adamss@webster.edu](mailto:adamss@webster.edu)



### REGION 4 - NORTH CENTRAL

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

**Dr. Betty Jean Hebel**

Madonna University  
[bjhebel@madonna.edu](mailto:bjhebel@madonna.edu)



### REGION 5 - MIDWESTERN

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

**Dr. Joni Adkins**

Northwest Missouri State University  
[jadkins@nwmissouri.edu](mailto:jadkins@nwmissouri.edu)



### REGION 6 - SOUTHWESTERN

Arkansas, Louisiana, New Mexico, Oklahoma, and Texas

**Dr. Bambi Hora**

Central Oklahoma University  
[bhora@uco.edu](mailto:bhora@uco.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.

**Mr. Joel Maier**

University of Phoenix  
[Joel.Maier@phoenix.edu](mailto:Joel.Maier@phoenix.edu)



### REGION 8 - INTERNATIONAL

All but North America.

**Dr. Charles (Chuck) Fazzi**

St. Vincent College  
[charles.fazzi@email.stvincent.edu](mailto:charles.fazzi@email.stvincent.edu)

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## Edmonds Honored for Service

At a reception hosted by Freed-Hardeman University, Dr. James Edmonds was presented with a copy of the resolution passed by the Society's Board of Directors at the November 2012 meeting. The resolution expresses appreciation for Dr. Edmonds' service to the Society over more than 20 years. He served as the Faculty Adviser for the Delta Rho Chapter at Freed-Hardeman for more than two decades. He was the representative for region 3, the southeastern United States, from the fall of 2009 through his retirement in fall of 2011.



*Dr. Perry Moore presents the honor proclamation to Dr. Jim Edmonds*

The resolution honors his commitment to higher education through his participation in and advocacy for the honor community. It also recognizes his integrity, wisdom and genuine helpfulness. We have been inspired by his example, and many Delta Mu Delta leaders have been trained and encouraged through his efforts. You can read the resolution online.

Dr. Edmonds reception was attended by many of his colleagues from Freed-Hardeman's College of Business as well as many others from campus. The resolution was presented by Dr. Perry Moore, Vice President of the Society and Director of the Master of Accountancy Program and Assistant Director of Graduate Business Programs at Lipscomb University.

*As we finalized this issue of the Vision, we were told Dr. Edmonds lost his battle with cancer. He died peacefully in his sleep on April 24th. Society President Dr. John Lewington remarked that this is a sad day for Delta Mu Delta. He described Dr. Edmonds as "a wonderful colleague, dedicated adviser to his students and a supportive board member." Dr. Edmonds was a very active member of the scholarship committee as well as a regional representative for the society.*

## DMD Board Chooses New Director for Society

Delta Mu Delta welcomes Dr. Roger Smitter to DMD's leadership team as Director of the Society. He came on board March 4th to begin working with Dr. Michael LaRocco, who is introducing him to the traditions and people of our Society.



Dr. Smitter brings both academic and leadership experience to his new position. With degrees in speech and a doctorate in communication, he taught speech for a number of years, chairing the Speech Communication Department at North Central College for six years. From 1999 to 2004, he served as the director of graduate and undergraduate programs in leadership at North Central. His academic career also includes Dean of Liberal Arts and Sciences at Chesapeake College in Wye Mills, Maryland.

From 2004-2009, Dr. Smitter served as Executive Director for the National Communication Association (NCA). The NCA is dedicated to promoting open and ethical communication, appreciation of the importance of communication in public and private life, and fosters applying communication skills to improve the quality of life. One of Dr. Smitter's accomplishments while Executive Director creation of the first media outreach office to raise NCA's profile as well as an online magazine.

Asked about his interest in the director position with DMD, Dr. Smitter responded:

*When first I read about Delta Mu Delta, I realized my career long commitment to undergraduate education and leadership development could be a good match with the DMD mission to create a community that recognizes and encourages excellence in business education. I am very happy with this opportunity and look forward to working with officers, board members, faculty advisers and central office staff so committed to creating the next generation of business leaders.*

Delta Mu Delta looks forward to benefiting from the experience that Dr. Smitter brings to the Society as its new Director.

