



ASPIRATIONS

ALWAYS ASPIRE TOWARD SOMETHING BETTER

Significant Soundbites from 20 Years of Aspirations

<p>Sixty-one charter chapters doubles first-year expectations</p>	<p>SBD stretched from coast to coast with charters from Virginia to California</p>	<p>SBD membership more than just a lapel pin, certificate and resumé footnote</p>	<p>The "Power of One" a theme and opportunity</p>	<p>Drs. Clark, Hart, and Kehoe begin initial year of two decades of directorships</p>
<p>SBD admitted to Association of College Honor Societies</p>	<p>Dr. John Gardner's Excellence and SBD's Aspirations</p>	<p>Stories of "honor" and "excellence"</p>	<p>"Great stories don't break, they ooze."</p>	<p>The "aspire" in "Aspirations" is an action verb</p>
<p>Making a difference for 227 colleges and over 3,000 students</p>	<p>"Sigma Beta Delta What?"</p>	<p>Honor: "A Magnificent Obsession"</p>	<p>"Leadership" is important!</p>	<p>The number 300 marks a milestone</p>
<p>A fifteen-year reflection of the SBD president</p>	<p>SBD transcends and connects</p>	<p>"A small step for mankind"</p>	<p>Serving and improving society</p>	<p>Organ donors save lives</p>



*Sandra's
alutations*



My Reflection of Our Achievements of Twenty Years

I was so excited! Twenty years ago, I was invited to the first meeting of Sigma Beta Delta, a newly organized business honor society. I knew we had excellent students at Texas Wesleyan who were not recognized for their academic accomplishments, and I wanted to find out how to honor their hard work. I arrived in Florida to meet many professors seeking the same goal.

The program introduced us to outstanding speakers and breakout sessions to recognize the importance of honoring our students. Outstanding business leaders discussed their contributions to business and society. Not only would we honor our students, but we would also encourage them to become leaders and commit to service to improve the lives of others.

As I look over the list of the SBD current board members and officers, I see people who were at that first meeting — some in leadership roles and speakers, Jim Bearden, Don Driemeier, Cliff Eubanks, Bill Kehoe, and Gloria Clark, who, like me, wanted to recognize her deserving students. Over the years we have added new board members who continue the work begun twenty years ago.

During those twenty years, we have honored over 80,000 students. In addition to the honor and recognition they have received, we also encourage them to be leaders not only in their business careers but also in their communities. We know many of you are active in local projects and our national program supporting organ donations.

An outstanding leader who was inspirational in the early development of SBD, Dr. John W. Gardner, continues to inspire us through his legacy of leadership. As Dr. Gardner wrote, "Leaders today are familiar with the demand that they come forward with a new vision.... The vision is to live up to the best in our past and to reach the goals we have yet to achieve—with respect to our domestic problems and our responsibilities worldwide." Two decades later, we continue to recognize the important mission of SBD played out in the lives of you, our members.

Sincerely,

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Reflecting on “Before” and “After” Sigma Beta Delta

DR. CLIFF EUBANKS’ REFLECTIONS

When reflecting upon my many years of association with Sigma Beta Delta, I feel a great sense of satisfaction and pleasure with the organization’s success. It was a high honor to be asked to serve on an exploratory committee appointed by Dr. Richard Scott to determine if some means could be found to bring about National Honor Society recognition for those who achieved academic excellence in their business studies but were precluded from such recognition. Two business honor societies existed but were limited to those business programs with professional accreditation by AACSB and ACBSP. Over nine hundred colleges and universities were regionally accredited but did not have professional accreditation. Other members of this committee included Dr. James Bearden, Dr. Quiester Craig, and Dr. Richard Lewis. We concluded that it was essential that honors recognition be made possible for every regionally accredited institution offering business programs. After considerable research and analysis the committee determined that Beta Gamma Sigma was the most feasible partner for creating a new honor society. It possessed the infrastructure and financial means to create a subsidiary honor society. Beta Gamma Sigma’s Board of Directors approved the creation of what became Sigma Beta Delta. The first Chapter was installed at my institution, Belmont University, in Nashville, Tennessee, on March 24, 1992.

After a few years as a subsidiary, the Sigma Beta Delta Board and the Board of Beta Gamma Sigma concluded that Sigma Beta Delta should become an independent organization. Thanks to Dr. Donald Driemeier and the University of Missouri St. Louis, Sigma Beta Delta was able to operate efficiently and effectively with its own office and staff. It gave the Board much satisfaction when financial stability was achieved and Beta Gamma Sigma was repaid for its investment in Sigma Beta Delta. The Society has achieved remarkable success in carrying out its mission. Chapters have been installed in over 400 colleges and universities and 80,000 individuals have been honored. Seldom could an academic organization experience such growth. That provides real satisfaction to those of us who have volunteered our time to create and sustain this worthwhile organization. Sigma Beta Delta now is one of America’s top honor societies. Future growth is likely not only in the United States but also in other nations. Collegiate education for business is expanding significantly in Europe, Asia and South America. Bringing about the creation, development and expansion of Sigma Beta Delta was indeed a worthwhile endeavor.



