

ASPIRATIONS

A L W A Y S A S P I R E T O W A R D S O M E T H I N G B E T T E R

FELLOWSHIP PROGRAM HONORS SCHOLARS

As a reflection of the Society's commitment to encourage and recognize scholarship, Sigma Beta Delta awarded four fellowships to deserving student members at SBD schools.

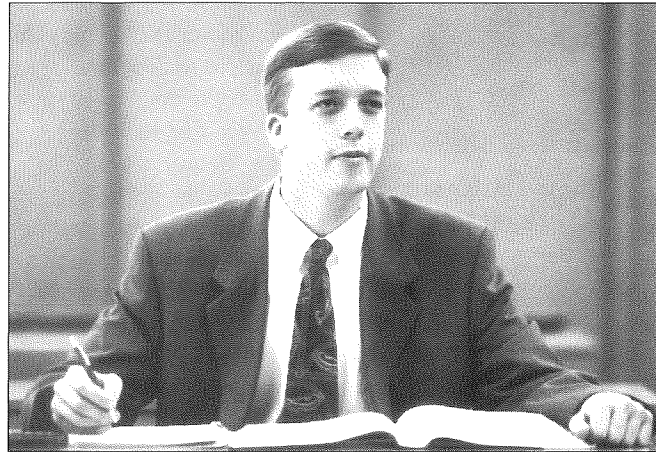
The Sigma Beta Delta Fellowship Program awards \$500 fellowships to outstanding business and management students. This is the second year the Society has sponsored the Fellowship Program.

This year's recipients were chosen from more than a dozen outstanding applicants. To compete for the SBD Fellowships, a student must be a member of the Society, or invited to become a member. The recipient must use the fellowship in senior or master's level study in business at a regionally accredited college or university.

Each chapter is encouraged to nominate one qualifying member for the awards. It is the hope of the National Executive Council that as the Society grows, so does the fellowship program. The generous donations of those listed on page four help make the Sigma Beta Delta Fellowship Program possible.

The following is a short

(see Fellowships on page 3)



Jeff L. Johnson, a graduate student working on his MBA at Emporia State University, was named a 1998 Sigma Beta Delta Fellow.

See the story about the SBD Fellowship Program in the left column.

PURPOSE OF HONOR SOCIETIES

The following article is an excerpt of comments made by Dr. James H. Bearden, president of Sigma Beta Delta, during the Association of College Honor Societies Annual Meeting. Dr. Bearden was participating in "A Debate about Purpose of Honor Societies" with the heads of other honor societies.

You may remember watching the events of the women's Olympic figure skating championships from February 1998. The odds-on favorite, Michelle Kwan, did not win; rather her fellow American, fifteen-year-old Tara Lipinski, became the youngest ever to win the gold medal. From the interview following that spectacular event, I get the text for this address. And it comes not from remarks of the champion but those of the runner-up.

Michelle Kwan, when asked her reaction to her silver medal placement, noted that she had aspired, trained and worked for four years to be in these Olympic games—"and I did that," she said. She noted that she wanted to be able to perform at the top of her game—"and I did that." And her comment on the outcome—"You never know what

you are going to get. Even if you work hard, it doesn't mean you're going to get a gold medal. It may not be the color medal I want, but I'll take it. There's nothing more I could have done. I truly know that."

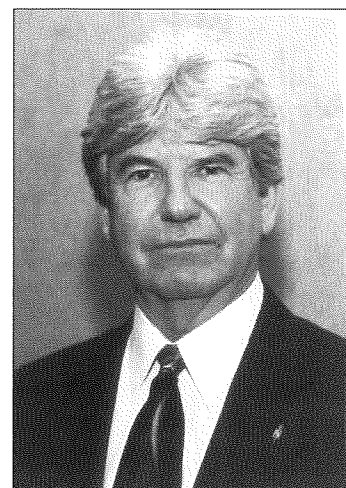
Those Olympic games were a microcosm of the honor society world and thus lead me to some points I want to make:

- Last year, we as a group in the Association of College Honor Societies, awarded the equivalent of 281,737 medals (memberships) and in the pecking order of campus awards, I think they were all gold medals. Consider it as our version of the Olympic games, which may be much more significant and powerful as a force for societal good.

