

ASPIRATIONS

ALWAYS ASPIRE TOWARD SOMETHING BETTER

For 227 Colleges and Universities and 30,164 of their Best and Brightest Business Students

ΣΒΔ's First Decade Made a Difference

A 1968 discussion at the Beta Gamma Sigma Biennial Convention on the need for additional honor society coverage planted the seed for the idea of Sigma Beta Delta. The idea surfaced again in 1986 when it was placed on the agenda of Beta Gamma Sigma's Long-range Planning Committee, where it remained for the next few years. It was formally moved for action in January 1990, and given final approval for implementation by Beta Gamma Sigma's Board of Governors in January 1994.

Now Sigma Beta Delta celebrates ten years as an international business honor society. The first decade has been an exciting one moving from a March 24, 1994, chapter installation in Nashville, Tennessee, then duplicated 226 times from Florida to Maine and California to Alaska and 42 states in between, as well as overseas.

The imprint has been left not only on institutions of higher education, but also on the lives of 30,164 individuals as well as on their families and friends. It is an imprint that signifies encouragement and recognition of excellence and the importance such advocacy brings to society.

The creation of Sigma Beta Delta is not viewed as a finite task. Rather it is an ongoing and continuing and developing process and venture. So while ten years is significant in so many ways, it is far from complete.

Remembrances of milestones and shared experiences from Sigma Beta Delta's first ten years were frequently recounted and reflected on at formal and informal sessions during Sigma Beta Delta's triennial meeting in Fort

Worth, Texas. Three members of the original governing Board were on hand to celebrate its tenth anniversary by cutting and sharing a large birthday cake: (pictured below) Founding President, Jim Bearden; current President, Cliff Eubanks; and President-elect, Don Driemeier.



Reflections and expectations surrounding the Society's ten-year anniversary are seen in the comments shared by the other members of the founding Board:

Dr. Quiester Craig: "I think Sigma Beta Delta was something that had to happen at this particular time. Students have so many distractions and recognition is received for other things at many schools. Why shouldn't it be received for honor academic performance? I think Sigma Beta Delta was something that has addressed that very, very well. That was the golden thing that we did

over the ten-year period."
Dr. Richard Lewis: "We had high hopes that the reaction would be positive and we could bring to the honor society movement that large number of students who had no opportunity to be a member of an honor society. Now as we look back ten years, I think overwhelmingly our hopes, dreams, and aspirations have been realized. Yet with any new movement, your potential exceeds your ability to grasp it immediately or even within a short time frame."
Dr. Richard Scott: "Sigma Beta Delta has done exceptionally well in achieving the dreams that those who envisioned the Society hoped for—to encourage and recognize excellence in students studying business in the colleges and universities of America and beyond."
Mr. James Viehland: "With over 200 installations, Sigma Beta Delta has been a resounding success in terms of extending to institutions an opportunity to recognize their outstanding students through an honor society just for the business student. I think that is a reason to have everyone who was involved in the founding give themselves a little bit of applause for having some vision and the persistence to move this forward. I would hope that Sigma Beta Delta continues on its journey of making honor society recognition available to all who seek it and try to explain the value of it to those who may not initially recognize it."
 Sigma Beta Delta's successful first ten years are due in large measure to the vision and well-conceived blueprint provided by the founding Board. Much appreciation is owed to that original Board.

The Wall Street Journal Student Achievement Award is a program developed by The Educational Service Bureau of Dow Jones in 1948. Since inception, many colleges and universities throughout the United States have chosen this award to honor students whose academic performance is considered exceptional. Each school receives a wall plaque designed to display the names of ten award winners. Each year a brass nameplate, engraved with the winner's name and year of citation, is sent to the school for mounting on the plaque. The "outstanding student" nominated by the institution receives an embossed paperweight with the recipient's name imprinted and a one-year subscription to *The Wall Street Journal*. The *Journal's* September 15, 2004, issue listed all national Wall Street Journal 2004 Student Achievement Award Winners. The honorees included the following 23 Sigma Beta Delta members:



Austin Peay State University Rebecca L. Jenkins • Cedarville University Aaron Michael Sattler • Clayton College State University Melissa D. Blount • Emmanuel College Jessica Lynn Benton • Farmingdale State University Brian Bocker • Florida Southern College John Kraus • Franklin Pierce College Amanda Sharkey • Frostburg State University Jason Brown • Hartwick College Kay M. Grisenthwaite • Immaculata University Rachel E. Blair • Kentucky Wesleyan College Helen Toler • Lynchburg College Brian Mason Royal • Pennsylvania College of Technology Leslie M. Weaver