### **President's Letter – continued from previous page**

*As we enter the second century of Delta Mu Delta, the future is brighter than ever in our one hundred year history. DMD is developing its global presence, focusing on becoming a national conduit for business scholarships, and strengthening our chapter relationships. This is founded on an outstanding Central Office staff and energetic board. The number thirteen might be considered unlucky by some of us, but 2013 will be a transformative year for Delta Mu Delta!*

*John Lewington, President*

## Speakers Chosen for Centennial

The committee charged with planning and executing the Centennial Conference has chosen Veronica A. Edwards and Marc Smith to address the gathering.



Ms. Edwards was inducted as an honorary member of Delta Mu Delta's Theta Gamma Chapter at University of the Incarnate Word in 2010, at the same time she was named the University's 2010 Alumni of Distinction Award for Professional Achievement.

As such a prestigious award would suggest, Ms. Edwards is no stranger to awards and honors for professional achievement. She is CEO and Founder of InGenesis, a medical staffing and executive recruiting firm recognized several times by Inc. Magazine as one of the fastest growing companies in America. Ms. Edwards and InGenesis have been recognized by the Hispanic Business Magazine, the San Antonio Business Journal and many regional and national groups as influential and fast growing. She has also received awards for her leadership from various groups and publications. More [⇒ONLINE](#)

Her biography gives insight into her success:

*“From being forced to repeat the first grade, to being laid off after a successful 12-year career at a Fortune 100 telecommunications company, to regaining her health after a serious car accident, iron-willed determination is the X-factor that makes Edwards different from most.”*



Marc Smith is a chief architect for AT&T's Signature Client Group. He supports key customers to align strategic business objectives with a sound, cost-effective technology road map. In over thirty years experience in information technology, Smith has served as Chief Information Officer for three companies including Pabst Brewing and OmniAlert, a technology start-up. He has served in the consulting practice of firms such as Computer Science Corporation(CSC) and Price Waterhouse.

Smith's experience has led him to combine best practices with down-to-earth practices from industry. While at CSC he led the development of innovative frameworks and methods for a new service that linked and aligned clients' business plans with their information technology plans. He became a regional practice leader and principal consultant for delivery of the new service. He has shared his experience with others in articles published in various journals for business people.

Patrick Chaffin, Vice President of Strategic Planning and Investor Relations at Gaylord Entertainment, has chosen the topic “Planning for Success” for the Saturday morning general session. Former astronaut, Jan Davis, is slated to speak at the Saturday Awards Banquet.

The Society website will have more detail about the activities as well as the arrangements for the Centennial Celebration.

## New Regional Representatives Chosen

The two regions left without representatives by the close of 2012 are now ably covered with the nomination and election of Dr. Bambi Hora and Professor Bernice Purcell. Dr. Hora is the new representative for the Southwestern Region, Region 6, which includes Arkansas, Louisiana, New Mexico, Oklahoma and Texas. Region 2, the Eastern states, includes Delaware, the District of Columbia, Maryland, Pennsylvania, and the Virginias. Their new representative is Professor Purcell.



Dr. Hora has been active in the Society as adviser for Zeta Omega at Central Oklahoma University (UCO) since 2007. She has attended every Society conference since then, always bringing a group of students with her. She also is adviser for Accounting Club and UCO Ethics there. Dr. Hora is also a member and officer in many professional

organizations. She participates in organizations with goals of social good, including those oriented to non-profits and work-life balance. She is active in the VITA program at UCO and Girl Scouting.



Bernice Purcell has been elected to fill the Region 2 representative position. Mrs. Purcell is Associate Dean of the School of Business Administration at Holy Family University in Philadelphia, Pennsylvania. She has been at Holy Family University for over 20 years, and has filled positions from Computer Resources Coordinator through Department Chair for Management, Marketing and Information Systems before accepting the position as Associate Dean in July of 2012. She publishes and presents in the areas of customer relationship management, business systems and data analytics.

