



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 HOLDS HISTORIC FIRST CONVENTION

Moving toward the future, Sigma Beta Delta held its historic first biennial convention Oct. 17-19 for business faculty, chapter representatives and members in attendance.

The theme of the convention was *"The Power of One: Excellence and Personal Responsibility in the 21st Century."*

Douglas W. Foard, keynote speaker at the convention and Executive Director of Phi Beta Kappa, the nation's oldest academic honor society, said today's honor societies need to work toward the benefit of the community.

"I applaud Sigma Beta Delta's emphasis upon its members' obligation to service," he said.

Appropriate for inclusion in Sigma Beta Delta's first convention was the presentation of the first awards and recognitions of the Society (see the related story, page 5).

The convention's theme called upon members to understand the important role they play in both their personal and professional lives. The efforts of one person, "The Power of One," can mean the difference between success and failure.

The historic first convention of Sigma Beta Delta was held at the Grenelefe Golf and Tennis Resort in Haines City, Florida. Chapter representatives and other guests listened to speakers and participated in thought-provoking discussions throughout the weekend.



From left: Deborah and Frank Martin, Southern University at New Orleans, Wendy Potratz, Marian College of Fond du Lac, and Thomas Jones, Jr., Greensboro College, listen to a presentation at the convention. Rao Singamsetti, University of Hartford, and Ashagre Yigletu, Southern University, listen in the background.

THE PRESIDENT'S CHALLENGE

As we look back on the historic first biennial convention of Sigma Beta Delta, we should consider what is really "historic" about it, and about our direction for the future.

As this was the first time we gathered together to share experiences and ideas in a convention setting, the occasion could automatically be considered historic. We will do this regularly every two years, but there will never again be a first time.

But is this truly the most "historic" element of the convention? I do not believe so.

"The Power of One: Excellence and Personal Responsibility in the 21st Century." This theme really does say it all. Behind the words in this phrase lies our true challenge as we grow and mature as an honor society. Our shared commitment to service, through the practice of Sigma Beta Delta ideals, will make this

convention truly historic.

As we move together into our future, our accomplishments will certainly and correctly be judged on more than our business successes and failures. Our professional careers, like the academic ones that earned us invitation to Sigma Beta Delta, must also serve to enable us to make a difference in the world around us. "A lifetime of service to humankind" is an awesome, yet vital responsibility. It is one of the core values that we stand for as an honor society.

Much has been researched and written on the value of mentoring in the professional world. As an organization, this convention allowed us the opportunity to hear, share and interact with some truly great "service mentors." They provided outstanding examples of what people can accomplish if they make service a priority.

(See Challenge, page 6)

Right: The Sigma Beta Delta historic first biennial convention drew participants from across the country to Haines City, Florida.



Left: Douglas W. Foard, Executive Secretary of Phi Beta Kappa, delivers the keynote address at the convention.

THE POWER OF ONE

The Power of One. It sounds good, but what can it mean to people in the real world? At the convention, two speakers gave testimonials about how the power of one can change lives.

Linda Seidel, President of Linda Seidel Transforming Cosmetics, provided a great example at the Sigma Beta Delta convention of a person committed to helping others through her work. As a past recipient of the Beta Gamma Sigma Medallion for Entrepreneurship, she has been recognized not only for her successful business venture, but also for her service to humanity.

In 1984, after four years of work, responding to the needs of clients, she developed her own line of "transforming cosmetics" that would help those with scars and severe physical challenges.

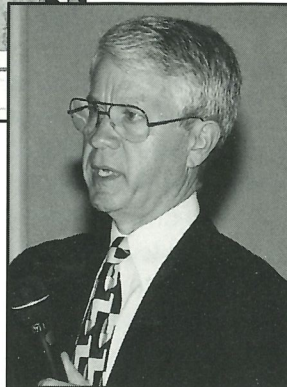
Linda said she cried with joy many times when she could help someone. But she also cried in pain when there was someone she could not help. Her original formula did not allow her to help people of color because the products only matched the pigmentation of Caucasian skin.

Because there were so many people she could not help, she decided to develop a product that could adapt to anyone.