Saint Mary's College of California Natalia B. Chiapa • Saint Michael's College Melissa Densmore • Salve Regina University Lacey R. Bramblett • Southern University at New Orleans Dion K. Aye • Southwestern Adventist University Billy-Roger Taer • State University of New York, Potsdam Curtis Stedje • Texas Wesleyan University Rachel Carter • University of Illinois at Springfield Craig Allen • University of Mary Washington James Matthew Lowe • William Paterson University Kimberly Campbell

ΣΒΔ Excellence

Your contributions have made a difference during the formative years of Sigma Beta Delta. We hope you will continue to be a friend and supporter.

We continue to seek your assistance in supporting scholarships, whether at the \$50 Sponsor level or as a Summa Cum Laude Sponsor of \$2,500 or more. We regard each contribution as a worthwhile investment and one which is most appreciated.

ΣΒΔ Contributors December 1, 2003—November 15, 2004

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Triennial in Pictures

Sigma Beta Delta Scholarship Winners

In Their Own Words

The winners of the scholarships wrote essays detailing their accomplishments to date. Below are a few highlights from each student's essay.

"I am very involved on campus," wrote **Tamika King**, "and I try to be a positive influence to my friends by serving as a tutor and mentor. I am also involved in teaching children at a local school about diversity. These activities give me an immense sense of satisfaction."



"Ever since I can remember," wrote **Kathryn Fluhr**, "one of my goals was to be the only person in my immediate family since my grandmother to attend and graduate from college....Therefore, knowing I have financed a good portion of my education through hard work and scholarships is what I consider to be my greatest accomplishment."



"I remember as a young child," wrote **José Porras**, "the time and commitment I invested toward learning the English language so that I could communicate with my classmates and essentially be able to read everything that was around me....I put my personal commitment forward and let hard work and determination achieve every possibility." *holder of **Richard C. Scott Fellowship**



"I am unafraid to use my God-given talents," wrote **Kara Patterson**. "I have always loved to sing but was afraid of an audience....I knew I had the ability, and I committed myself to using it....I am now asked to sing often and am no longer reluctant to accept." *holder of **Blanche Touhill Fellowship**



"I am a non-traditional student working full-time and raising two children," wrote **Rae Ellen Correll**. "One of the greatest gifts we can give our youth is that of education. It is rewarding to see the effect my hard work has had upon my children and the growth of their compassion to attain new heights in their own educational experience."



"I entered college," wrote **Lois Rogers**, "weighing 220 pounds and hoping I wouldn't end up borderline diabetic like my father....I have worked harder in the past four years than I ever have before, both physically and mentally....I can proudly say when I graduate I will be at the top of my college class and sixty pounds lighter. And I hope everyone will be looking, because it will be my new proudest moment."



Cliff's Note

From the President



Over 3,800 students were inducted into Sigma Beta Delta this past year, our highest number ever. These outstanding individuals bring our total membership in the Society to more than 30,000. We congratulate these newly inducted members for achieving excellence in their academic work.

Our primary mission is to provide national honor society recognition to highly capable business students in our chapters representing 46 states and one international university. If you know a college or university which offers degree programs in business or management that does not offer business honor society recognition to their outstanding students, please tell them about us or let us know and we will make contact with them.

We joined our sister honor society Delta Mu Delta in holding both organizations' triennial conventions this past year in Fort Worth, Texas. Our organizations share a common mission serving business students. The convention, with a theme of "Business Without Borders," included outstanding sessions led by leaders with extensive global business experience.

We conducted Sigma Beta Delta business at the triennial which included the election of officers and Board members. Dr. Donald Driemeier of the University of Missouri-St. Louis will become President on July 1. Dr. Sandra Hart of Texas Wesleyan University was elected Vice President/President-elect. Dr. James Bearden was elected Secretary/Treasurer.



