



ASPIRATIONS

ALWAYS ASPIRE TOWARD SOMETHING BETTER

Sigma Beta What?

The headline above was not *The Wall Street Journal's* headline for their lead story in the Weekend Journal Section on November 4, 2005. The accurate version was "*Phi Beta What?*" and was about Phi Beta Kappa, the nation's oldest (1776) and most prestigious honor society and their problem with a growing number of students declining membership in the society. *The Journal's* report that "students are saying no to America's famous honor society" was focused on Phi Beta Kappa, but its message resonates throughout the collegiate honor community.

More specifically, the "what" question could be directed to Sigma Beta Delta and other honor societies since membership acceptance is an important and recurring issue faced by most members of the Association of College Honor Societies. But even with the validity and the timeliness such an inquiry about Sigma Beta Delta could have, the reality is that two equally important questions had already been planned for this issue of *Aspirations*. Our story has another headline: "*Sigma Beta Delta: Why and How?*" We reserve the "what" for later inquiry. Better still, we leave it to members to reflect and answer for themselves the "*Sigma Beta Delta What?*" question—the way members and chapters define Sigma Beta Delta?

ΣΒΔ: Why and How?

Offered below is a sketch of the initial rationale for creating SBD. It provides some answers to the headlines' "Why" question. A brief interview with outgoing president Cliff Eubanks, as he reflects on the societies' first decade, is also instructive. Comments by faculty members at three different institutions provide interesting and telling observations on "How" SBD chapters are established. Their comments capture quite poignantly how SBD can continue to grow in the next decade. The three selected institutions begin on the Atlantic coast with Elizabeth City State University in North Carolina, on to Virginia and Virginia Military Institute, and into the Midwest at Rogers State University in Oklahoma.

Why Sigma Beta Delta?

Beginning in 1986, the Board of Governors of Beta Gamma Sigma recognized that not all colleges and universities offering degrees in business were being served by the honor society movement. In 1983, there were 967 institutions identified as offering business degrees but providing no opportunity for national business honor society membership to their students. The honor society movement had not reached these institutions in part because the two existing honor societies, Beta Gamma Sigma and Delta Mu Delta, had exclusive relationships with specialized business accrediting agencies. Unlike

some professional fields where a licensing body requires specialized accreditation of educational programs, higher education in business has been able to fulfill important societal purposes through reliance on institutional accreditation from one of the regional accrediting bodies rather than requiring specialized accreditation.

To address the void that existed for the 967 institutions and acknowledging that a business honor society should be available to all regionally accredited institutions, Beta Gamma Sigma created Sigma Beta Delta as a subsidiary. It became an autonomous and independent society in 2000.

Reflections of a Decade

What has been the impact of Sigma Beta Delta's creation ten years ago?

Former president Cliff Eubanks (CE): Thirty-five thousand students in 250 chapters have been recognized—students who would not have had honor society recognition if Sigma Beta Delta had not been created. I sense a great deal of enthusiasm by faculty and institutions for having the opportunity to recognize their outstanding students. That enthusiasm can carry over to building aspirations among the student body for pursuing excellence.

Has the mission of Sigma Beta Delta

changed from its original purpose, and do you see changes in the next ten years?

CE: Our mission has always been to provide honors recognition. We have served different types of institutions: the state universities, private and religious affiliated institutions, and historically minority institutions. That was our focus and we served those very well. A major change in education for business is the development of educational institutions in the private sector. Those have grown significantly in the past five years and in all likelihood will continue to play a more prominent role over the next years.

(continued on p. 3)



From
**Don's
Desk**

A Challenge.....

Sigma Beta Delta is an honor that has been reserved for those individuals with superior academic success. It is an honor based on a cumulative record of achievement. Furthermore, it is an honor which lasts a lifetime. But is it, or should it be, more than an award? To me, the answer is yes!

Yes, because with the honor comes the expectation of an ability to bring individual knowledge and wisdom to bear upon the problems in our place of employment and in our larger communities. There is a rightful expectation that from our members should come thoughts, ideas, and plans which can transform society.

