

Vision

“ T H R O U G H K N O W L E D G E , P O W E R ”

For Business Students, Educators and Professionals:

DELTA MU DELTA - A TIME OF CHANGE



William Brunsen
National DMD President
Eastern New Mexico

President's Message

Delta Mu Delta Honor Society is more than ninety years old. Founded in 1913, the organization has issued more than two hundred and fifty-four chapter charters. A number of chapters have been discontinued, but most of them are strong and active organizations on their respective campuses. Each year, DMD inducts

thousands of new members across the U.S., providing a mechanism to recognize and honor outstanding business students.

To meet the needs of the chapters, members, and alums, the administrative operations have been changed. During the 2001-2004 triennium, the Central Office was relocated. We now have an office in the Chicago area with a full-time Executive Director and several part-time support employees. The staff has accelerated the use of technology to provide timely service to the chapters. The professional office staff, facilities, and systems are such that they may be expanded as needed to meet our needs for the immediate future.

During this triennial period, we have also recognized that the administrative structure of the DMD governing body may need to change. Historically, our committees were made up of the Regional Representatives who also serve as your liaison with DMD officers. As the organization has grown, we have begun to ask whether the role of the Regional Representatives should be revisited. The

issue will continue to be "how can we do a better job of meeting chapter needs at a lower cost?"

This has been a triennium of change. As your president, I have been challenged to meet your needs, to monitor the establishment of an office and staff and to serve as a sounding board for others as they consider alternative methods and organizational structures to meet DMD's future needs. It has been an interesting period. Three years of challenge - sometimes with frustration, but also with pride and joy when the successes of our members become apparent.

I thank you for the opportunity to work with so many fine individuals. I would ask for your continued support for your new officers and National Executive Council as they address the future. We remain a society in transition, and change will be a constant part of our expectations.

William Brunsen

Planning for the Future



Janis Petronis
President Elect

Transition, Change, and New are all words which describe Delta Mu Delta over the past 18 months. The transition of DMD has brought about a new central office, a new executive director, a new membership submission form, new computer systems, and a new accounting system. At the recent 2004 Triennial in Fort Worth, we also installed a

new group of officers and several *(continued on Page 2)*



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new members on the DMD National Executive Council. The transition of our central office, the changes in our operating systems, and the new faces in new roles have been challenging, but tremendously exciting and rewarding for everyone involved with Delta Mu Delta.

The 2004 Triennial spotlighted Business Without Borders. We heard executives from Pier 1 Imports, Inc.; French-owned Saint-Gobain, Inc.; RadioShack; Dr Pepper Bottling Company, and Alcon Lab talk to students, faculty advisers, and the DMD Executive Council members about changes in business as we have transitioned to a global economy. DMD graduates no longer enter a workforce in which they must compete with fellow DMD members from the U.S., but rather they are competing with college graduates from all over the world. Graduates who do not boldly meet this new global environment are destined to be left behind.

As I begin my term as your new DMD National President, I want you to know that I am committed to carrying the DMD transition a step further. As the business world is changing, and the needs of our DMD members change, so must the goals of our organization. After the 2004 Triennial officially adjourned, the DMD Board members met for two more days to develop and hone the strategic vision of our organization. Goals and strategies were set forth that will provide more and better services to our chapters, and make attaining membership in Delta Mu Delta of greater value to new inductees and alumni alike.

Over the coming months and years, you will be seeing and experiencing the transition, change, and newness of the outcomes of the vision your national officers have set for Delta Mu Delta. We invite your feedback on how we are doing, as well as your ideas for other needed changes.

The excitement of the Triennial is now a memory, but the enthusiasm and dedication demonstrated there are qualities I want to harness as we move toward new programs, new benefits, and new initiatives in Delta Mu Delta. I invite each of you to join in!



Musings by Dr. Rohrs

Images

If you saw a poster with a picture of the Statue of Liberty, you would very likely think of New York City. The Eiffel Tower would evoke Paris, “Big Ben”, London, The Golden Gate Bridge, San Francisco, and where else would you expect to see the Leaning Tower except in Pisa?

Tulips and windmills suggest Holland, and a maple leaf, Canada. The United Nations displays a unique map of the world, and the International Olympic Organization is easily identified with its elaborate series of rings. Similarly, sports teams, whether professional, semipro, amateur, or representative of a specific school, associate themselves with the names of a wide variety of small and large members of the animal kingdom. Others select a catchy descriptive word or nickname that will appeal to local fans to generate their interest and support.