Two new Board members are **Dr. Richard Scott**, (at left) Vice President for University Development at Baylor University and **Dr. Randy Boxx**, (lower left) Dean of the Harry F. Byrd Jr. School of Business at Shenandoah University. We are fortunate to have such outstanding individuals leading the Society in the years ahead. We will miss two fine individuals whose terms on the Board ended this year. Dr. William Kehoe, O'Dell Professor of Commerce in the McIntire School of Business at the University of Virginia has made extensive contributions to Sigma Beta Delta since it was founded in 1994. Dr. GERALYN FRANKLIN, Dean of the School of Business at the University of Texas of the Permian Basin has been a very energetic leader on behalf of Sigma Beta Delta during her tenure on the Board. We greatly appreciate their outstanding service to the Society.

I am very honored to have had the privilege of serving as your president these past four years. It has been my good fortune to have served with outstanding officers, directors and staff during a period of growth and strengthening of Sigma Beta Delta. I wish the very best to all of you in the years ahead.

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10 Years Ago Belmont Was Our Founding Chapter

Dr. Harry Hollis, President of Sigma Beta Delta's first chapter, was interviewed by *Aspirations*.

Q: How does being the very first chapter of Sigma Beta Delta fit into your memory bank?

A: *I remember it very well. There was a sense of excitement from the very beginning among the faculty and also among the students as they found out about this. So, I'd say the key word was "excitement," very excited to be a part of history.*

Q: As a Belmont faculty member, when no business honor society was available, what was your thought process when you realized there would be an opportunity to recognize outstanding students?

A: *I felt very good about that because it was good for the students. It gave them an opportunity to strive for something. It was good for the faculty because we had an orderly process whereby we could examine what we were doing in our teaching as far as the standards and the values of Sigma Beta Delta. And it was also good for our community because we were sending students into companies and organizations. And the kind of things that the honor society organization stands for are the kind of things that companies seem to need.*

Q: What's your memory of the March 24, 1994, ceremony?

A: *I remember it was just a time of anticipation. The newness got the adrenalin going and we were excited about it. The students' reaction that first year was they were really excited and proud that they could put on their résumés that this was something that they had achieved. It was a big deal to them.*



Aspirations selected three special Belmont members to feature in this anniversary issue. They are special not only because of their ΣΒΔ membership but because all three shared Belmont's "Undergraduate School of Business Administration Outstanding Student of the Year" award.

The students, Jaclyn, Jessica, and Jocelyn Kerr, may have the distinction of being the first

triplets inducted into business honor society membership. They spoke to *Aspirations* about some of their experiences.

Q: You all were inducted into ΣΒΔ in 2002 and you graduated in May 2003. What do you do now?

A: *I am the Research Coordinator at The Buntin Group. I am a Client Service Assistant at Smith Barney. I am the Assistant Account Executive at The Buntin Group.*

Q: And your major was?

A: *Marketing. Marketing and management. Finance.*

Q: Did you ever take courses together, all three in one course? If so, was that a problem for the professor?

A: *We did. They could keep us straight after a while.*

Q: What were your reactions when you were inducted into the honor society?

A: *I remember when you get the honor how the professors come to your classrooms. The tapping. It was just the honor of seeing business professors that you have, in their regalia. That's one of the greatest experiences.*

Q: Well, what are your goals now?

A: *It's all very fresh—being so young and being so new to the business, there's a lot to learn. There are a lot of challenges that constantly drive you to learn more.*

A: *I would like to work a little while and get more experience to bring to the classroom and to be able to share that. But I definitely would like to pursue a graduate degree.*

A: *My job has so many challenges as far as learning more about the business and the industry. That's a huge goal for me. Just every day to learn more.*

Ambassador of Excellence Award Goes to Delta Mu Delta

Sigma Beta Delta's Ambassador of Excellence Award was created to recognize in a visible and public way those whose contributions to the success and viability of Sigma Beta Delta have been exceptional. The initial award was made to Dr. Richard Eakin, Chancellor, East Carolina University, for providing time and resources to assist in the founding of the honor society.

The second award was presented to Dr. Richard Scott, who, as President, led Beta Gamma Sigma in its work of creating, organizing, and administering Sigma Beta Delta during its formative years.

The third award went to Chancellor Blanche Touhill who was instrumental in the Society's national office being housed in 2000 at the University of Missouri-St. Louis.

Each of those persons was truly an Ambassador of Excellence whose support and spirit of cooperation were needed and appreciated.