We cannot wait until others decide to take the first step. In this newsletter are examples of both students and faculty who saw a need and tried to answer it. "The Power of One" was the theme of our first national meeting in 1996. It should remain a reminder to each of our members of the amazing feats they can accomplish if only they are willing to take the first step.

A Thank You.....

When I assumed the Presidency of this society last July, I succeeded two individuals who served as Sigma Beta Delta's first two Presidents—Dr. James Bearden (East Carolina University) 1994-2000 and Dr. Clifford Eubanks (Belmont University) 2000-2005. These individuals are clear examples of how the "power of one" became the "power of two" and then "the power of four." This led to the forming of Sigma Beta Delta. Now some 30,000 members later, we collectively say "thank you" to them for their foresight and vision.

A thank you also goes to Dr. William Kehoe (University of Virginia) and Dr. GERALYN FRANKLIN (University of Texas of the Permian Basin) who retired as members of the Board of Directors on June 30, 2005. They both brought much to our Board's ability to think "outside the box."

A New Executive Director....

On August 1, 2005, Ms. Sandy Estep became the Executive Director of Sigma Beta Delta. Sandy, who has an M.B.A. from the University of Missouri-St. Louis had first joined the Sigma Beta Delta office as a part-time employee. In February, with the resignation of Mr. Lance Wilson, she became the Acting Executive Director. The Board was pleased to confirm her permanent appointment when it met in July. We wish Mr.

Wilson great success as he joins the accounting firm of BKD, LLP.



Dr. Sandra Hart

This is the first opportunity I've had to communicate with the entire SBD membership. I want to tell you how pleased I am to serve as your president for the next three years. Dr. Sandra Hart, vice-president/president-elect, and I both pledge to pursue a renewed initiative to expand the SBD opportunity to all eligible colleges and universities. We solicit your assistance in accomplishing this important task.

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Are there opportunities for improving the honor society?

CE : Our members represent the brightest individuals and the hardest-working individuals in higher education for business. It could be very important that we encourage these bright graduates to play a more organized role in addressing economic and social issues in our society in the years ahead. We need for them to address real world economic and social problems. No better group of individuals can provide resources and problem solutions than those individuals who have been tapped by the honor society.

Are there opportunities / problems for expanding the reach of Sigma Beta Delta into additional colleges and universities?

CE : Collegiate business education is becoming more prominent worldwide. I think we can expand internationally. We may see changes in the structure of collegiate education for business, particularly the rapid growth of privately held organizations in the future.

Is there a role that existing members and chapters can play in enhancing and extending Sigma Beta Delta?

CE : We are a very mobile society. Faculty members are part of that. They may have been on a campus where a chapter was begun. Subsequently, they moved to another institution, and then have been instrumental in starting chapters. We've also seen some of that with students as well.

What is the decade's number one achievement?

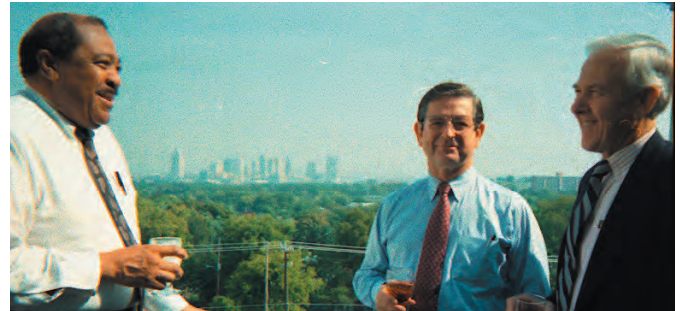
CE : Growth of chapters. And building a solid structure and management team for the continuation of Sigma Beta Delta.

Any disappointments in the first decade?

CE : Ironically, the disappointment is that we haven't done even better. The disappointing news is we didn't have the resources to do even more in the ten-year period.

What is the highest priority for the next ten years?