(see Honor Societies on page 2)

Honor Societies (cont. from page 1)

- Continuing with the metaphor, those in competition for our medals, in the main, work for four years. They must show discipline and the highest level of personal responsibility. They must perform well and be subject to measurement by the judges—our faculty colleagues.
- That, in sum, is a view of the purpose of the honor society—to sponsor and support a mechanism which will encourage and reward excellence in scholarship and leadership. And if the participants work and train and excel, their personal responsibility and discipline are reflected in the “gold” of the key and the certificate which we award them.
- But as Doug Foard (Executive Director of Phi Beta Kappa) noted, even if the view of some is that we don't have to do more than that, I hope we will. And therein lies the potential for any small debate which any of us might have regarded as the purpose of an honor society.



James H. Bearden
President

year has given us a community that now numbers about 5 million throughout the world. To what extent is that community of scholars we have created not just alumni, but a thinking and problem-solving network?

Can that network be empowered to serve humankind—to help address some of the issues of society? To be sure, they do that individually in countless ways. My question is more to the point of whether we can or should in some specific ways try to encourage or coalesce that interest in some focused ways. What would be the impact of only one or two percent of our members addressing a

commonly identified problem area of society? Is there some benefit in collaborative effort?

If we moved in that direction, it would be a sea change in the traditional way we look at our honor society graduates. But it would in no way diminish the primary role of the honor society.

How to encourage and challenge new initiates to extend that personal responsibility and excellence they have demonstrated in the “ivory tower” life to some real world issues and problems in the broader arena is one question. How to and whether to attempt to harness and direct the talent and energy of our members of longer standing is also a question.

I am of the opinion that if we can in some way engender within our gold medallists that same pursuit of excellence in a larger context—to get them to spread their wings over a broader space—then we will all benefit.

And to the debate over the purpose of the honor society? To me, that's a given and there is no debate—our purpose is to encourage and reward excellence in scholarship and leadership as evidenced by service while a collegiate student.