Firms operating ships and airliners also use prominent and colorful designations to indicate their name and country of registration. Flags and banners serve to proclaim a nation’s sovereignty.

These observations concerning colors, symbols, names and designs are an integral part of the business community for the marketing of goods and services.

By the way, in New York City, at the lower end of Broadway, near the old Customs House, there is a very fine sculpture of a large bull. Although it is relatively close to the center of the financial district, it is possible that an antithetical image of the legendary bear would be in the area, but it is nowhere to be seen.

Perhaps the easiest way to see a bear would be to take an uptown subway train to go to the Central Park Zoo, or maybe hope to find one actually performing with a visiting circus.

Dr. Walter Rohrs became a DMD member in 1938 at Bucknell University. He was the charter Faculty Adviser at Wagner University in 1970 and has been supporting DMD at the national level for over 30 years.

Information & Recognition

FOREVER DOLLARS

Readers of this Vision newsletter are well acquainted with the phrase "Forever Dollars" since we've been using it in every issue for the past 12 years. Each issue devotes part of a column to invite our alumni to send donations to the Forever Dollars Scholarship Program.

But, what exactly does that phrase really mean?

Many other non-profits solicit your monies but few, if any, pledge to preserve them in perpetuity. Typically, you send them a check for \$10 or \$50 and give it to their cause - and they say "Thank you" - and then spend it! This leaves them immediately needing another donation from you to replace it for next time around.

However, when you make a similar donation to our Forever Dollars Scholarship Fund, it states right on the Donor Card that your money will be added to the principal of the Fund and only the earnings will be used to support outstanding students for generations to come.

Where else can a modest donation be used to create a "trust fund" with your monies carefully nurtured by our Investment Committee and only the earnings used to provide as many as thirty-eight scholarships each year?

A legacy! For only a few dollars. Where else?

Call for Scholarship Judges

Do you know a retired or retiring faculty member that might like to serve DMD as a National Scholarship Judge? The timing is difficult for active faculty as the work load is concentrated in April and May - already a very busy time during the typical school year.

If you are, or know of, an interested individual, ask them to send an e-mail to DMD's Scholarship Chair, Rich Sosnowski at rich@dmd-ntl.org.

Please pass the word!



Ashton I. Veramallay
Region 4 Representative
Indiana University East

Region 4 Representative Receives Awards

Ashton I. Veramallay, Professor of Economics and Director of the Center for Economic Education at Indiana University East, has won two awards.

Dr. Veramallay was a recipient of the 2004 W. George Pinnell Award for Outstanding Service from Indiana University. The Pinnell award, established in 1988, recognizes faculty members and librarians who have shown exceptional breadth of involvement and depth of commitment in service to the University, to their profession, or to the public. W. George Pinnell, former Executive Vice President of Indiana University and former President of the IU Foundation, was known for his stewardship as Dean of the School of Business, for leadership in university administration, and for service to state and national government.

He was also the recipient of the 2004 Maurice O. Graff Distinguished Alumnus Award from the University of Wisconsin-LaCrosse. The award is the highest honor the University bestows upon alumni. It salutes the achievements of outstanding alumni whose personal lives, professional achievements, and community service exemplify the objectives of their alma mater. The award was endowed by Graff, who served the campus from 1941-1973 before retiring as Vice Chancellor.

Dr. Veramallay serves as Region 4 Representative on the National Executive Council of Delta Mu Delta, the International Honor Society in Business Administration.

Delta Mu Delta Motto

The Greek letters in the Society's name stand for *Dia Mathessos Dynamis*, signifying Delta Mu Delta's motto:
Through Knowledge, Power -
the power to manage creatively for social and economic good.

Chapter Activities

Commitment to Quality: The Chapter at Albany State University proves that a Paradigm Shift is good Business practice!



Dr. Kathaleena Monds states, "As the Charter Adviser at Grambling State University (LA) back in 1995, I had no idea that my service opportunities would lead me back to Delta Mu Delta. Upon assuming the role of Faculty Adviser here at Albany State University (immediately following the 2001 Triennial Conference), I knew that the motto *Through Knowledge, Power* would be the mantra that would help to get Eta Pi chapter back on track.

"The students needed to feel empowered and the only way that was going to happen was to make Eta Pi chapter something different, something better, something desirable. The students at Albany State University have exhibited the resilience of winners and were determined to ensure that Eta Pi chapter would not only uphold the virtues of the organization, but would become the premiere campus organization.

