



# 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

## CHARTER MEMBERSHIP EXCEEDS EXPECTATIONS; 61 CHARTER CHAPTERS INSTALLED

Sixty-one charter chapters of Sigma Beta Delta have been installed in as many institutions of higher education during this charter year of the honor society. This number more than doubles the goal of 30 chapters originally anticipated, and reflects business schools' enthusiasm for recognizing their best students with membership in a national honor society.

Sigma Beta Delta has been established to honor students who have attained superior records in business, management, and administration programs in schools and colleges with regional accreditation.

In the U.S., over 900 institutions of higher education with regional accreditation are lacking a national honor society in business. This represents over 60 percent of the senior institutions offering bachelors, masters and/or doctoral degrees in business as listed in the HEGIS (Higher Education General Information Survey) Report.

Sigma Beta Delta's charter membership represents a wide spectrum of academic institutions, including both public and private, small and large, religious and secular.

Seven chapters have been listed as founding chapters of Sigma Beta Delta: Belmont University (TN), Morehouse College (GA), Southern University (LA), North Carolina State University (NC), Houston Baptist University (TX), Saint Leo College (FL), and McKendree College (IL).



*Inductees Professor James C. Cotham, III, and his daughter, Susan E. Cotham, and James H. Bearden at the founding of the Belmont University SBD Chapter.*

The two-fold purpose of Sigma Beta Delta is to encourage and recognize scholarship and achievement among students of business, management and administration, and to encourage and promote personal and professional improvement and a life distinguished by honorable service to humankind. Scholars ranking in the top 20% of their class are eligible for membership in the society.

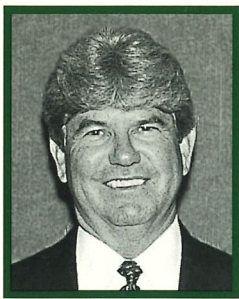
There are two other national honor societies recognizing academic achievement in business and management: Beta Gamma Sigma (BGS) chapters currently serve institutions with accreditation by the American Assembly of Collegiate Schools of Business (AACSB); and Delta Mu Delta (DMD) serves those institutions accredited by the Association of Collegiate Business Schools and Programs (ACBSP). With the establishment of Sigma Beta Delta, all other institutions with regional accreditation will have the opportunity to honor those students achieving academic excellence in business.

Sigma Beta Delta traces its beginnings to June 19, 1986, where, at a BGS Long-Range Planning Committee meeting in Williamsburg, Virginia, Dr. James Bearden, then Vice President/President-Elect of BGS, and currently Sigma Beta Delta's founding President, urged BGS to thoroughly examine its relationships with AACSB non-accredited schools.

In subsequent discussions, BGS leaders acknowledged that the business honor society is a vital participant and positive force in higher education, and should be available to all regionally accredited schools. The culmination of the discussions was a decision by the BGS Board of Governors to establish Sigma Beta Delta.

The creation of Sigma Beta Delta follows a 200-year tradition of honoring scholastic achievement in higher education, beginning with the establishment of Phi Beta Kappa in Williamsburg, Virginia in 1776.





## THE SIGMA BETA DELTA CHALLENGE

*James H. Bearden, President*

Welcome to our first issue of *Aspirations*, the newsletter of Sigma Beta Delta. There is a celebratory tone in this issue of *Aspirations*. We have many reasons to celebrate. After one full year, Sigma Beta Delta has over 2000 members in 61 chapters.

The concept behind Sigma Beta Delta is not new. Among the variety of ways available to faculty and institutions for recognizing and encouraging scholastic excellence, the most prominent and the one which is most appropriate for conveying lifelong and national recognition is the honor society which has been a part of the American collegiate scene for over 200 years since the founding of Phi Beta Kappa in 1776. Today, Sigma Beta Delta provides an opportunity for a large number of institutions to recognize their outstanding scholars in business, management, and administration.

Excellence is the treasure of an honor society. Our students who are recognized for their excellence have demonstrated to their peers and the faculty their worthiness for national recognition. A national honor society is the means for a college or university to confer on the individual an honor which transcends the institution and marks the individual for life. Those who have been so marked with honor society recognition have been singled out as persons of accomplishment and of great promise.

It is to this promise that we issue our challenge. As a Society, we at Sigma Beta Delta accept the challenge to encourage and nurture the aspirations of our members to succeed, to contribute to society, and to make a positive difference with their lives. We offer an individual challenge to our members to continue on the path of excellence they have taken thus far, following the principles of Sigma Beta Delta — wisdom, honor, and the pursuit of meaningful aspirations.

