



## San Antonio Hosts DMD Triennial Meeting

Delta Mu Delta held its Triennial Meeting of the National Chapter November 6-8 at the historic Menger Hotel in San Antonio, Texas. As the meeting's theme suggested, the Society is certainly "Reaching New Heights!"

With 149 registered participants, including student and alumni members, faculty advisers and National Executive Council members, the Triennial was a huge success. This year's event broke all records in terms of students, faculty and chapters represented.

"The meeting was tremendous," said Randy McLeod, newly elected president of Delta Mu Delta. "It was great to see so many people excited about making the Society even better for members in the future."

Among the highlights of the Triennial were four prominent speakers (see the related story on page 6), the first-ever Delta Mu Delta Job Fair, a music and dance presentation by Urban 15 (a local group), the presentation of various awards and the fantastic Saturday evening Banquet.

The Job Fair was a big hit with students and alumni members who were interested in meeting with recruiters from national and local organizations. Some of the recruiters said they were not sure what to expect before they arrived, but they were pleasantly surprised with the enthusiasm and quality of the

**(see Triennial on page 7)**

Randy McLeod, right, expresses Delta Mu Delta's appreciation to Bob McCall for his leadership.

McLeod will serve Delta Mu Delta as president for the next triennium, while McCall served as president for the last three years. He will continue to serve DMD as immediate past president.



## Reaching New Heights

### Where We've Been

As we look back at the history of Delta Mu Delta, we can see many high points. The events of the last three years can certainly be included among the Society's highest.

With the passing of the last triennium, it is appropriate to recognize the efforts of those who have worked diligently to raise the bar for Delta Mu Delta. We truly have come a long way.

In the last three years, the Society has experienced a tremendous amount of growth in terms of chapters and new members. This hasn't happened by accident. With 32 new chapters and 14,233 new members, our National Executive Council members, faculty advisers, business school deans, student members and Central Office staff deserve a round of applause. The Society is certainly stronger due to your efforts.

In terms of Central Office support to our collegiate chapters, we have dedicated ourselves to improving service.

**(see McCall on page 5)**

### Where We're Going

What a way to kickoff a new triennium! For those of you who attended the Triennial Meeting, and for those who worked behind the scenes to make San Antonio a success, I want to say thank you.

The meeting's theme—Reaching New Heights!—was appropriate in a number of ways. We set records for the number of chapters represented, student members in attendance and overall numbers. 149 registered members and their guests took part in an historic meeting that will be remembered for a long time. It is our responsibility to ensure that the excitement generated there continues through the next three years.

I would like to welcome the new National Executive Council to their positions and thank them for their commitment to serve Delta Mu Delta. They arrive on the job at a critical time. The new Council includes:

**(see McLeod on page 2)**





# Key Notes

costing you a dime? Well, this is a reminder that members can support the Society by signing up for the Delta Mu Delta MasterCard®.

## Surfing the Net

If you haven't heard by now, Delta Mu Delta has established a presence on the World Wide Web. Hopefully you have had the chance to check us out at our new address:

<http://www.deltamudelta.org>

If not, look for it. It contains a great deal of information on the Society and its programs. It links our page to most schools that have member chapters. If your school is not linked, let us know. And alumni will appreciate expanded news on what the Society is doing.

We also want to remind all of our members about our new E-mail address:

[deltamudelta@deltamudelta.org](mailto:deltamudelta@deltamudelta.org)

This is a quick and easy way to contact us here in the Central Office. If you have something you would like us to pass along in the Delta Mu Delta Vision or on the website, let us know using the new E-mail address.

If you would like to update your address information, or if you are planning a move, E-mail is the best way to do it. Just give us your new information and we'll do the rest. This will ensure you get all the information sent out by Delta Mu Delta.

If you don't have E-mail, please send your news or ideas to: Delta Mu Delta Central Office, P.O. Box 46935, St. Louis, MO 63146-6935. You may also fax us at (314) 432-7083. Please be sure to let us know the year you became a DMD member and the name of your alma mater.

## DMD MasterCard®

Would you like the opportunity to contribute to Delta Mu Delta without

Every time the card is used, a contribution is made to the Society. So members have the opportunity to be instantly recognized as a part of Delta Mu Delta, and at the same time support Society activities and programs, such as the highly successful Scholarship Program.

For more information, call or E-mail the Central Office.

## DMD Vision Newsletter

As you may have already noticed, this is the first issue of the new *Delta Mu Delta Vision*.

With the recently completed National Triennial Meeting, and its theme—Reaching New Heights!—this is a very exciting and important time for Delta Mu Delta. This was the perfect time to make our publication reflect the renewed enthusiasm of our Society.