**In 1913**, a gallon of milk cost 32¢, gas was 12¢ a gallon. A loaf of bread was 6¢ and a dozen eggs cost 30¢. You could buy a top of the line car with electric starter, electric lights and a four-cylinder engine for \$600. The average new house would set you back \$3,395. Of course, the yearly average wage was \$1,296: the good news was that federal tax was at 1% -- \$12.96.

## First Induction for UOPX Savannah

The first induction ceremony for the Lambda Sigma Co-Chapter at University of Phoenix in Savannah, Georgia, was held on February 8, 2013. Seven students and four honorary members were inducted as friends, families, and campus dignitaries looked on. Dr. Sara Adams, DMD Regional Representative, attended the ceremony for the Society.



*New members are pictured above. In the front row are the new honorary members: Kevin S. Barker, Savannah Campus Director of Academic Affairs and the Faculty Adviser team of Cale R. Hall, Berta P. Ganaway, and Kent Fletcher. New student members in the last row are Fredrick B. Jackson, Randal W. Gradle, Jerry A. Hammond, Erica T. Ecker, and Ulysess C. Lee. Inducted but not pictured were students Andrew A. Gordon and Hoang Oanh Le.*

Attending the ceremony were Melissa Jackson, Savannah Campus Director; Dr. Dana Taylor, Savannah Campus College Chair for the College of Social Sciences; and Leroy Perdie, School of Business Area Chair for Organizational Behavior and Development. After the ceremony a reception was held for the new members and their guests.

Everyone was very excited to be part of the first DMD induction at the Savannah Campus, reports Faculty Adviser Berta Ganaway. She noted "Family members were proud, and were impressed by the ceremony. It was a joyous occasion."

The Savannah Co-Chapter is the second in Georgia, and will soon be joined by a third in Augusta, Georgia.

## Pierce Holds Double Ceremony

Kappa Nu Chapter at Pierce College held two induction ceremonies, back-to-back, this fall. On November 30, the on-campus ceremony was held for the traditional students who attend classes on the campus. On Dec. 1, a virtual ceremony was held for the online students at the school. Fifty-one students became new members of Delta Mu Delta on that weekend.



Both ceremonies were facilitated by Kappa Nu's officers: Desaree Johnson-Young, President; Cathy Arnold, Vice President; and Michelle A. Brown, Secretary. Faculty adviser Rita Toliver-Roberts lauded the outstanding job they did. She thanked many others for making the ceremony memorable: Mike Schirmer, faculty chair of business; Ajeenah Nuriddin-Little, manager of the Walker



Center for Academic Excellence; and Uva Coles, vice president of student services. Michael Bentil, Sheila Perkins, Camille Pierre, Natalie Price, Randy Coverdale, and Maureen DiLeggi were thanked for all their hard work putting the event together.



Our Delta Mu Delta Kappa Nu Chapter looks forward to a successful 2012-13 year with our new inductees. The chapter has a blog to inform members about the chapter's activities and publicize the chapter to others in the Pierce Community.

## Governors State University Inducts Fourth Group of Members

The Governors State University Lambda Delta Chapter in University Park, Illinois, held its fourth induction ceremony on November 14, 2012. Twenty-nine new members were honored with membership: 20 undergraduate students and 9 graduate students. Dr. Jun Zhao, professor of management and interim division chair, was inducted as the honorary member and spoke at the ceremony.

In addition to honoring the new inductees, new officers were also installed. Jill Marie Linkous was named chapter president for the 2012-2013, and Ewa Rzeminska was named secretary/treasurer. Congratulations to all the new members at Governors State.