Sigma Beta Delta named its fourth Ambassador of Excellence during the recent triennial meeting session with the following presentation:

Many Delta Mu Delta members were involved in the background during the long process and journey of creating Sigma Beta Delta. Using an athletic team metaphor, they were the "reserves." Five individuals here this evening were the ones assisting us from the beginning, the very special ones, the "starting five."

Would the following persons come forward: Randy McLeod, Bill Brunsen, Rich Sosnowski,

Bob McCall, and last but far from least—Tony Jablonsky, who is to receive the award on behalf



of the entire Delta Mu Delta membership.

There you have, ladies and gentlemen, a "fabulous five" representing Delta Mu Delta, our 2004 Ambassador of Excellence.

Alcon: A Business Without Borders

Choosing a triennial theme, "Business without Borders," called for inviting someone with experience and connections to international business to deliver the convention keynote address. **Mr. Tim Sear**, a leading international business executive and Chairman and former CEO of Alcon, Inc., a worldwide leader in ophthalmic research and manufacturing, was an outstanding choice.

Drawing from his early life in England and extensive business experience from Australia, Asia, Europe, and since 1975, the USA, Mr. Sear offered interesting and insightful information to an audience of over 200 Sigma Beta Delta and Delta Mu Delta students and faculty. A PowerPoint presentation was used to illustrate the international reach Alcon employs to achieve sales of \$3.4 billion, split almost evenly between the USA and abroad, and to highlight the company's contribution to the practice of ophthalmic medicine and surgery around the world as the world's leading eye care company.

Included in his overview of Alcon's development of international markets, as well as future international development, were many observations which captivated an audience of future business leaders, e.g.:

- China, Russia, and India are major growth opportunities.
- One in eight people in the world are Chinese farmers—a significant underserved population group.
- Japan is the largest market in the pharmaceutical field outside the U.S.
- Twenty percent of Japanese who are 20 years old today will live to be in excess of 100 years old.
- Just about everybody in Russia is literate—99 percent plus can read and write.

At the conclusion of his presentation and after a prolonged and standing ovation, Mr. Sear invited an audience interchange.

Q: As you expand globally, could you tell us about your strategy? Would you be going

into specific markets first or kinda taking a shotgun approach?

A: *We take every market seriously. I could share with you our P&Ls for Croatia, Slovenia. Small markets. They all start small. We just treat them all with respect and try to adapt our approach to whatever the local structure is in terms of distribution, funding, the hospitals, and so on.*

A prime competitor decided that most of their growth would come from eight countries—they would concentrate on those eight countries. And they disbanded subsidiaries in countries like South Africa, New Zealand, and Singapore. We don't do that. Most companies do.



Q: What's the issue or concern that keeps you awake at night?

A: *(In our research) we have to select a certain number of compounds or molecules to pursue. Many of these fall by the wayside as you go through what is typically a six or eight-year process. You can have a hundred million dollars sunk in a product before you make a cent.*

We have one key project in macular degeneration, something being written about these days—a very frightening disease. We have a very impressive molecule in that area. We just completed our second major clinical trial for U.S. approval of the drug and it didn't stack up. We will still be able to submit it, but it will take some more hard work.

Recognizing that many in the audience

would soon be considering their work life, Mr. Sear spoke to that concern.

Some of you will be looking for careers. So I would like to give you a little personal advice.

First, it's terribly important to join a company or a profession where you can really be proud of the products or services that you are providing. After all, you are going to be doing this for many, many years. Get involved in something that is really worthwhile.

Secondly, find a group of people that you feel that you can work with—that you like; that are fun; that are bright. Pick the people. Be a little less concerned with some other elements.

Recognize that this is now an international market. You have to really cue into the international aspects. So travel. Learn another language. Go to China. Bring the international content into your lives.

It's not important to join a big company. Don't ignore the smaller operations.

Try to get some sales experience. That's extremely important.

As you go into the job, be upbeat; have fun; be enthusiastic; volunteer. Stand out in that way. Don't be a "nine-to-fiver."

Travel now. See the world. Those of you who are still students, do it now. Because it's a lot harder when you have kids and mortgages, several jobs, and so forth. Some of you will, and you will never regret it.

Sigma Beta Delta President Cliff Eubanks concluded the evening's keynote session by thanking Mr. Sear:

Thank you very much for that insightful presentation. Alcon is obviously a great business development success story.

So thank you for sharing the values of Alcon and giving us insight into a really successful business story. Truly, your business is without borders.