



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

SIGMA BETA DELTA MOVING INTO THE 21ST CENTURY

Sigma Beta Delta was proud to report that 61 chapters were installed during its charter period. That number has grown by 25 to a grand total of 86 chapters across the United States.

As the chapters have grown, so have the benefits of membership with the designation of a fellowship program.

Four \$500 fellowships will be awarded for the 1997-98 school year. All fellows must be Sigma Beta Delta members and either undergraduate or graduate students enrolled in business programs during the year of the award.

Each chapter is encouraged to nominate one person for the fellowships. The four award recipients will be selected by the Executive Committee. More information about the nomination process will be mailed to faculty advisors during the 1996-97 school year.

DR. CLIFFORD EUBANKS PRAISES BUSINESS HONOR SOCIETIES

If you want to know about national business honor societies a good resource is Dr. Clifford Eubanks. He has the distinction of being a member of all three national honor societies which recognize academic achievement in business and management.

Dr. Eubanks, better known as Cliff back then, got his first introduction to a business society as a graduate student at the University of Arkansas in the early '60s, when he was inducted into Beta Gamma Sigma. He went on to earn both an MBA and his Ph.D. at that institution.

As an assistant professor of management at Kansas State University in 1966, Cliff was instrumental in bringing a Delta Mu Delta chapter to the Manhattan campus. Belmont University in Tennessee – where he is a management professor – became the

first chapter of Sigma Beta Delta in March of 1994. Cliff presently serves on the Sigma Beta Delta Executive Council and served on the Beta Gamma Sigma Board of Directors from 1986-90.

“It’s been a great thrill to experience the very rapid rate of growth of Sigma Beta Delta,” he says. “In less than 25 months, we now have 86 chapters in 33 states. It makes me feel very proud that we invested the hours to make Sigma Beta Delta a reality.”

According to Cliff, national honor societies play an important role on campus. “I think we need to provide recognition for students who excel. It’s nice to be recognized by your peers and by others, such as future employers, as earning that distinction. And it’s a permanent part of their (the students’)



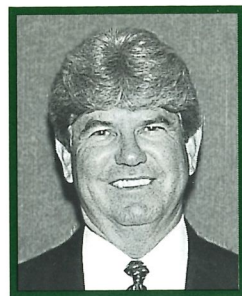
Dr. Clifford Eubanks discusses Sigma Beta Delta with students at Belmont University.

records.” As a member of SBD’s Executive Council, Cliff has had the pleasure of attending several induction ceremonies. “It’s just a wonderful occasion.”

Societies are not only important for the students and their families, but also for the institutions. “It’s important for a school to have a mechanism to pay tribute to those who excel.”

Cliff knows students and the academic world well. For the past 30

(See Cliff Eubanks on page 3)



THE SIGMA BETA DELTA CHALLENGE

James H. Bearden, President

Sigma Beta Delta has made great progress during the past two years. By the end of the 1995-96 academic year, the Society will have approximately 90 chapters spanning most of the United States and will have inducted over 5,000 members. What began as a dream of a few people, quickly became a cause adopted by many. It could not have happened without the will and effort of faculty and administrators at many colleges and universities.

Those who have achieved are to be congratulated. Intellect, effort and persistence are the prime ingredients leading to their success. These same traits also lead to success in the corporate world. It is the expectation that our members will continue to apply themselves toward superior achievement to make additional contributions to life in the years to come.

This spring, the Sigma Beta Delta ritual will be repeated by several thousand new members of the Society. As we recognize our new members for their excellence in academic preparation, we challenge them through the ritual to transform their preparation into a life of meaning and satisfaction. The same challenge is issued to our alumni members as well. The positive response to this challenge measures our success as an honor society.