*Pictured above are the participants in the induction ceremony, left to right: Ewa Rzeminska, Carrie Smith, Michael Finley, Amal Halawa, Nariman Hamad, Jennifer Davidson (chapter adviser), Michele Pink, Cynthia Blaesing, Dr. Jun Zhao, Dr. Ellen Foster Curtis (dean), Monique Burey-Ballard (current chapter president), Jill Linkous, Jennifer Majka, and Sandra Gustafson. Not pictured: Collette Chung, Luis Escobar, Lynn Cahill, Samantha Claysen, Amanda Elmer, Bonita Harris, Guangzhi He, Laurie Hitz, Brad Linthicum, Joshua McDowell, Olayinka Olabisi, Tiffany Robinson, Matthew Sepiol, Michael Trinkka, Lisa Utter, Michael Walsh, and Alexandria Woolum.*

## Northwest Missouri State Chapter Makes Corporate Visits



Members of Eta Gamma Chapter of Delta Mu Delta and two faculty advisers from Northwest Missouri State University visited two organizations in Kansas City on November 30. The group began the morning at Hallmark where they listened to a panel discussion by employees representing various divisions

of the company. Following the presentation, the group toured the Visitor's Center and ate lunch at Crown Center, a Hallmark Convention and Shopping Center in Kansas City.

Following lunch, the group spent the afternoon at The Federal Reserve Bank of Kansas City. Members were able to tour the bank and money museum. They spoke with Northwest alumni who are employed at The Federal Reserve Bank of Kansas City.



The day proved to be a group networking event for DMD members and area employers.

## Lincoln Memorial Chapter Installed

President B. James Dawson and Dean of the School of Business Jack McCann accepted the charter of Mu Kappa Chapter on behalf of the School of Business at Lincoln Memorial University on November 19, 2012. Dr. Sara Adams, regional representative of Delta Mu Delta, presented the charter at the installation ceremony. Dr. Adams inducted the six honorary members: Dr. Dawson, Dr. McCann, Vice President for Academic Affairs Clayton Hess, alumna Ms. Rachel A. McDonnell, and Chapter Advisers Dr. Sheree Schneider and Dr. Michael Dillon.



Row 1, left to right: Kari Cox, Noriko Chapman, Dr. Jack McCann, Rachel McDonnell, Deidre Donahue, Kelli Duncan. Row 2: Ashley Knight, Dr. Michael Dillon, Taylor Howard, Lieven Cox, Katherine Crews, Lora Bohanan, Dr. Sara Adams, Dr. Sheree Schneider, Patricia Mason (to the right behind Dr. Schneider), Halley Effler. Row 3: Adam Brambley, David Sydes, Dr. B. James Dawson, Dr. Clayton Hess, Adam Cissna, Kevin Gordon, Mark Fugate, David Padgett.

## Southern New Hampshire Chapter Helps Students Set Stage for Success

Bernie Marchowsky opened his presentation with these words from Oscar Schoeffler, longtime fashion editor of Esquire Magazine:

*Never underestimate the power of what you wear. After all, there is just a small bit of you sticking out at the collar and cuff. The rest of the world sees what you drape on your frame.*

Those words embody one of the best reasons to do what the Gamma Nu Chapter of Delta Mu Delta Honor Society at Southern New Hampshire University (SNH) did. Along with SNH's Future Business Leaders of America and Style Club organizations, they co-sponsored "Dress for Success" in November. The business attire seminar featured Marchowsky from George's Apparel in Manchester, New Hampshire, and Krystal Miller from Robert Half International. Both provided practical advice and demonstrations on how to dress for success for the interview and at the workplace.



Left to right: Solange Abreu, President, Style Club; Hailey Bonczar, Vice President, Style Club; Ryan DeFronzo, President, Gamma Nu Chapter; Sarah Pelkey, President, Phi Beta Lambda-Future Business Leaders of America; Krystal Miller; and Bernie Marchowsky

More than 60 students attending listened closely to the presenters' professional attire advice. Bernie and Krystal made certain to cover the details of selecting the appropriate clothing and accessories to wear in professional settings.

The presenters also discussed casual attire for the more informal environments. Krystal's practical advice regarding casual dress is simple: follow the company's dress code. If the organization does not have one, emulate the dress of the person in the position you want.

When dressing for success, always remember you never get a second chance to make a first impression!