As you look through this premiere issue of the *Vision*, don't forget to check out the Society's website. Soon, the *Vision* will be making its first appearance on the web, so look for it.

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## McLeod (from page 1)

- **Randall M. McLeod**, Harding University, President
- **William H. Brunsen**, Eastern New Mexico University, Vice President
- **Terry L. Mendenhall**, Pittsburg State University, Vice President of Extension and Development
- **Richard L. Sosnowski**, Secretary-Treasurer
- **Robert L. McCall**, Immediate Past President
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- **Percy J. Vaughn, Jr.**, Alabama State University, Region 3 Representative
- **Kenneth D. Armstrong**, Anderson University, Region 4 Representative
- **Kevin McCarthy**, Baker University, Region 5 Representative
- **Janis Petronis**, Tarleton State University, Region 6 Representative
- **Anne Smith**, Grand Canyon University, Region 7 & 8 Representative

We are pleased that our National Executive Council represents well the diversity of our chapters and members, in geographical and other ways. I look forward to working with them to build an even better Delta Mu Delta.

During this triennial, we will undertake many important measures that will shape our Society for the future. The most important way we will do this is by continuing to work on the Strategic Plan that was started under President Robert McCall. Although this process is just beginning, we have high expectations that this will pay off for our membership. Our goal is for the Society to serve the needs of chapters, faculty, alumni and student members in meaningful and efficient ways. With your help we can reach this goal.

Randall McLeod  
President

## 1998-99 Delta Mu Delta Scholarship Recipients



April S. Carr  
Alabama A&M  
University



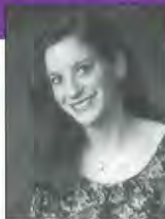
Christine A. Kays  
Bloomsburg University



Crystal A. Kovaschetz  
Bloomsburg University



Jean Bordelon-  
Parker  
University of Central  
Arkansas



Charlene Kelliher  
DePaul University



Hanna K. Gerke  
Georgian Court  
College



Nadezhda Kikilo  
Marymount University



Dylan Ollivierre  
Midwestern State  
University



# Delta Mu Delta Scholar Rewarded for Effort, Service to Others

Antonio Hinojosa isn't your typical college student. With family, job and school responsibilities, he doesn't have time for the ordinary college lifestyle. But that hasn't stopped him from making the most of his college experience.

As the winner of the 1998 A. J. Foranoce Delta Mu Delta Scholarship, Antonio, 27, has received \$1,500 from the Society to help pay his academic expenses this year. Delta Mu Delta awarded 39 outstanding scholars a total of \$27,750 to help further their education.



**Antonio Hinojosa**

Antonio is a senior at Prairie View A&M University where he is working on a double major in accounting and finance. As an independent student with a

wife and two young children, he said he appreciates what the Society and its members have done for him.

"It (the scholarship) is definitely being put to good use," he said. "I just want to say thank you to everyone in Delta Mu Delta who helped make this possible."

Lucille Pointer, faculty adviser of the Delta Mu Delta chapter at Prairie View, said Antonio was an outstanding student who acts as a campus leader.

"He's the perfect student," she said. "He is actively involved, both on and off campus. He's not only a student, but is also involved with the Marines... It is tremendous what he has been able to accomplish."

As an enlisted member of the United States Marine Corps since 1990, Antonio was chosen to participate in the Marine Enlisted Commissioning Educational Program. After completing his degrees, he will receive a commission as an officer in the Marines.

Antonio said being in the military has helped him as a student.

"I know I'm a little more devoted to my classes," he said. "It's helped me place a greater importance on my education."

He also participates in many campus and community projects. In addition to acting as treasurer of the Delta Mu Delta chapter at Prairie View, Antonio is active in the Coalition of Hispanic-American Students, the Prairie View A&M University Mentor Program and the National Association of Black Accountants.

Antonio is a seasonal volunteer for the Toys for Tots campaign and the Volunteer Income Tax Assistance (VITA) program, where he devotes at least four hours per weekend during tax time to help others get their taxes filed.

"Helping people has been really rewarding," he said. "I have been able to work with people one-on-one, and you find out a great deal about them. I have really enjoyed it."

Delta Mu Delta encourages and supports outstanding achievement in business and management through its scholarship program. Awards are made annually to student scholars attending schools with Delta Mu Delta chapters who achieve superior academic records in their schools of business.

Along the bottom of the page are pictures of some students who received

Delta Mu Delta scholarships this year to help them pay for their studies. The rest of the recipients will be highlighted in the Spring issue of the *DMD Vision*.