"Since spring 2002, Eta Pi has inducted more than 67% of its entire undergraduate, graduate, and honorary membership. Once we raised our membership, the chapter needed to strategically plan for those activities that would allow the members to develop their Leadership, Service, and Scholarship capacity. Eta Pi members welcomed a shift in paradigm and worked hard at pursuing excellence.

"The members believed that their efforts should be recognized and decided to achieve the Star Chapter Award. The chapter was recognized with such an honor. The mantra *Through Knowledge, Power* continued to resonate in the minds of the membership and the ultimate challenge would be

to apply for the Jablonsky Award. "I had the pleasure of meeting Anthony Jablonsky and Mildred Marion during the 1995 Triennial Conference. I had no idea that years later we would be involved in vying for the #1 Chapter Position; consequently, on February 15, 2004 Eta Pi submitted application for the Jablonsky Award" stated Kathaleena. The application for the Jablonsky was proof that *Through Knowledge, Power*. Our members believe that such an honor would be a clear indication that...

Work is love made visible.

*And if you cannot work with love but only with distaste,
It is better that you should leave your work and sit at the gate
Of the temple and take alms of those who work with joy.*

- Kahlil Gibran

Bluefield State College School of Business Celebrates Charter Initiation Ceremony

Bluefield State College School of Business was honored to conduct their charter initiation on March 30, 2004. Dr. Larry Lynch, DMD Regional Representative, opened the installation ceremony giving a brief history of the conception of DMD, its mission, and goals and presenting their charter to the faculty advisers.

After the ceremony, a meeting was held to organize events for the remainder of the semester. Students discussed conducting a symposium on various business topics, and plans were made to complete a community service project involving the Bluefield Union Mission.



Pictured above are: Don Caudill, Larry Lynch, DMD Regional Representative; Jennifer Mitchell, Dr. Walker, Deb Halsey-Hunter, Aleaha Lippencott, Chris Belcher, Milam Fowler, Mark Patton, David Arrington, Richard Catron, Lawrence Christian, Bill Goodman, Christine Eliot, John Snead, and Steve Bourne.

Chapter Activities

Kappa Gamma Chapter of Delta Mu Delta at Spring Hill College, Mobile, AL Installation and Induction Ceremony April 20, 2004



Dr. Cort B. Schlichting, Chair, Division of Business, and Dr. Sundar Fleming, DMD Region 3 - Southeastern representative, stand by the new Kappa Gamma Chapter Charter of the Delta Mu Delta Honor Society



The first members inducted include: *(from left to right)* Ana Barker*, Theresa McGonagle Crider*, Lindsay Wilcox, Anna Bush*, Lisa Norris, Nicholas Saacks*, Richard Lee*, Alfred Dowell*, Donna Stadther*, Valerie Ricketts, Raechelle Munna, Nicole Oertli. *Not pictured* Matthieu Forget, Samuel Kennedy, Shanel Lewis, Spencer Larche, and Caitlin Smith.

* indicates Graduate Student members.



Faculty Honorary members pictured *(from left to right)*: Dr. Sanghyun "Eddie" Lee, Marketing; Dr. Stewart Langdon, Management; Dr. Nancy Gautier, DMD Faculty Adviser, Computer Information Systems; and Dr. Cort Schlichting, Division of Business Chair, Computer Information Systems. *Not pictured*: Glenda Partridge, Accounting.

Sul-Ross Induction Ceremony Takes the Cake!



(from left to right) Rob Matthews, Honorary Member & Department chair; Cynthia Kennedy; Paul Kenyon; Daniela Lara; Jerrice Sanderson; and Mazie Will, Chapter Adviser. *Not pictured*: Monique Means.



A reception was held after the induction ceremony, with cake, cheese & crackers, and punch served. The cake decorator took a decal, placed it on top of the cake, and piped icing around it.

Do you have an interesting story about one of your honorary members?

We would like to hear about it.

E-mail us with photos and descriptions

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Vision - Fall 2004

R.L. Sosnowski - Secretary/Executive Director

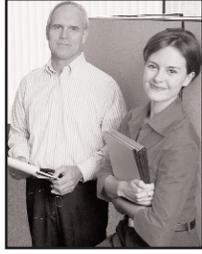
Caroline L. Portlock - Edition Editor

Member Benefit Information

Introducing a New Membership Benefit Answer Financial®

Delta Mu Delta has added a new insurance service to your membership benefits through a special partnership with Answer Financial®, the nation's leading insurance shopping service.