## 1913 was quite a year!

### Some inventions set the stage for the automobile's growing popularity:

- Henry Ford introduced the assembly line
- William Burton patents his thermal cracking process for petroleum
- The first drive-up gas stations opened

## 1913 was quite a year!

Some far-reaching laws were passed:

- *The Owen-Glass Act, creating the Federal Reserve System*
- *The 16th Amendment, allowing Congress to levy income taxes*
- *The 17th Amendment, providing for election of Senators by popular vote rather than selection by state legislatures*

## Chapter at Drury in the Christmas Spirit

The Zeta Epsilon Chapter of Delta Mu Delta at Drury University's Breech School of Business went all out this last Christmas. The Chapter sponsored several opportunities for campus participation in helping make Christmas a little brighter for many in the Springfield, Missouri, area.

One of these opportunities was the canned food drive with the donations going to Crosslines Food Pantry. Tuna, soups, pasta, canned and boxed items were collected in a competition between the departments in the business school. The boxes for the contributions lined the hallways. Of course, anyone on campus could contribute.

ACCT	28 Cans 45 Major	1.1
GIS	1 Can 14 Major	0.1
ECON	1 Can 14 Major	0.1
FINC	0 Cans 44 Major	0.0
MIGMT	12 Cans 44 Major	0.3



The Economics Department won the competition based on the number of cans per student majoring in each major. The department was honored at a pizza party. However, it may have been the antlers that Dr. Steve Mullins (left) seems to have promised to wear if the Economics students win, motivating the department's rise from almost the bottom of the rankings on November 26 to winning on

December 5. A total of 510 items were collected and donated to the food pantry.

The Chapter also sponsored Adopt-A-Teen for Christmas through the Ambassadors for Children program. Through December 10, a tree stood in the Breech School of Business lobby. The ornaments on it were suggested gifts for those who might not get anything for Christmas otherwise.

Dwight Bizzel, the community outreach and leadership development graduate assistant, said this is a "great way to give back during the holiday season, especially to kids that have practically nothing." A student remarked that the opportunities were a great way to get into the holiday spirit and the season of giving.

## In the Kitchen with Delta Mu Delta Lambda Sigma at UOPX El Paso Volunteers

Dr. James Baird, faculty adviser for the Lambda Sigma Chapter at the University of Phoenix at El Paso, Texas, is proud of his group of members. Twice this fall this group, described by Dr. Baird as wonderful people, volunteered to help those less fortunate through the Opportunity Center for the Homeless. In October, they fed 50 at the shelter for women and children. In December, they fed 125 at the shelter for homeless men.



Pictured above are some of the students who volunteered. Left to right back row: Josh Baird; Juan Campus, Faculty; Rick Barron, President Delta Mu Delta El Paso Campus; Ernest Clark. Front row left to right; Lleraldi Barron, Lety Porras, Cathy Clark, Andrea Kitchen.

In March the group will prepare and serve lunch for about 50 women.

The idea came from the chapter's president, Rick Barron. He asked for participants by email and this group answered the call. Dr. Baird solicited the side dishes from the Westside El Paso Texas Roadhouse. Chicken was purchased from Churches' Chicken at a substantial discount negotiated by Cathy Clark. The chapter asked for donations from members to cover the cost.

The student volunteers described the experience as grounding, and it made them more grateful for what they have.

## President Officiates at UOPX St. Louis



Society President Dr. John Lewington installed the new campus chapter of Lambda Sigma at University of Phoenix in St. Louis on November 19, 2012. The charter for the new campus chapter was presented to Amy Westermann, adviser for the chapter seen in the first row at the far left, and Dr. Ronald Clark, Campus College Chair, John Spurling School of Business, appearing in the center of the back row. The ceremony continued with the installation of four honorary and eight student members.

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## UOPX New Orleans Co-chapter Sponsors Career Oriented Events

Like students in many places, Delta Mu Delta (DMD) members of Lambda Sigma at the University of Phoenix in New Orleans are concerned about jobs – so they did something about it. In December they held their first career fair. Officers of the co-chapter coordinated the event, inviting recruiters from The Home Depot to meet with interested students at the campus.

In late January forty-five students attended the Delta Mu Delta Small Business Expo oriented to entrepreneurs.