## Forever Dollars

The Delta Mu Delta Scholarship Program continues to be a huge success. The program rewards deserving business scholars with funds to help them pay their academic expenses. This year the Society awarded 39 scholarships, worth a total of \$27,750, to deserving students of business administration at Delta Mu Delta schools.

The scholarship program depends on the kind gifts of members like you. We would like to thank all those who have contributed to Delta Mu Delta in the past. If you look on page 8 of this publication, you will see a record number of contributions. Your generosity has enabled us to continue improving and expanding our scholarship program.

Make your dollars pay off forever. Each dollar contributed adds to the principal of the scholarship fund and will help support outstanding students for generations to come. Contributors of \$25 or more will be recognized on the back of a future issue of the *Delta Mu Delta Vision*.

Please use the enclosed card and envelope to make your dollars live forever. Help our outstanding scholars, like those pictured along the bottom of the page, continue their quest for academic excellence in business administration.



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**Suzanne Mory**  
Wartburg College



# Chapter News

## Elizabethtown Named First Jablonsky Award Recipient



In conjunction with the 1998 Delta Mu Delta Triennial Meeting, the Society awarded the first annual Anthony J. Jablonsky Outstanding Chapter Award.

Elizabethtown College, located in Elizabethtown, Pennsylvania, was named the 1998 Jablonsky Award recipient. Don Muston, Professor of Business at Elizabethtown, said they are very proud to receive the award.

"Having been selected for the first Jablonsky Award is a statement of the quality of work and commitment of all of our officers and members throughout the years," Muston said.

"What sets us apart may be how we focus on the aspects of training and reward in our chapter activities. We approach our vision in a well-planned fashion that allows students to develop and exercise leadership...The students run the organization and the advisers advise."

Elizabethtown College was represented at the Triennial Meeting by professors Muston and Richard Gifford (faculty adviser), and by students Dina Sena, Heather Klein, Mandy Moyer and Renee Gladfelter.

The Jablonsky Award is presented annually to the chapter that not only exceeds national standards, but has developed outstanding programs to provide additional service to members. The award recognizes a chapter that has developed creative ways to further chapter growth, development and visibility.

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**Above right: The Gamma Omega Chapter from Eastern New Mexico University brought nine members to the 1998 Triennial Meeting. Included in their delegation was newly elected National Chapter Vice President William H. Brunsen.**

**Right: The Zeta Lambda Chapter from Tarleton State University, had the largest delegation, totaling 25 members, at the Triennial. Janis Petronis, faculty adviser of the chapter, was elected to the National Executive Council during the business meeting on Sunday morning.**

## DePaul Establishes Record



**Pictured from left: Richard Sosnowski, National Secretary/Treasurer; Carol Donovan, Eta Chapter vice president; Ed Giermak, faculty adviser; Edward Brennan, retired Chairman and Chief Executive Officer of Sears; Kimberly Davis, chapter board member; David Eaton, chapter treasurer; and June Johnson, chapter president.**

As one of the most active chapters of Delta Mu Delta, the ETA Chapter of DePaul University had several representatives at the Triennial Meeting. But even more importantly, they established an ETA Chapter record with their recent induction ceremony.

At the chapter's 45<sup>th</sup> Annual Induction and Awards Banquet on October 11, 1998, a record 154 new members were inducted into the Society. There were approximately 250 people present at the event, including family, friends, university administration, faculty and staff.

The featured address for the evening was delivered by Edward Brennan, recently retired Chairman of the Board and Chief Executive Officer of Sears, Roebuck & Company, and current Chairman of the Board of Trustees of DePaul University.

Since 1954, the Eta Chapter of DePaul University has inducted over 3,300 College of Commerce students into Delta Mu Delta.







Clockwise from above: Members of Urban 15 perform on Saturday at the Triennial Meeting. Urban 15 is a San Antonio music and dance group that encourages audience members to take part in the performance.



Students from Salem State University enjoy the Delta Mu Delta Triennial Meeting. Michael Armata, left, Edward Quintero and Kristin Roberts participate in the Saturday afternoon activities.



Abderrahman Robana, DMD Scholarship Judge, during a light moment Saturday afternoon. Robana and Balwant Singh were given awards recognizing them for their longtime service to the Society.

A student member from Our Lady of the Lake University receives a door prize at the Friday evening opening session.

Below: Shanta and Shera Craig, twin Delta Mu Delta members from Alabama State University, receive their registration materials and prepare for the Triennial Meeting.