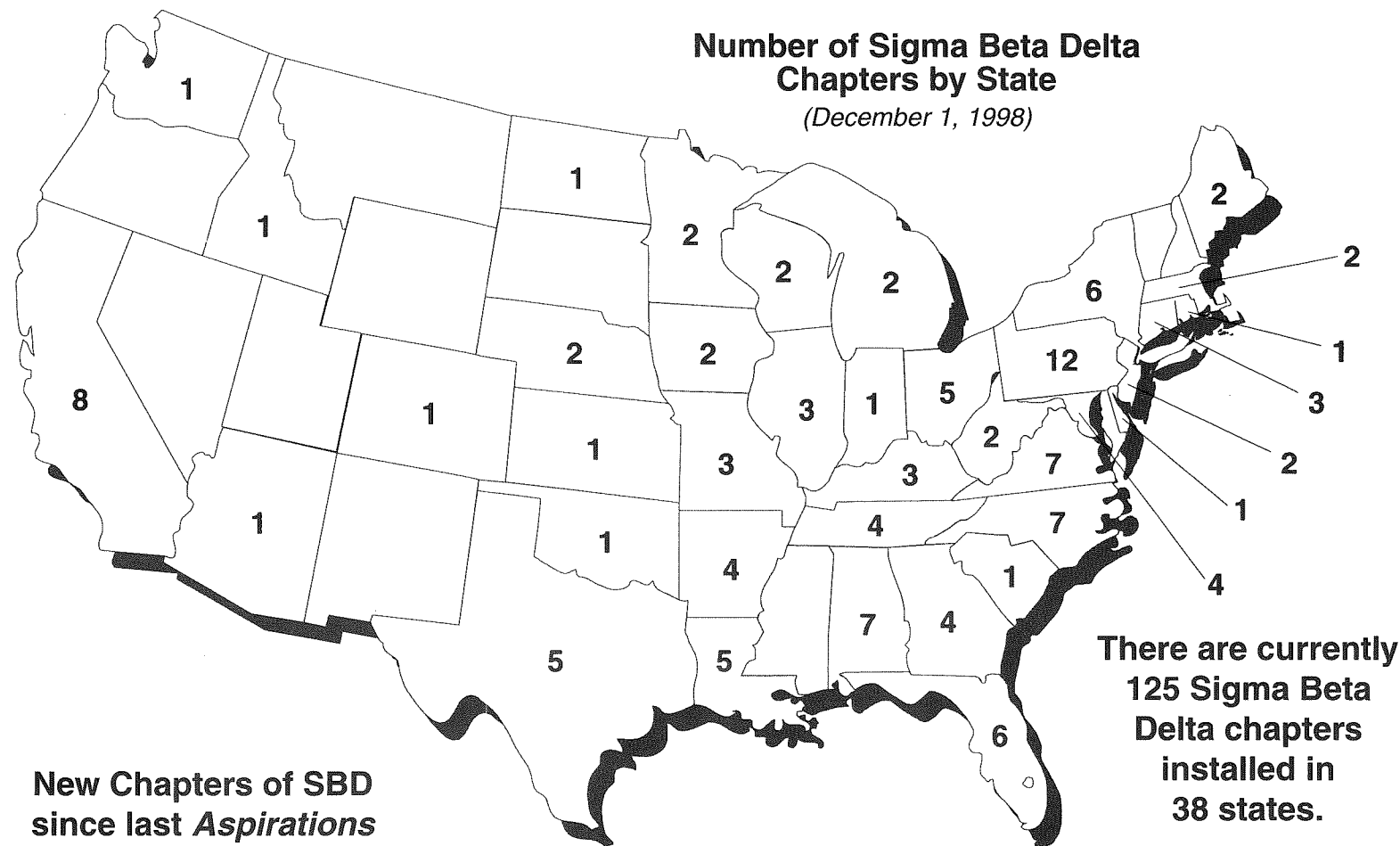
The real debate arises over whether we have any opportunities and responsibilities for focusing on service after the graduation experience.

So for purposes of debate, I want to focus at least some attention on what happens to those 281,737 who are our “gold medal” winners—our initiates.

My question is: After the key and after the certificate, which have been earned by clearing the GPA and/or LEADERSHIP bar erected by our respective societies, then what?

Is there some potential in viewing that bar-hurdling event as just the launching pad for a lifetime of service; and if that view has merit, does the honor society have a responsibility to nurture and encourage service?

Certainly, we are regularly creating and adding to the community of scholars. The 281,737 medallists recognized by our 65 societies last



**New Chapters of SBD since last Aspirations
(December 1997)**

- Austin Peay State University
- Cabrini College
- Elon College
- Florida Southern College
- Frostburg State University+
- Hampton University
- University of Illinois at Springfield
- Indiana University of Pennsylvania
- Lees McRae College
- Northwest Nazarene College
- Palm Beach Atlantic College
- Pennsylvania State University at Erie, The Behrend College
- College of St. Joseph in Vermont+
- Shenandoah University
- Texas A&M International University
- United Arab Emirates University+
- Woodbury University

+(These chapters are scheduled for installation in December 1998)

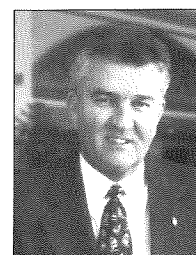
INTRODUCING THE NEW MEMBERS OF THE SBD EXECUTIVE COUNCIL



Gloria M. Clark brings professional and educational experience to the Executive Council. She presently serves as Associate Professor in Accounting at Winston-Salem State University. She has held various positions with federal agencies including the U.S. General Accounting Office, the Federal Deposit Insurance Corporation and the Department of Health, Education and Welfare. Dr. Clark serves as Faculty Advisor to the SBD chapter at Winston-Salem and was instrumental in its establishment.