CE : Insuring that our existing chapters are successful and assisting them so that there is a strong local campus chapter in each institution. Expanding to those eligible institutions that are not currently served by Sigma Beta Delta, both domestic and international.



Q. Craig, C. Eubanks, and R. Scott during early SBD planning at Belmont

How Sigma Beta Delta?

Faculty initiative has been largely responsible for SBD taking root and growing into a major international honor society for business management and administration. Their acceptance and enthusiasm for providing honor society opportunity for their students are keys to creation and continuance of institutional chapters. As shown in the three following chapter accounts, the stimulus sometimes comes from one faculty member as at Elizabeth City State University and Virginia Military Institute. Other times it's a collaboration as shown at Rogers State University where the dean, department chair and professor, all with previous SBD experience, collaborated to ensure a successful chapter development. Clearly, the three versions point to faculty involvement as the key ingredient in spreading SBD.



{Inducted into SBD in 1995 at Cumberland University}

Elizabeth City State University

Dr. J. Hilton Barrett, II,
Professor
Walter R. Davis School of
Business & Economics

After twenty years in corporate life I went to Cumberland University and ended up heading the business program.

We did not have any specialty accreditation, but we were SACS accredited, and Sigma Beta Delta was the international honor society of choice for that.

I left Cumberland 2000-2001 and went over to head up the program at Aquinas. I saw the same concept—we needed Sigma Beta Delta as a way to recognize scholarship. Belmont's Cliff Eubanks installed our chapter. We had at that installation Sigma Beta Delta's Alpha and Omega chapters. We were the latest and Belmont was the first, and we thought that was sort of neat.

In 2002 my wife retired from teaching and we talked about returning to Eastern North Carolina, to our roots. ECSU wanted somebody with industry experience who had also published. I got what I wanted, and they got what they wanted. The Dean made me Chair of the Scholarship Committee. So my quest was how do I develop scholarship within ECSU? The obvious answer

was that we needed a center point which was an honor society.

It's real value. It's value for the institution. It's value for the students. It's value for Sigma Beta Delta to expand in this way. It's a rewarding experience for everybody involved.

The first person you've got to sell is whoever your boss is. My boss here was the dean. And that wasn't a problem. My boss at Aquinas was the provost and that was an easy sell.

The faculty buys into it very quickly. Our lives say scholarship's important or we wouldn't have spent so many years getting doctorates. We are scholarship. Our lives are scholarship. That's about who we are in our chosen profession.

The administration buys into it very quickly. It enhances the prestige of the institution. This is an opportunity for our institutions to honor scholarship. Business students tend to be more career oriented so it tends to be very important for them to have recognition of their scholarship. It makes the students look good on their resumé. My perception is that they are willing to work harder to achieve Sigma Beta Delta

So here's an opportunity to honor scholarship. It enhances what we are about individually as professors. It enhances what we are about as institutions. And it enhances our students in what we want them to be about.

It's all of the right things that we wanted it to do and more. I have never been disappointed in Sigma Beta Delta. There's no downside to this.

Virginia Military Institute

Colonel Stewart W. Husted,
John W. and Jane M. Roberts Chair in
Free Enterprise Business
Department of Economics & Business



{Inducted into SBD in 1995
at Lynchburg College}

The bottom line was what we were recognizing was excellence in economics.

We didn't have an honor society representing the business side. I felt we needed an honorary to recognize the business achievement. We didn't want to take anything away from the economics side, but I felt like we needed it. So, having had a positive experience over at Lynchburg College, students seemed to appreciate the fact that we were recognizing excellence. And that's where VMI is coming from. Five straight years we've been the number one public liberal arts college in America and there's a big push toward excellence. Having an honor society represents a good complement to that.

But you've got to have a champion. It may or may not be the Dean. Everywhere I've gone I've tried to champion student organizations that need to get kicked off. So, I think that's key—finding a faculty member willing to champion it. You have to appeal to them in the sense of someone coming at it with a management background. A basic leadership principle, if you will, borrowed from management, would just be that simply you recognize and praise people. Go back to the Hawthorne studies. What is an institution doing to praise or recognize their business students? If they're not doing anything, they're not practicing what they're preaching.