### McCall (from page 1)

The turn-around time for orders, which used to be five weeks, has been slashed to as little as overnight. We now publish two issues of the *Delta Mu Delta Vision* per year. We have cut costs and increased efficiency by implementing E-mail communications and on-line ordering for chapter supplies. The entire line of Delta Mu Delta printed materials has been updated, and a toll-free number has been established for the convenience of chapters and members.

Nationally, we added Regional Representatives to the National Executive Council to better serve our chapters. We established the Star Chapter and Anthony J. Jablonsky Outstanding Chapter awards to recognize those chapters that have excelled beyond the ordinary.

The scholarship program has been enhanced with more and higher value awards. We established a contribution program for members to help build a fund to support student scholarships. This fund will allow us to recognize and reward more deserving business scholars in the future.

This year, the Society awarded a total of 39 scholarships worth \$27,750 to deserving students at DMD schools. I am confident we will be able to increase these totals in the years ahead.

To further the honor society movement, we assisted in the establishment of Kappa Beta Delta, the honor society for ACBSP accredited associate degree programs, and Sigma Beta Delta, the business honor society



for regionally accredited programs. Through these efforts, more deserving business students will be rewarded with honor society recognition.

For the first time, Delta Mu Delta has a presence on the World Wide Web. This development will continue to grow in importance in the very near future.

Finally, we have initiated a strategic planning process that will build on the excitement and enthusiasm of the last triennium. This will help us look at ways to improve Delta Mu Delta, and make membership more valuable in the future.

These are just a few of the accomplishments of the last triennium. I would like to list all the people who are responsible for our momentum, but it would fill this entire newsletter. Instead, I will say that I am proud to have been able to serve with you.

*Robert L. McCall*

Robert L. McCall  
Immediate Past President



# Spectrum of Topics Discussed at Triennial

This year's Triennial Meeting featured several dynamic speakers that covered a variety of topics. They were chosen based on their diverse knowledge about subjects important to members' business and personal lives.

In the Saturday morning session, newly elected Delta Mu Delta President Randy McLeod spoke on the topic of "Communication Strategies for Success."

Dr. Jimmy Behel, Associate Professor of Business at Harding University, covered a topic that should get more attention as we move toward the end of the millennium (see related story). He discussed "Technology Issues for the Year 2000."

Jesús Luis Zúñiga, Former President and Vice Chairman of the Sony Corporation in Mexico, delivered the A. J. Foranoco Presidential Address. His topic, "Innovation: A Challenge for Today's Corporate World," was both interesting and informative for the members in attendance.

The M. R. Marion Banquet Presidential Address was delivered by Steve Hunter, Director of Investor Relations and Financial Operations for Wal-Mart Stores, Inc., on Saturday evening. He stressed five points for individuals and organizations that wanted to succeed in business:

- Plan your career.
- Build your skills; make yourself valuable.
- Embrace change as an opportunity—"People that don't change don't survive."
- Great companies have recognized the importance of the global marketplace.
- Great companies have great leaders.

## Ready or Not, Here Comes Y2K

Whether the Year 2000 problem turns out to be a catastrophe or an inconvenience, only time will tell. Jimmy Behel, Associate Professor of Business at Harding University, said planning and preparation may be the keys to keeping the problem to a minimum.

"The Y2K problem basically is a result of the fact that there is much software out there being used that was written assuming that it would not be used long enough to reach the year 2000," Behel said.

"Therefore, all the dates are treated as if they're dates in the 20<sup>th</sup> century."

He said the problem is a result of programmers writing programs with a "year-date" of only two digits; for example, "1967" was written simply as "67." This was done because of the serious memory limitations in computers of the past, and it saved money on data entry

to enter "67" instead of "1967."

Although this may not sound like a big deal, Behel said experts agree that there will be problems, some possibly severe, with the turn of the century.

"I would say there is a pretty good consensus that some industries, and many individual firms, will not have prepared properly, and will be at the mercy of Lady Luck," he said. "There are some firms that are going to have some problems."

He said the best thing firms and individuals can do is "take a proactive approach, not a reactive one." Behel said people should realize that some problems may come from sources that were not anticipated.

"There are many devices and appliances that have microchips other than computers," he said. He mentioned

microwaves, televisions, sprinkler systems and security systems as items that may not be anticipated, but may cause problems.

The most talked-about fear surrounding the Y2K issue is the potential for panic by the public involving the investment and banking industry. Behel said that regardless of measures taken by the industry, some people will overreact.

"There's probably going to be at least a limited run on banks," he said. "I think that's almost inevitable. The popular press has not really gotten into this as deeply as it is going to. Around the first of the year (1999), the popular press will start to get more involved, in anticipation of it."

Behel said many people will want to get their money out of banks, just to get through the year 2000, then put it right back in.