"I listened to my clients," she said. "Every product that comes out is a direct



Linda Seidel, left, and Bernard Milano share their experiences at the Sigma Beta Delta convention.



result of a need of my clients."

Linda's formula seems to be a sound one: Find something that helps people and makes you feel good, and listen to your clients. It's one she is proud of.

"I am incredibly inspired by people who are facing the biggest challenges," she said, "and I will continue to develop products for them."

Bernard J. Milano is another individual who, along with his organization, has accomplished great things. As Executive Director of the KPMG Peat Marwick Foundation, he has informed thousands of African-American,

Hispanic-American and Native American students about opportunities previously denied them in the world of doctoral studies in business.

The foundation identified a lack of minority faculty members and students in business, and started the Ph.D. Project. The foundation's directors saw an injustice and had the courage to do something about it.

"Our foundation, in late 1992, said, 'If we could do for diversity what we've done for other areas of business education, we would really make a difference,'" he said.

With more than 1,200 doctorates awarded in business each year, Mr. Milano said that never have more than 40 gone to African-Americans, Hispanic Americans and Native Americans. That could be changing thanks to him and the Ph.D. Project.

"Since we started this program, we have heard from 14,600 minorities interested in learning more about what we're talking about," he said.

Today the Ph.D. Project has grown to include five student associations representing functional areas—accounting, finance, information systems, management and marketing. Each association holds an annual convention, which pays all expenses for those invited. Through the first three years of the program, over 1,000 students were able to attend the conferences, with 320 entering doctoral programs.

That's what this historic first convention of Sigma Beta Delta was all about. "The Power of One." Making a difference in both the business world and the larger world of humankind around us.

Below: Representatives and guests at the convention participated in thought-provoking discussions throughout the weekend.



Right: Gloria Clark, Winston-Salem State University, listens to a speaker during the convention.



EXCELLENCE AND PERSONAL RESPONSIBILITY

The second set of speakers dealt with the topic, *"Excellence and Personal Responsibility."*

They examined how members are responsible for their commitment to a life of service, and how modern technology will help them succeed in both their professional and personal lives.

H. J. (Jerry) Zoffer, Dean Emeritus and Professor of Business Administration at the University of Pittsburgh, continued on the theme that excelling in life went beyond excelling in business. He said there are many people who excelled in college who would never excel again. This is because they never considered what they could do for the world around them.

"The question is, 'Will students and graduates automatically carry those qualities and a commitment to excellence and personal responsibility into the new and somewhat more real world ahead?'" Dr. Zoffer asked. "Or perhaps a more relevant question is, 'Why should they?'"

"It may be easier to get the grades and distinguish oneself from the masses, and get voted in as president of the debating society to display your leadership qualities, than it is to transfer your successes in school to the wider canvas of the societal panorama."

Dr. Zoffer said he believed it is

appropriate for an organization like Sigma Beta Delta to call on its membership to devote itself to service.

But even if the group makes service a priority, he said it still remains the burden of the individual to ensure that it happens in everyday life.

The second speaker changed gears a bit and examined how technology will guide the business of the future, and the people in business.



Dr. H. J. Zoffer, Dean Emeritus and Professor of Business Administration at the University of Pittsburgh, speaks at the convention. He said it is everyone's responsibility to commit to service.

Robert Sullivan, Director of IC² Institute and Professor of MSIS at the University of Texas-Austin, said technology is here to stay. Those who embrace it and take advantage of it will be the leaders of tomorrow. Those who do not are destined to be obsolete.

Dr. Sullivan said a look at technology may not seem to fit with the call for service given by Dr. Zoffer. But he insisted there is definitely a correlation.

"Technology happens to be an enabler," he said. "It is not the end, but the means."

"For students and graduates to meet the goals of excellence and personal responsibility, the technology must be available for them to do it."

Because of the rapidly changing technology available to higher education, Dr. Sullivan said we do not need to think in terms of the traditional "brick and mortar" of colleges and universities. We need to consider what can be done through technology, including the elimination of geographical barriers.

Dr. Sullivan pointed out that we are now firmly in the technological age.