It's just part of the move toward excellence. I'm tired of reading mission statements that say, "We're high quality," or whatever. But they're not emphasizing the things that they need to do to recognize that quality and to emphasize it.

Anything that honors student excellence is just a must. We needed to do that in business as well as economics. We have Omicron Delta Epsilon for economics. But I think there's room for multiple honoraries in a school and certainly, we're in the right one for now. Everything that we will gain out of that will be a positive experience.



Mark Lenzi, who was inducted at VMI's charter SBD ceremony, also received the First Jackson-Hope Medal for graduating with a perfect grade-point average.

Rogers State University

Dr. MaryRose Lamb Hart, Professor
Dr. Hubert Tollison, Chair
Dr. R. Bruce Garrison, Dean
School of Business & Technology

We became a four-year institution in the fall of 2000. We made the transition from a community college to a university, so we're just beginning to get honor societies. We're having our growth stage.

Our BSBA was approved in the fall of 2003, so we're just really starting our third year of offerings. We have been talking Sigma Beta Delta for about four years, so it has been the plan.

Almost all the faculty have said that they will give it support. I think some of the faculty were glad to see that we could encourage our students and give them recognition in an international organization. It'll be positive we know because our faculty is very close to our students. We have close advising relationships. To some extent it validates the program. It's saying, "We are part of, and have been accepted by, this large organization. We are a school of works, a program of value."

It recognizes the student and we're recognizing excellence. "We've encouraged you to be excellent. We've told you the benefits in terms of employment, but this is another reward for your excellence." You're going to see the quality of students improve at Rogers State University.

I saw a sense of pride and accomplishment at McKendree. A lot of the students there were the first in their family to graduate from college.

At Southeastern there was a more immediate effect. Among the juniors there was a marked improvement very quickly in their performance. As a senior, you could see that pride in their school.

I think long term, too, that it will mean something for students to put it on their resume. Recruiters coming on campus look at two students and they both have about the same GPA. They'll say, "Well, you know, I'm going to take Student A over Student B because she was in more organizations, was more active, and had leadership roles for which she was honored."

Also the business community around the university takes a sense of pride as they see we're a part of an honor society. They have a better perception of the School of Business and Technology. I think you're going to see the academics improve and Sigma Beta Delta will be a contributing factor to that.



{Dr. Garrison, left, inducted into SBD in 1994 at Houston Baptist University; Dr. Hart, center, inducted in 1998 at McKendree College; and Dr. Tollison, right, inducted in 1997 at Southeastern Oklahoma State University}

Does a
\$10 gift
to Sigma
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Delta
really
count?



: Its Value to You and ΣΒΔ

Do you think a small \$10 donation is not important? It sure doesn't buy much gas for your tank these days, but it will buy a medium pizza, several songs online, or a ticket to a movie. If that's all you can afford, why bother sending it to Sigma Beta Delta? Why, indeed. Take a look at the students pictured below who won scholarships this year. Ask any one of them what \$10 gifts and others do for ΣΒΔ and your answer will be a resounding one. Scholarships are important in ΣΒΔ and in higher education, and they are possible because many donors have opened their hearts and wallets to share their good fortune. Hopefully you have benefitted by membership in ΣΒΔ and we would like to count on you to be among those contributors who want to continue and expand Sigma Beta Delta and its purposes. We appreciate very much your support, whether it be \$10, \$25, \$100, or more. Your tax deductible contribution can be mailed in the enclosed reply envelope or online at www.sigmabetadelta.org. Your "small" donation can make "big" things happen!

Scholarship Winners In Their Own Words

The winners of the scholarships wrote essays noting some accomplishments to date. Below are selected comments from each student's essay.

"Working at Roaring Gap Club tested my personal commitment as well as my organizational skills, my ability to communicate effectively with various audiences, and my adaptability....In addition, the experience has left a lasting impression on me, personally and professionally. Running the program did much more than enhance my skills as a horsewoman: I have developed the skills necessary to be a successful businesswoman."