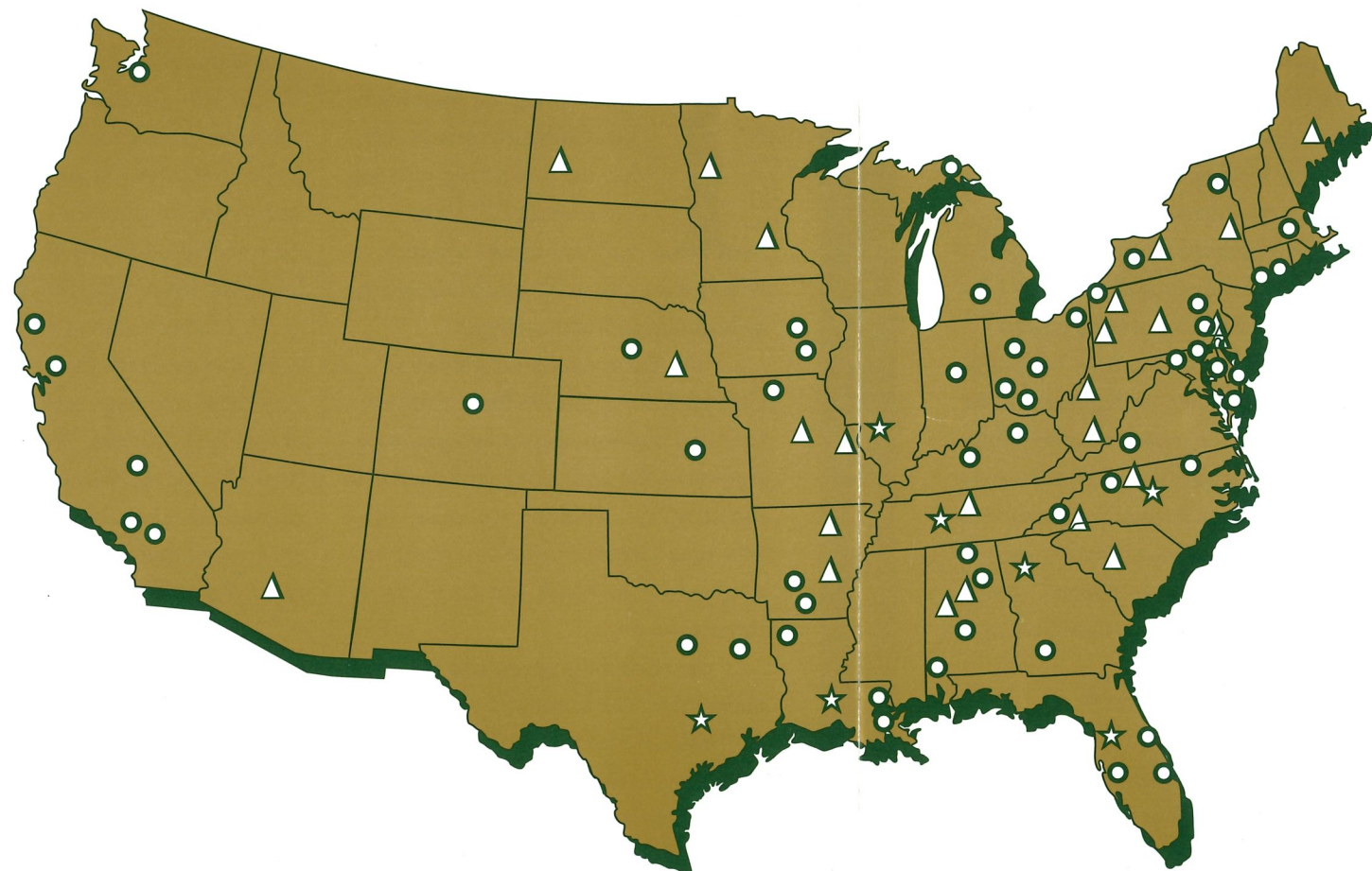
We hope that you are proud of your successes and will continue to maintain a connection with Sigma Beta Delta throughout your lives. We will do our part to maintain contact with you through *Aspirations*. A visible sign which is always appropriate and will strengthen Sigma Beta Delta is your continuing inclusion of Sigma Beta Delta on your resumes. A reference to Sigma Beta Delta, international honor society in business, management and administration, will signal to the world your promise of great achievements.