"I was, in my speech, supposed to look over the horizon. It's not looking over the horizon anymore. We're doing it."

The bottom line, according to Dr. Sullivan, is either we circle the wagons to keep technology out, which will quickly make current people and institutions obsolete, or we seize the opportunities presented by advances in technology.

"It isn't a problem, it's our opportunity."

President James Bearden (left) meets with representatives of the seven founding chapters at the convention.

From left: Bearden, Jon Bartley, North Carolina St. University; William Foley, Saint Leo College; Ashagre Yigletu, Southern University; Darlene Serrato, Houston Baptist University; Willis Sheftall, Morehouse College; Tommy Wooten, Belmont University; Glen Chapuis, McKendree College.



TOMORROW'S LEADER: EXCELLENCE FOR THE 21ST CENTURY

During the third and final section based on the convention's theme, *"Tomorrow's Leader: Excellence for the 21st Century,"* Robert Bies, Associate Professor in the School of Business at Georgetown University, shared his perspective on some of the core values needed to be a successful leader as we head into the next century.

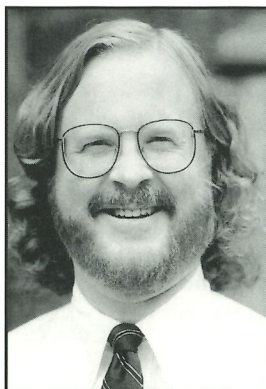
One important action for a leader, Dr. Bies said, was to "step out and step up." Throughout his presentation he used many examples from motion pictures to illustrate his points. For this example, he showed a scene from the movie *"Braveheart."*

"William Wallace embodied much of what a leader should be," he stated. "He made a difference by changing the course of events. Part of what allowed him to make that change is he had a great sense of personal responsibility.

"He began to care about what happened to him and the people of

Scotland. He had the courage to stand up and do something about it."

Dr. Bies said many leaders forget that their main priority should be people. If leaders get their people behind them, their goals become much easier to accomplish.



Dr. Robert Bies, Associate Professor, School of Business Administration at Georgetown University.

"Leadership is a people business," he said. "You've got to know their problems. You have to stay closer to people to lead them.

"You have to make people realize they are important to you and your organization. If they know they are important, they will develop confidence.

"President Roosevelt... had this great insight: A good leader can't get too far ahead of his followers."

Dr. Bies ended his presentation with a very fitting example of what a leader should be. The inscription on Jackie Robinson's gravestone read, "A life is not important except on the impact it has on other lives."

Leaders Say...

"If we're not getting better, we're getting worse."

-Rick Pitino, head coach of the Boston Celtics-

"A life is not important except on the impact it has on other lives."

-inscription on the gravestone of Jackie Robinson-

Founding Sponsors

Sigma Beta Delta would like to thank the following corporations, organizations and individuals who have committed to support the development of the honor society through a \$5,000 gift and recognize them as Founding Sponsors:

Eastman Kodak Company
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Beta Gamma Sigma Honor Society
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The Executive Council of Sigma Beta Delta

PRESENTING THE FIRST SIGMA BETA DELTA AWARD RECIPIENTS...

Another first for Sigma Beta Delta's historic convention was the presentation of the first Society awards.

Ambassador of Excellence

Richard R. Eakin, Chancellor of East Carolina University, was introduced as the first recipient of the Ambassador of Excellence Award. This award is conferred upon an individual selected by the Society for significant contribution in service to humankind by pursuing and advancing excellence in management and administration.



President James Bearden, right, presents Dr. Richard R. Eakin as the first Ambassador of Excellence.

Dr. Eakin was recognized for his particular encouragement, support and inspiration in advancing the honor society as an important and integral element within higher education.

National Honorees

Sigma Beta Delta also presented its first four National Honorees. They were selected from chapter nominations to recognize alumni of business programs at Sigma Beta Delta institutions who attended prior to a chapter being established. This award recognizes as a role model those whose careers and lifetime achievements have been defined by the ideals of Sigma Beta Delta—honor, wisdom and meaningful aspirations combined to benefit humankind. The National Honorees:

- **Daniel C. Dobbins**, Chief Financial

Officer of Mid America Fiber in St. Louis. Mr. Dobbins graduated from the Business Division of McKendree College in 1981 and later completed an MBA. He remains active on the McKendree Board of Trustees as Chair of the Resource Development Committee and on the Executive Committee. He was nominated by the McKendree College chapter of Sigma Beta Delta.