Lauren Bertram



Adam Cebula, Jr.

"I landed a full-time job at Fed Ex Trade Networks, a position that provides a high level of motivation for my studies as well as significant training for the business world. My greatest accomplishment to date has been the ability to maximize the amount of tasks I can accomplish successfully. My commitment to academic success is unrelenting, and my determination and commitment will allow me to accomplish any task that I set forth for myself."

"My experience as a teacher has taught me more about the art of patience, the skill of communication, and the value of people than I have ever learned in my academic setting. Though I hold academia in high esteem, I do not underestimate the value of the hands on, practical experiences in the shaping and building of one's character."



Cherise Robinson



Claudia Scandola

"I was selected to serve in a leadership role designing and implementing signature outreach programs that benefit children at risk and helping to build bridges between the college campus community and the wider community. In the words of Sigma Beta Delta, throughout my life I will continue to strive for personal and professional improvement and a life distinguished by honorable service to humankind."

The three students below not only won scholarships but also hold a named scholarship honoring someone whose support of Sigma Beta Delta has been invaluable.

Serena Thao Vu—Holder of The Richard C. Scott Fellowship



"In order to improve my English, I sacrificed all of the extracurricular activities that other kids had the opportunity to enjoy. Instead, I tried to increase my vocabulary. Throughout my childhood, trying to be fluent in English was the most important goal. Even though it proved to be extremely difficult, my zealotness and dedication allowed me to overcome great obstacles."

Holder of The Blanche Touhill Fellowship—Daniel Overberg

"From the farm fields of a small, rural community to the athletic field, I have developed a work ethic and a commitment to excellence that have allowed me to achieve success in my academic field. This has allowed me to achieve success in all arenas and has prepared me to make a positive contribution to the accounting and business fields."



Marc Townsend—Holder of The James H. Bearden Fellowship



"As a culmination of everything that I have been through in my life, my proudest and most important accomplishment is simply the fact that I made it into college and have been a successful student. I know of many people who have gone through tough childhoods and have used them as an excuse to live less than satisfactory lives. I believe, without a doubt, that the commitment I made to make my family proud is what pushed me through a tough childhood and into a successful adult."

Wall Street Journal Achievement Award

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 21, 2005, issue listed all national *Wall Street Journal* 2005 Student Achievement Award Winners. The honorees included the following 25 Sigma Beta Delta members:

Austin Peay State University Mamie P. Patterson • **Cedarville University** Allison E. Krizo • **Centenary College of Louisiana** Katherine Willis • **Clayton College & State University** Jeffery Edward Brock • **Elmira College** Tiffany Marie Austin • **Elon University** Adam Clark Davis • **Emmanuel College** Tiffany Dixon • **Farmingdale State University of New York** Kevin Koenig • **Franklin Pierce College** Courtney Boardman • **Lake Superior State University** Sherry Ann Klein • **Lee University** Jimmy Prichard • **McKendree College** Stacie L. Foster • **Pacific Union College** Kimberly Bentjen • **Pennsylvania College of Technology** Christopher J. Hepburn • **Pennsylvania**



State University at Erie, The Behrend College John Richard Dalvet • **Saint Michael's College** Ian M. Fraser • **Salve Regina University** Meagan Shaw • **Siena College** Jacqueline M. Trela • **Siena Heights University** Angela Scheurer • **Southern University at New Orleans** Nicole Curtis Johnson • **Southwestern Adventist University** Mairilise Coimbra Pothin • **Texas Wesleyan University** Jason Wainwright • **University of Illinois at Springfield** Nancy K. Elwell • **University of Wisconsin-Green Bay** Taylor Ray Hansen • **Virginia Military Institute** Jamaal Willie Stafford

ΣΒΔ Excellence

Your contributions have made a difference during the formative years of Sigma Beta Delta and 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 that is most appreciated.

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