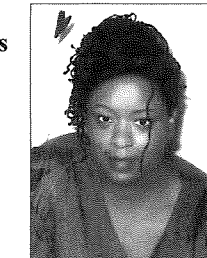
Sandra Hile Hart is presently serving as Professor of Marketing, School of Business at Texas Wesleyan University. Previously she served as Dean and Interim Dean. In addition to Sigma Beta Delta, Dr. Hart holds memberships in Alpha Nu Alpha, Beta Gamma Sigma, Phi Alpha Theta and Alpha Lambda Delta honor societies. She has written numerous articles and papers and presented various programs in her specialty area, marketing. She was instrumental in the establishment of the Sigma Beta Delta chapter at Texas Wesleyan and currently serves as faculty advisor.



William J. Kehoe is the William F. O'Dell Professor of Commerce, McIntire School of Commerce, University of Virginia. He has previously served as Associate Dean, International Business Area Coordinator, Marketing Area Coordinator and Academic Director of the Ph.D. Institute. He has authored numerous articles and papers, and serves on the editorial review boards of the *Journal of Business Research* and the *Journal of Global Business*. Dr. Kehoe currently serves on the board of Beta Gamma Sigma as Secretary/Treasurer. As a Founding Sponsor of Sigma Beta Delta, he was instrumental in the initial growth of the honor society.

Fellowships (cont. from page 1) introduction to Linda Lanus, one of the outstanding 1998 SBD Fellowship recipients.

Linda D. Lanus is a senior majoring in business administration at Southern University in New Orleans, Louisiana. Inducted into Sigma Beta Delta in April 1998, she expects to graduate in May 1999.



Linda D. Lanus
Southern University at New Orleans

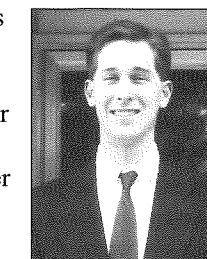
Along with the usual struggles of a college senior, Linda has had to overcome a great deal more. As a victim of breast cancer, she has refused to give up her dream of making a brighter future for her and her family.

In her application essay, Linda said she is proud of maintaining her high grade-point-average while “fighting the biggest battle of my life thus far.”

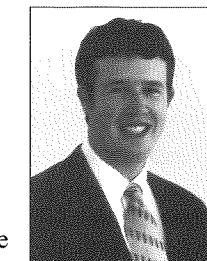
“I decided that if I was going to be in school, I would do my best and give it my all. There were many late nights, early mornings, missed meals and overlooked leisure activities, all because I knew that when I had this disease licked, the overall plan for my future would not be off-course.”

She has also taken the time to start a Boy Scout troop at her son's school. She said she approached the principal about starting some sort of constructive, self-esteem building program for the boys, and the school offered the use of its facilities. She has recruited volunteers to help run the program, organized activities and built the program from the ground up. In its first year, the troop has 45 boys actively involved.

Michael J. Heckman and Alexander E. Wolf, pictured above, are also 1998 fellowship recipients.



Michael J. Heckman
Truman State University



Alexander E. Wolf
Ohio Wesleyan University

SIGMA BETA DELTA ONLINE

If you haven't heard, Sigma Beta Delta now has a presence on the World Wide Web. The new address is:

<http://www.sigmabetadelta.org>

Members should dial us up to see what's going on. The site contains a great deal of information about SBD and its programs. It links our page to many of our chapter schools. If your school is not linked, let us know. Also, alumni members will appreciate news about the Society's activities.

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

sbdhonors@sigmabetadelta.org

This is the quick and easy way to contact us here in the Central Office. It is also the best way to let us know if you have changed your address. That way, you can be sure to get future issues of the *Aspirations*, and other mailings by the Society.

SBD GOES INTERNATIONAL

As this issue of *Aspirations* was being printed, plans were underway to install the first chapter of Sigma Beta Delta outside the United States.

As one of the newest chapters of Sigma Beta Delta, United Arab Emirates University, scheduled for installation in December, will be an historic one for the Society. Because of the significance of the event, James H. Bearden, president of SBD, will perform the induction ceremony.

The Executive Council is excited about the prospect of adding international chapters to the Society. Look for the story and pictures from the installation of the SBD chapter at United Arab Emirates University on the website and in the next issue of *Aspirations*.

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