The feeling of success and the pride in accomplishment are pleasures indeed. These are not ours alone, but can be shared with our loved ones as well. In the course of installing the founding chapters of Sigma Beta Delta, there were many instances of loved ones sharing in the accomplishments of Sigma Beta Delta students. We have had the satisfaction of seeing married couples inducted as well as a faculty member father and his daughter. Children have been present to see honor conferred on their parents, grandmothers looked on with pride to see grandchildren publicly recognized as individuals of achievement, and parents see a harvest of pride at the end of a long growing season as their children are presented the insignia and certificate of Sigma Beta Delta. Of course, faculty share their role as mentors to hundreds of students who have proven themselves worthy of honor.

Sigma Beta Delta is newly about an old task. The newness of our Society does not diminish the accomplishments of those we honor. We inherit a tradition older than any can remember. Upon that tradition we build a new future for us and for those who follow. The light of honor casts its beam far and gives vision to those it touches, and it is this vision which our Society passes on.

## THE FOUNDING AND CHARTER CHAPTERS OF SIGMA BETA DELTA

### ALABAMA

Huntingdon College  
Jacksonville State University  
University of Mobile  
Oakwood College

### ARKANSAS

Ouachita Baptist University  
Southern Arkansas University

### CALIFORNIA

Chapman University  
Concordia University  
DeVry Institute of Technology  
Monterey Institute of International Studies  
Saint Mary's College of California

### COLORADO

Metropolitan State College of Denver

### CONNECTICUT

University of Bridgeport  
University of New Haven

### DELAWARE

Wilmington College

### FLORIDA

Nova Southeastern University  
Rollins College, Brevard  
★ Saint Leo College  
The University of Tampa

### GEORGIA

★ Morehouse College  
Thomas College

### ILLINOIS

★ McKendree College

### INDIANA

Butler University

### IOWA

Coe College  
Iowa Wesleyan College



## KANSAS

Emporia State University

## KENTUCKY

Morehead State University  
Spalding University

## LOUISIANA

Centenary College of Louisiana  
Our Lady of Holy Cross College  
★ Southern University  
Xavier University of Louisiana

## MARYLAND

Hood College  
University of Maryland Eastern Shore  
Morgan State University  
Washington College

## MASSACHUSETTS

Atlantic Union College

## MICHIGAN

Hillsdale College  
Lake Superior State University

## MISSOURI

Northeast Missouri State University

## NEBRASKA

University of Nebraska at Kearney

## NEW YORK

Hilbert College  
SUNY, College at Plattsburgh

## NORTH CAROLINA

Chowan College  
Greensboro College  
★ North Carolina State University  
University of North Carolina–Asheville

## OHIO

Cedarville College  
College of Mount St. Joseph  
Muskingum College  
Ohio Wesleyan University  
Urbana University

## PENNSYLVANIA

Cedar Crest College  
Gannon University  
Widener University

## TENNESSEE

★ Belmont University

## TEXAS

East Texas Baptist University  
★ Houston Baptist University  
Jarvis Christian College