"I expect there to be a run on financial institutions. I don't know what impact it will have," he said.

The Securities and Exchange Commission is planning a National Test Day in March 1999 to see how prepared they are for Y2K. If it goes well, it will probably calm some fears, Behel said. If things go poorly, it could add to the tension.

"If they really bomb out, when they've done a pretty good job of addressing the problem, that's not going to do much for the confidence of people in other industries who have not done as much."

Small firms, because of their lack of funds to deal with the problem, may take an especially hard hit.

"There are estimates that many small firms will actually go out of business simply as a result of their failure to comply," he said. "There are going to be some firms that will literally be put out of business because of this one failure."

He said that firms that do act proactively to handle the problem should document their attempts. He said this is vital because of possible future

(see Y2K on page 7)



Dr. Jimmy Behel



# 1998 Triennial Meeting Sponsors

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Generous Support of the  
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and Individuals:*

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**USAA Real Estate Company**

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and Publishing Company**

## Y2K (from page 6)

litigation against the firms.

"Let's say an electrical company cannot provide electricity, and a hospital is without electricity," he said. "There are certainly liability concerns there. From a legal standpoint, it is best to be able to show that you made your best effort."

He said it is important for individuals to keep paper documentation as well.

"For those of us who have retirement accounts, it is real important to keep a good audit trail—hard copies—of statements leading up to that time, so you can verify, 'Hey, I had this much money on Dec. 31, 1999. Why did it go down to this much on Jan. 1, 2000?' Anything you can do to document your own tracks is going to be valuable. And that's probably a more reasonable way to handle the situation than to take all your money out of the bank."

Behel said he hopes problems resulting from the year 2000 will be minimal.

"I hope we are just moderately discomforted by this, and don't have any major problems that really affect our whole system of commerce," he said. "Can you imagine something like Social Security checks being delayed

for a couple of months? Imagine the trickle-down effect of that.

"I do think there will be some problems, but I believe our system will hold up."

## Some Internet Sites Related to the Year 2000 Problem

- Best Practices of Year 2000 Project Managers  
[www.year2000.unt.edu](http://www.year2000.unt.edu)
- Year 2000 Information Center  
[www.year2000.com](http://www.year2000.com)
- National Year 2000 Bulletin Board  
[www.it2000.com](http://www.it2000.com)
- Computer World Year 2000 Scorecard  
[www.computerworld.com/news/year\\_2000/](http://www.computerworld.com/news/year_2000/)
- Federal Reserve Board Year 2000—Century Date Change Initiatives  
[www.bog.frb.fed.us/y2k/](http://www.bog.frb.fed.us/y2k/)
- The Institute of Electrical Engineers  
[www.iee.org.uk/2000risk](http://www.iee.org.uk/2000risk)

## Triennial (from page 1)

potential applicants.

"I was pretty impressed," said Stephanie Wilhelm, a recruiter for John Hancock Financial Services. "They (the students) were intelligent and outgoing, which is obviously an advantage. I thought they were well-prepared" to meet with the recruiters.

Among the national firms represented at the Job Fair were Northwestern Mutual, KPMG, John Hancock, American Express and Edward Jones.

There were 41 chapters that sent representatives to the Triennial. Tarleton State University, with 25 faculty and student members, had the largest contingent.

During the banquet, the chapter at Elizabethtown College was presented with the first Anthony J. Jablonsky



**Bob McCall (left) and  
Walter Rohrs**

Outstanding Chapter Award (see the related story on page 4). In addition, 15 schools were named Star Chapters for exceeding national standards for chapter operation and administration.

Some special awards were also presented to individuals who were being recognized for their long and distinguished service to

the Society. Dr. Abderrahman Robana and Dr. Balwant Singh have together served over 35 years as scholarship judges. In recognition of their contribution, two of the Society's annual scholarships will be named in their honor.

Walter F. Rohrs has served the National Chapter

in a variety of capacities, most recently as Co-Chair of the Advisory Board. In a very special presentation, he was given a plaque honoring not only his invaluable service, but also his 60<sup>th</sup> anniversary of Delta Mu Delta membership. Rohrs was a 1938 DMD inductee at Bucknell University.

This Triennial Meeting celebrated both the accomplishments of Delta Mu Delta's past and the excitement of its future. Anyone who took part in this meeting would have to agree that Delta Mu Delta is reaching new heights.

**Student and  
alumni  
members got  
the chance to  
meet with  
recruiters at  
the Triennial  
Job Fair.**





# CONTRIBUTORS

Delta Mu Delta would like to thank the following persons for contributing to the Society from April 1 to November 15, 1998.

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