More than 30 students attended the career fair, informally socialized with interviewers and 15 of them interviewed for positions with The Home Depot that ranged from floor associates to corporate level positions.

DMD officers used the fair to share information about the University's career path services as well as interviewing techniques. It also provided an opportunity to introduce students to DMD as the co-chapter was installed less than a year ago.

The event was successful both from the standpoint of the students involved and the representatives from The Home Depot. Students were interested in the company, and appreciated DMD's hosting this event. The Home Depot representatives were impressed with the number of students and alumni who were interested in job opportunities with the company as well as the University's provisions for hosting the event.

The Small Business Expo featured six businesses, all owned by University of Phoenix business alumni or current students. The companies' booths featured information about their services and hand-crafted, custom products as well as examples of

marketing materials they used. The objective of the expo was twofold: inspire the students to consider starting their own businesses as a way to success, and to show how business education helps success in launching, operating and managing a business. Campus College Chair, Dr. Barbara Holloway, began the program with a presentation on University of Phoenix programs helpful to entrepreneurs.

Business owner, Phoenix alumna and current MBA candidate, Tina Taylor revealed that her business is the reason she enrolled in the business program. She needed the ideas, tools and knowledge she would learn in order to successfully grow her business. As current Delta Mu Delta president, Ms. Taylor introduced the chapter, encouraging students to strive for academic excellence and membership in the Society.

Student attendees of the expo reported enthusiasm for starting their own businesses and interest in the resources and opportunities offered by University of Phoenix for business students. Business owners were impressed with the interest students had and their questions. They found that not only were they giving back to their alma mater, but the business networking was a positive for them. One of the business owners brought some business staff to the event, reporting that they were so impressed by the student resources, degree programs and faculty support that they were considering enrolling in the business program.

Kudos to the Campus Chapter in New Orleans for not just one, but two well conceived and well executed events for benefit not only of their own membership but other students as well.

Kudos to the Campus Chapter in New Orleans for not just one, but two well conceived and well executed events for benefit not only of their own membership but other students as well.



*Some of the attendees of the fair. From left to right: Melissa Brossett-Courseault, UOPX alumna; Tina Taylor, UOPX alumna and current MBA student; Danielle Weadd, Home Depot employee and UOPX student; Leslie Barrett and Brender Bell, Home Depot employees; Laura Kliebert and Jaa Cooper, UOPX Alumnae students.*

## North Alabama Chapter Inducts 45 New Members

Eta Alpha Chapter at the University of North Alabama (UNA) inducted 44 students as new members on March 19, 2013. The ceremony was held at Guillot University Center.



The ceremony was conducted by Chapter officers: President Loic Dimithe, Vice President of Membership Jessica Warren, Vice President of Publicity Jonathan Boggs, and Chapter Secretary Emily Burns. Candidates for induction were presented by Faculty Advisers Dr. Joan Parris and Dr. Melissa Clark.

Adviser Dr. Walter Campbell inducted the honorary member, Mr. L. O. Bishop. Bishop is described as an entrepreneurial farmer. His highly successful farm was only the beginning. In 1975, he started Bishop's Barbecue, now selling to stores and restaurants throughout the Southeast.



Dr. Parris was particularly thorough in letting business students know about the induction. She publicized the event with a poster in an area in the College of Business deemed to have high traffic. Pictures from the event were included on display TVs in various locations within the business school. Pictures and names of the new members will be published in the College of Business newsletter.

## Biggest Year Ever for DMD Scholarship Program

As Delta Mu Delta Honor Society enters its 100th year, the Society plans to celebrate in many ways. One of these is by making the scholarship program the biggest ever. Up to 62 awards are planned with a total value of \$59,000. For each of the last two years, \$40,500 had been awarded to 48 students, up from \$30,900 in 45 awards before that time.

The dollar amounts for six awards have been increased. Three scholarships in honor of people instrumental in the growth of Delta Mu Delta have been increased to \$3000 each: the Mildred R. Marion Award, the Pat and Tony Jablonsky Award and the Joanna and Richard Sosnowski Scholarship. Three more awards are set at \$2000: the Past Presidents Award, the Scholarship Judges Award, and the

award funded by the Rajan Family Endowment. The number of \$1000 awards will increase to 32 from 23.