As a member of DMD, you can take advantage of Answer Financial's exceptional selection, service and value on a variety of insurance products and services to shop, compare and buy the insurance coverage you need with one simple phone call or by going online.



We chose Answer Financial because they are a nationwide service offering one-stop access to more than 200 top-rated insurance providers. They also have a proven track record in providing insurance services to a number of organizations, including many honor societies. There is no cost for you to use the service and there is no obligation to buy. We felt it would be of benefit to our members to have the opportunity to make smarter decisions about insurance coverage and to feel more confident about the premiums you pay for the insurance protection you need. Answer Financial can help you do both.

If you are the type who prefers to do your own research and comparison-shopping, you can log on to Answer Financial's Web site at any time that's convenient for you. You can enter your information and get back comparative quotes on a choice of plans from different insurance companies for auto insurance, life insurance, homeowners or renters insurance, health insurance and more. Should you have questions or prefer a more personalized service, licensed agents are available during extended hours to help you find the right coverage for your needs at the best price they can find.

To take advantage of your complimentary access to Answer Financial's insurance shopping services, simply call toll-free 1-877-777-9992. Be sure to mention your Group Name: DMD. If you prefer to use the online quoting, go to www.dmd-ntl.org/benefits and click on Insurance.

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Scholarship Program

Students enrolled in the business programs at schools where there is a chapter of Delta Mu Delta are eligible to compete in the Society's annual Scholarship Awards Program. The Society annually awards scholarships totaling \$27,750 to outstanding business students across the country.

For the list of scholarship recipients, or for scholarship applications for the coming year, visit the DMD website at www.dmd-ntl.org/scholarships.html.

The deadline for scholarships is March 1, 2005.

Delta Mu Delta Apparel Gift and Chapter Items

Graduating soon and want to celebrate in style? Honor Stoles are now available! Looking for a unique gift? Want to show DMD pride? Delta Mu Delta is pleased to present its newest assortment of logo merchandise. These new apparel and gift items, adorned with DMD logos and made with top-quality materials, are available now from the Central Office. Just go to www.dmd-ntl.org, click on the Merchandise button to enter the on-line merchandise section - then click on the appropriate link to see pictures of the items available. There is something for everyone!

More Information Available Online!

The purpose of the Delta Mu Delta Online site is to help you, the members and prospective members of Delta Mu Delta, stay better in touch with your national honor society in business administration.

In addition to Scholarship information and Merchandise; the website provides a list of Chapters, information on upcoming events, and much, much more. Visit us online - your connection to Delta Mu Delta!

How to contact your Regional Representatives



REGION 1 - NORTHEASTERN

*(Connecticut, Maine, Massachusetts,
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Puerto Rico, Rhode Island, Vermont,
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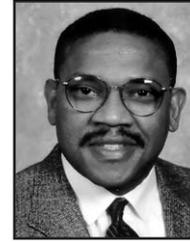


REGION 2 - EASTERN

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Contributions

January 1, 2003 - September 22, 2004

Give the Gift that Keeps on Giving with *Forever Dollars*

The Society's Scholarship Program depends on members like you! Each dollar contributed adds to the principal balance of the scholarship fund, and the interest earned helps support outstanding students for generations to come, which means your dollars will pay off forever!

We thank all of you who have contributed to Delta Mu Delta.

If you would like to contribute, use the enclosed card and envelope to make your dollars live forever. With your help, our scholars can continue their quest for academic excellence in business administration.

And to recognize your contribution...



10K Gold DMD Keys Are Available

For a donation of \$200 or more to the Forever Dollars Scholarship Program, the donor will receive a 10-karat gold Delta Mu Delta key (pendant, pin or tac back available), while supplies last. These unique gifts will be sent to members upon receipt of their generous donation.

Help the nation's most talented business students, and display your pride in membership by wearing this limited edition 10k gold DMD key to work or your next social function.

Delta Mu Delta would like to thank the following persons for their contribution to the Society. These donors were not mentioned for lack of space in our last publication:

Ashland University

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Athens State College

Wanda Camp Campbell

Robert D. Gulbro

Billie K. Jones

Cameron University

Jillian Bradshaw

Central Connecticut State University

Linda R. Interlande

Chaminade University of Honolulu

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