DR. QUIESTER CRAIG’S REFLECTIONS

When we started to think about this, we recognized that many deserving youngsters were not getting the opportunity to be recognized because of the absence of a business honor society at their institution. There was limited opportunity, especially at some of the smaller schools. We recognized that many of these youngsters were not getting enough recognition to encourage them to excel. Our idea was to come up with a way to serve that large number of schools, many of them with developing programs who were producing outstanding graduates. So this was the whole idea—to broaden the scope of honors recognition. But the key thing is we didn’t imagine just how many students there were. We only had an idea. If you ever attended one of the induction ceremonies, you realized that this was a great idea as you saw the pride, the excitement, the enthusiasm that was demonstrated by youngsters who were being recognized through their induction into Sigma Beta Delta.



I think it has done what we thought it would do. As a matter of fact, it’s done even more than we thought because of our failure to fully recognize how many students were out there. A few were large schools that recognized academic performance, but for some, student recognition on campus was for athletics. Sigma Beta Delta may have closed a gap. This meant that for outstanding students in business they now had something to not only encourage them but also to recognize them. We felt that recognition would certainly further encourage them and that it would encourage others to strive to get such recognition.

DR. RICHARD LEWIS’ REFLECTIONS

When Jim Bearden approached Cliff Eubanks, Quiester Craig and me about the need to have an honor society for business programs that had regional accreditation, it was an easy sell. All of us were Deans and members of Beta Gamma Sigma, so we had a great appreciation for the importance of being able to recognize and honor students who had achieved outstanding academic performance. My hope was that those institutions, not having a way to do that, would share our belief in its importance.

The results have been more than gratifying. As you know, today Sigma Beta Delta has over 400 chapters and over 80,000 members. And you have gone farther by providing scholarships and identifying the promotion of organ donation as the public service program of the Society. My hope of the future is that, with such a successful start, even more institutions will feel the need to recognize their students who have achieved outstanding academic performance. Hard work and achievement deserves public recognition. With increasing membership the society will be able to provide even more scholarships and advance the promotion of organ donations. These are all truly worthy goals.

At U. S. Air Club in Raleigh, N.C. in 1993, Dr. James Bearden (not pictured), Dr. Craig, Dr. Eubanks, and Dr. Lewis discussed the details for the founding of Sigma Beta Delta.

Sigma, Beta and Delta's Reflections

DR. RICHARD SCOTT'S REFLECTIONS

In the early 1990s there were many colleges and universities with business students with no honor society to recognize their students, some who were very good scholars. Several of us who were active in Beta Gamma Sigma as officers and directors decided to look into remedying that situation. Since I was serving as president, I was in a position to get some attention focused on potential institutions and numbers involved. The more we talked about it the more we determined to look into cranking something up for those students. We believed that someone needed to step in and recognize a lot of good students who were not being recognized because they stood outside that vacuum. We just needed a vehicle to recognize our students for their good work.

Now, when I'm told that the number of students being recognized by Sigma Beta Delta for their outstanding academic accomplishments is approaching 100,000, I'm just delighted. Also I would add a note of gratitude that I've been associated with colleagues who could and did make Sigma Beta Delta happen.

DR. JAMES BEARDEN'S REFLECTIONS

There were structural, and even cultural factors that were at work and influencing the Sigma Beta Delta idea. The idea was an enormous challenge both in terms of concept and certainly in implementation. Among the first objectives was to position the new organization for sustainable long-term growth. Probably the assumption we had was that everything would align early and fall into its natural place. But folks in higher education know full well that is not the case.

We knew becoming autonomous was the correct goal and that was incorporated into the founding. At the outset it was recognized that a new organizational model was needed, and many of those who saw the needs were not being met are found in the membership roll of the early Beta Gamma Sigma members. A major vehicle for fermentation and follow-up of the new idea was a meeting of the Beta Gamma Sigma long-range planning committee meeting in Williamsburg, Virginia.