- **Dianne M. Marcum**, Vice President of Human Resources Planning and Administration for the Walt Disney World Company. Ms. Marcum graduated summa cum laude in 1980 from Brescia College. She is a member of the Brescia College Board of Trustees. She was nominated by the Brescia College chapter of Sigma Beta Delta.
- **Mildred S. Matthews**, Controller of Exxon Production Research Company. Ms. Matthews is a 1971 honors graduate of Southern University at Baton Rouge and continued her academic career by completing an MBA. She serves as a member of the Southern University College of Business Advisory Council, and was nominated by the Southern University at Baton Rouge chapter of Sigma Beta Delta.

- **John A. Mattie**, business assurance partner with the international firm Coopers & Lybrand. Mr. Mattie graduated from the University of Hartford in 1979 with a business degree and has maintained close contact with the university. He was nominated for this award by the University of Hartford chapter of Sigma Beta Delta.

Fellowship Recipients

Also recognized were the first four

Sigma Beta Delta fellowship recipients. They previously received \$500 each to assist in continuing their education during the 1997-98 academic year.

The recipients:

- **Julie A. Walker**, Berry College
- **Bryan R. Davis**, Samford University
- **Tamara C. Dillon**, Southern University
- **Rivia E. Brown**, Winston-Salem State University



Richard Scott, Executive Council member, recognizes Dianne Marcum as a National Honoree.

Exemplar Chapter

All 111 Sigma Beta Delta chapters have made history at their institutions. Morehouse College accepted the award of Exemplary Chapter on behalf of all the chapters. Morehouse is but one of 111 exemplary chapters that make up Sigma Beta Delta.

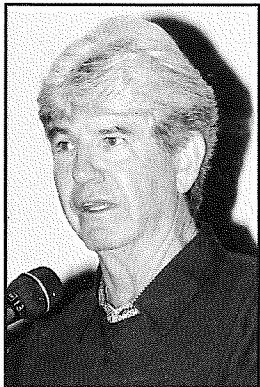
Congratulations and Thank You

The Executive Council of Sigma Beta Delta would like to thank all those who played such an important role in the success of our historic first biennial convention.

Our goal is to continue to grow and mature as an honor society that faculty, members and prospective students can be excited about. We wish to extend a hearty congratulations to all of you who are doing such good work. We are proud to have you as members of Sigma Beta Delta International Honor Society for Business, Management and Administration.

Challenge, from page 1

Linda Seidel and Bernard Milano, speakers at the convention, shared their personal accounts of service through professionalism. They stepped up to the plate when they saw people who needed



James H. Bearden
President

help. These stories are truly inspirational, and proof that professional success does not have to come at the expense of human kindness.

The conceptual background statement to the convention

posed many questions that we considered in Haines City and will continue to ponder as we grow and mature. I think it is appropriate to remind everyone what those questions were:

- "What might happen if the members of a single honor society could be motivated to exert just five percent more of their intellect and energy toward some endeavor which they regarded as needing societal attention?"
- What would be the impact on them, their family, their community, and society as a whole?
- Would that margin of excellence make a difference in solving critical problems and issues facing our country and the world?
- Should the honor society include strategic or philosophical objectives that seek to motivate and encourage its members toward such service excellence throughout their lives long after a key and certificate have been awarded?

It seems appropriate and timely to consider the potential in encouraging and catalyzing that talent pool toward additional objectives—objectives beyond academic excellence and extending to societal problems and issues which seem to arise with alarming regularity."

"*The Power of One: Excellence and Personal Responsibility in the 21st Century.*" I am proud to be a part of an organization that aspires to such goals.

A handwritten signature in cursive script, appearing to read "James H. Bearden".

CONTRIBUTORS

Sigma Beta Delta thanks the following persons and corporations for contributions made January 1, 1997-October 31, 1997.

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