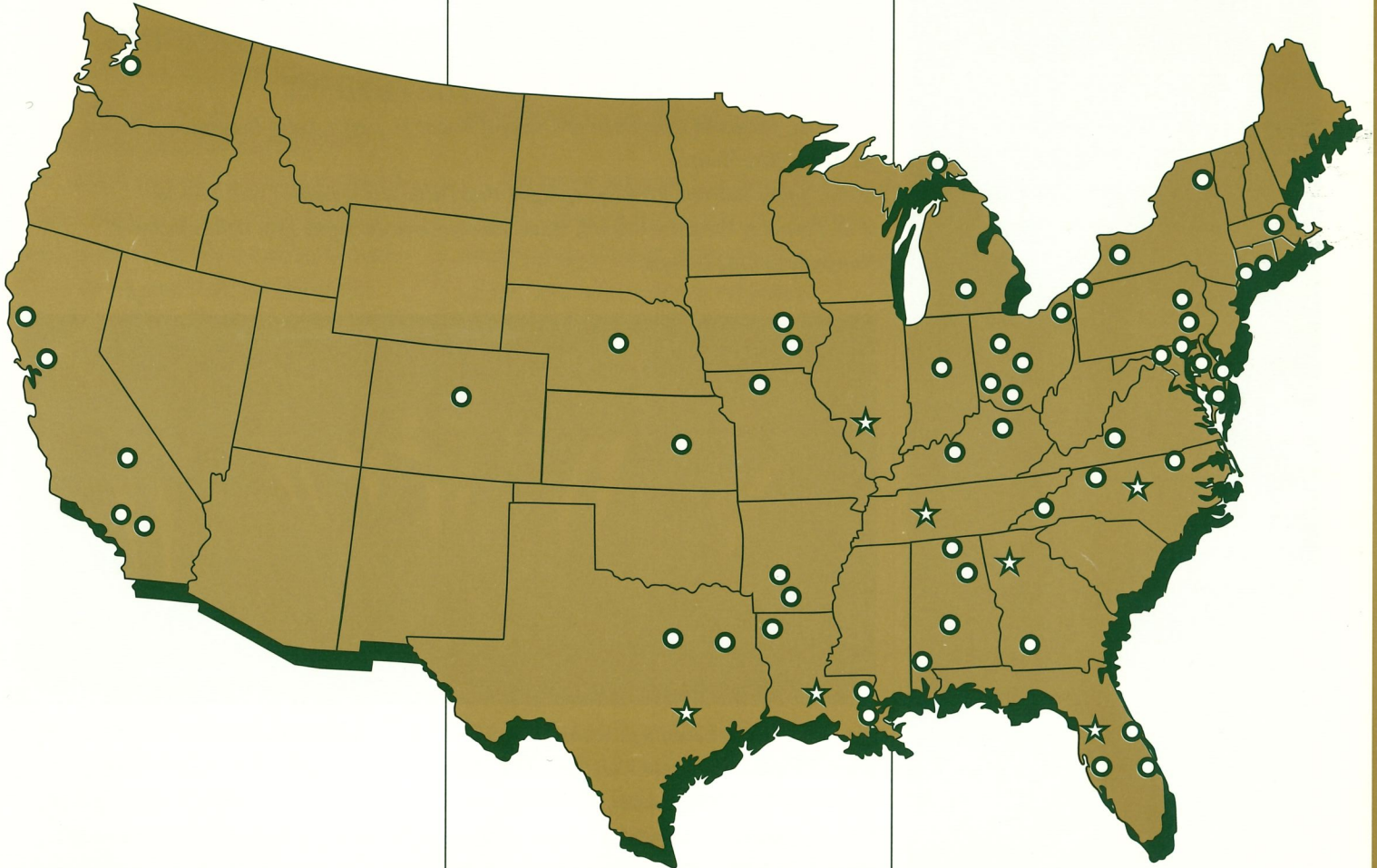
## VIRGINIA

Lynchburg College

## WASHINGTON

Seattle Pacific University

★Indicates Founding Chapters



## MEANING OF SIGMA BETA DELTA

*(from the Induction Ritual)*

The principles of Sigma Beta Delta are represented by three Greek words, the initials of which form the name of our society: SIGMA BETA DELTA.

Sigma is the initial letter of the Greek word ΣΟΦΙΑ which means wisdom. Wisdom is knowledge gained over time, analyzed and used with discernment. Wisdom is not merely information, but allows one to acknowledge information, consider its validity and relevance, and then incorporate into one's own life what is appropriate....Wisdom is knowledge applied.

Beta is the initial letter of the Greek word ΒΕΒΑΙΟΣ which signifies honor. Honor is a personal quality of the highest value. Honorable persons are held in esteem, considered to be trustworthy, and admired by others because they live a life that is worthy of such recognition. Honorable persons have chosen to live a life that is bounded by integrity and ethical decision-making so that they may be free of the tyranny of dishonor. Honorable persons respect others and are willing to provide leadership to the benefit of humankind.

Delta is the initial letter of the Greek word ΔΙΩΚΩ which signifies the pursuit of meaningful aspirations. To aspire to worthy goals sets apart persons of accomplishment and those who merely mark time with their lives. Persons of wisdom and honor must aspire to a course to achieve their objectives, for goals without action are no more fulfilling than action without goals. To aspire toward the fulfillment of one's goals to serve humankind and develop personally and professionally will lead to a life of meaning and satisfaction.



## INDUCTION CEREMONIES HONOR OUTSTANDING BUSINESS SCHOLASTIC ACHIEVEMENT

Top photo; *Induction Ceremonies at College of Mount St. Joseph, James Bearden, Sue Wajert, Joe Abern, Kim Hunter.*

Above; *James Bearden, President of Sigma Beta Delta, and Quiester Craig, member of the Founding Executive Council, induct members into the Sigma Beta Delta chapter of Morehouse College, Georgia.*



*Sigma Beta Delta Founding Executive Council, L to R, Dr. Bob Owens, Louisiana Tech University; Dean Richard Scott, Baylor University; Dean Quiester Craig, North Carolina A&T State University; Dr. James Bearden, East Carolina University; Dean Richard Lewis, North Carolina State University; Dr. Donald Driemeier, University of Missouri, St. Louis; Dr. Clifford Eubanks, Belmont University; James Viebland, Central Office*