While a lot did follow and even fall into place nicely there still were many obstacles and hurdles to overcome. That is why the 20+ years following that initial idea hatched in Virginia took so many more years to see the light of day as what we now know as Sigma Beta Delta. Our first years under the protective umbrella of Beta Gamma Sigma proceeded splendidly. However, we were to be there for a short period of years and then strike out on our own. Indeed we did move on to be on our own in 2004, still being supported in many ways by Beta Gamma Sigma, just not managerially and financially. Of course being on our own was tentative and even struggling at times. We had lost leverage that was ours with parent Beta Gamma Sigma, but we responded fairly well. Of course

the severance of that linkage was only operational and financial. Clearly it was felt that our ties were such that they would never be cut completely.

So as we come to this point in our history, contemplating what our next decade of life in the higher education community portends, we really are leaving much to be contemplated for those continuing to write the Sigma Beta Delta story.

DR. DONALD DRIEMEIER'S REFLECTIONS

I have been fascinated by Greek letter honor societies from the time I was ten or twelve years old. This is because my mother was one of the earliest women invited into Beta Gamma Sigma. She received the Beta Gamma Sigma Exchange in our mailbox once or twice a year. Each time brought more questions from me about what the society represented. My interest was complete when I was invited to Beta Gamma Sigma membership as a graduate student. My appreciation for the business honor society bloomed as an active adult. I realized that there were over 900 business programs that did not qualify for the Beta Gamma Sigma or Delta Mu Delta society chapters because both societies required the student to acquire a degree from a school with specialized accreditation.

This was my opportunity to join with my colleagues to develop Sigma Beta Delta and to be able to offer an honor society for these heretofore disenfranchised graduates. Since its formation twenty years ago, Sigma Beta Delta honor society has recognized over 80,000 graduates from among 450 member institutions. Some of these graduates have helped the society to look to new and better ways for Sigma Beta Delta to help, as our ritual suggests, humankind. When I see what has been accomplished, I cannot help but think, "Job well done."



Dr. James Bearden (Beta), Dr. Richard Scott (Sigma), and Dr. Donald Driemeier (Delta)

Continuation of SBD Reflections

DR. WILLIAM KEHOE'S REFLECTIONS

In this age now where the concept of entrepreneurship is in vogue and many business schools are establishing entrepreneurship centers and programs, I think back to an important entrepreneurial venture launched several decades ago when a group of academics founded an honor society to serve a population of students who at that time were not afforded the privilege of honor society recognition. At that time, as we were discussing the formation of Sigma Beta Delta during a Beta Gamma Sigma Board of Governors meeting, I recall thinking that what we were doing in establishing Sigma Beta Delta was both good and necessary. While it was good and necessary, it was not easily done as is the case of many new ventures. It required a well-reasoned presentation by Dr. James Bearden during a Beta Gamma Sigma Board meeting, spirited discussion following the presentation, and introduction of key motions during the meeting in support of developing a new honor society. In the end, the Beta Gamma Sigma Board members were entrepreneurial, generous, and visionary in voting to support the development of a new honor society.

That new society, Sigma Beta Delta, affords the privilege of receiving honor recognition for excellence in scholarship for new generations of students. For those of us involved in the founding of Sigma Beta Delta so many years ago, to see its success today and the thousands of students who received honor recognition, not only warms one's heart but affirms that what we did at that time indeed was good and necessary. What was good and necessary at its formation in that academic entrepreneurial venture several decades ago is even better today and will endure into tomorrow's beyond.



DR. WILLIAM KEHOE

DR. GLORIA CLARK'S REFLECTIONS

About 18 years ago, when accepting my invitation to attend the initial Sigma Beta Delta convention as a delegate, my thinking was: "I suppose this may end up being another boring conference—however it is in the greater Orlando, Florida area." Never in my wildest imagination did I think that this Sigma Beta Delta Honor Society conference, *The Power of One: Excellence and Personal Responsibility in the 21st Century*, would give me a gift that would change my life.



It was an extraordinary conference: exciting, challenging, interactive, and planting seeds of greatness, honor, and wisdom. Over the years, I have seen those seeds take root and grow into fruit producing more than 80,000 members. Those members are paying it forward by supporting their alma mater, making inroads into their professions, and serving their communities. Moreover, I'm proud and excited about the future of this great organization, one that will continue to water the fruit by bringing recognition and honor to the best and the brightest students in business for their scholastic achievement in higher education.



DR. GLORIA CLARK

Dr. Driemeier Named Ambassador of Excellence

The *Ambassador of Excellence Award* honors individuals who have "made significant contributions to humankind through excellence in management and administration."

Dr. Donald Driemeier's role in the birth and maturation of Sigma Beta Delta has been a major force in advancing this important dimension of the nation's honor community. His life and service have influenced and enhanced many thousands of individuals and, most importantly, those who are impacted within and by the higher education community.