James H. Bearden

SIGMA BETA DELTA CHAPTERS

Alabama	Huntingdon College Jacksonville State University Judson College Δ University of Mobile Oakwood College Samford University Δ	Kentucky	Morehead State University Spalding University	North Dakota	Dickinson State University Δ
Arizona	DeVry Institute of Technology - Phoenix Δ	Louisiana	Centenary College of Louisiana Our Lady of Holy Cross College Southern University Xavier University of Louisiana	Ohio	Cedarville College College of Mount St. Joseph Muskingum College Ohio Wesleyan University Urbana University
Arkansas	Ouachita Baptist University Southern Arkansas University University of Arkansas at Pine Bluff Δ Williams Baptist College Δ	Maryland	Hood College University of Maryland Eastern Shore Morgan State University Washington College	Pennsylvania	Beaver College Δ Cedar Crest College Edinboro University of Pennsylvania Δ Gannon University Widener University Holy Family College Δ Robert Morris College Δ Saint Francis College Δ
California	Chapman University Concordia University DeVry Institute of Technology Monterey Institute of International Studies Saint Mary's College of California	Massachusetts	Atlantic Union College	South Carolina	Lander University Δ
Colorado	Metropolitan State College of Denver	Michigan	Hillsdale College Lake Superior State University	Tennessee	Belmont University Cumberland University Δ
Connecticut	University of Bridgeport University of New Haven	Minnesota	Concordia College Δ Northwestern College Δ	Texas	East Texas Baptist University Houston Baptist University Jarvis Christian College Lynchburg College
Delaware	Wilmington College	Missouri	Maryville University - St. Louis Δ Northeast Missouri State University Stephens College Δ	Virginia	Virginia Intermont College Δ
Florida	Nova Southeastern University Rollins College, Brevard Saint Leo College The University of Tampa	Nebraska	Doane College Δ University of Nebraska at Kearney	Washington	Seattle Pacific University
Georgia	Morehouse College Thomas College	New York	Hilbert College Siena College Δ SUNY, College at Brockport Δ SUNY, College at Plattsburgh	West Virginia	West Virginia University - Parkersburg Δ The College of West Virginia Δ
Illinois	McKendree College	North Carolina	Chowan College Greensboro College North Carolina State University		
Indiana	Butler University		University of North Carolina-Asheville Winston Salem State University Δ		
Iowa	Coe College				
Kansas	Iowa Wesleyan College Emporia State University				

Δ Indicates New Chapters (1995-96)
★ Indicates Founding Chapters
○ Indicates Charter Chapters



CLIFF EUBANKS CONTINUED.....

But, as challenging and exciting as years he has taught business and management at the University level. After teaching at Kansas State for two years, he became the chairman of the management department at Murray State University in Kentucky for four years. Cliff moved to Alabama to accept the deanship of the School of Business at Troy State University. From there he accepted the deanship at the University of Central Florida, where he stayed for 14 years.

In 1989, Cliff became the chairman of Winter Park Hospital and its holding company — Park Health Corporation. Although he always viewed this professional step as temporary, he remembers his years at the hospital during a time of great change in the health care industry as being one of the best experiences of his career. "We made a lot of changes."

But, as challenging and exciting as being chairman was, Cliff was drawn back into education. "My love for the students and academe led me to conclude I wanted to be in higher education," Cliff says. So in 1993 he accepted the deanship at Belmont University which is four hours east of his hometown, Paragould, Arkansas. Last summer he left the deanship and became a professor of management. This move allows him more time to devote to his strategic planning consultant business. By blending the two careers, Cliff is able to put the corporate strategies he teaches into practice and bring what he learns from the businesses back to his students.

"I get great satisfaction working with students who are about to enter their careers and, in my consulting business, I work with corporate CEO's at the heights of their careers."

SIGMA BETA DELTA MEMBERS INDUCTED



New Sigma Beta Delta members and their family members listen attentively as Dr. James Bearden makes his address at the Robert Morris University induction ceremony.



Dr. Kathryn Kelm, president of the Emporia State University chapter, presents an honorary Sigma Beta Delta membership certificate to James Bowen, retired first vice president and COO of the Federal Reserve Bank of St. Louis. Bowen is an Emporia State University Distinguished Alumni.

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.

CONTRIBUTORS

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\$100

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All contributions are used to further the ideals of Sigma Beta Delta. It is through contributions that the Society is able to keep lifetime membership fees as low as possible. An on-going benefit of the \$35 lifetime membership fee includes a subscription to *Aspirations* for as long as the society has accurate addresses for its members. Members can help keep the mailing list updated by informing the central office every time they move.

Members can support Sigma Beta Delta in two ways. One is by making a financial contribution (see the enclosed card and envelope). The other is by including Sigma Beta Delta on their resumes. Not only does this herald the fact that the member has achieved academic excellence in business, but it also helps to educate those who may not know about the Society.

SBD PLAQUE

Would you like to have your Sigma Beta Delta certificate made into a plaque to hang on your office wall? Call the Sigma Beta Delta office at (314) 432-7366 for details.