Delta Mu Delta's scholarship fund was started in the 1960's with three contributions totaling \$150. These individuals believed that one of the most important functions of the Society was to support continuing education in business. The first DMD scholarship, an award of \$100, was given in 1970. During this Centennial year for the Society, the total number of scholarships given to date will surpass 1000, and the dollar amount given will exceed \$750,000.

### Can you help us help outstanding scholars in business?

Donations to the Forever Dollars Scholarship Fund are held as an endowment. No contribution is ever spent: the income on these contributions funds the scholarships. Although this principal has grown in the more than 50 years since the first contribution was made, it is not large enough for the income to completely fund the awards that are planned. We cover the deficit from operating funds. We'd like to grow the Forever Dollars with contributions from you, our members, who have been honored and recognized in the past. Every contribution matters.

When you were inducted, you pledged to provide counsel and aid to your fellow members. One way to fulfill this pledge is to contribute to the Forever Dollars Fund.

See your name in lights... well, maybe not lights, but in ink on paper on the contributions page of the Vision

## A Winner's Advice on Scholarship Applications

The first Pierce College student to win a DMD Scholarship, Desiree Lynn Mitchem, has some advice for students applying for scholarships. Desiree won a \$500 regional award in 2012.

1. **Don't be too shy to reach out to your professors.** Your professors want to see you succeed. More often than not, they'll be happy to provide letters of recommendation or any other support they can to help you achieve academic success.
2. **Start the application process early.** Give yourself enough time to answer the questions thoroughly. If you wait until the last minute and don't ask for help, you run the risk of not completing it in time.

Desiree works full time as an accounting support specialist and attends Pierce online. She has been a member of the Kappa Iota Chapter of Delta Mu Delta since December 2, 2011.

If you plan on applying for a scholarship this year, the application is due June 15th. Applications and information are available [⇨ ONLINE](#), including a dozen tips collected by faculty advisers observing how successful students approached the application process. Look under Scholarships.

## 1913 was quite a year!

### Some important people were born:

- *Two future presidents: our 37th, Richard M. Nixon, and our 38th, Gerald R. Ford*
- *Rosa Parks, considered the mother of the civil rights movement*
- *Jessie Owens, Olympic Medalist*
- *William Hewlett, who founded Hewlett-Packard (HP) with Dave Packard*

## Let's Talk About It - Ethics: Learned or Innate?

The Economic Times recently published excerpts from an interview with David Wilson, president of the Graduate Business Admissions Council. Asked whether the new section of the Company's GMAT addresses ethics, Wilson cited validity in measuring ethical responses as one concern. He states, "Teaching ethics does not make students ethical. It has to be part of the DNA." The article drew varied responses, both in agreement and dissent. See the article and comments [⇨ ONLINE](#)

What are your thoughts? Can you learn ethics? Can your ethical stance, your values, change? How and when? Weigh in at "Let's Talk About It" on our LinkedIn page. [⇨ ONLINE](#)

## Memorial Contributions in Honor of R.L. Sosnowski

**Anonymous** \$25,000.00

*NYIT*

**Nancy T. Hayes** \$5,271.76

*DePaul University – Eta Chapter*

**DePaul University** \$3,500.00

*REGION 4 Scholarship Awards*

**Marsha Jance** \$1,000.00

*Sigma Beta Delta*

**Sandra Hile Hart** \$1,000.00

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**Douglas Viehland** \$500.00

*College of Notre Dame*

**Mildred D. Owens** \$327.00

*Central Connecticut State University*

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\$150.00

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**Paul Sanders**

\* Multiple donations

*Thank you for your continued generous support!*

**1913 was quite a year!**

*Delta Mu Delta was founded at New York University, and so we celebrate ...*

# A Century of Honor and Service



**Delta Mu Delta Centennial Conference**  
November 8th to 10th, 2013

**Drury Plaza San Antonio Riverwalk**  
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**“History is Philosophy teaching by example.”**

*– Thucydides*

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