

# ASPIRATIONS

**Editorial Preamble:** There are times when in the reporting of highlights from a year's worth of activities in an individual's or organization's life that some event overwhelms all others. This is surely one of those years. More than mere numbers are 9-11-01 and 10048. They are descriptors marking time and place of a defining moment in the nation's history. Just as December 7, 1941, and pre-zip code Pearl Harbor were life changing for generations of the 20<sup>th</sup> century, so will September 11, 2001, and the World Trade Center be for generations of the 21<sup>st</sup> century.

The horrible attack on our country on September 11 challenges us in ways few have experienced previously. The mundane task of retrieving and opening this newsletter's envelope was likely accompanied with care and trepidation. The higher education honor community and its nucleus, the honor society, is not immune from challenges, particularly Sigma Beta Delta.

Sigma Beta Delta students pursue

knowledge and understanding of business and the economic system, a dimension of our nation that has flourished, perhaps to the point that others seek to destroy its symbols or the system itself. We reaffirm the freedoms and values we enjoy in this nation by recounting and applauding examples of success and service displayed throughout the Sigma Beta Delta family during the past year. That is our aim for this issue of *Aspirations* as we highlight stories of honor and excellence.

Even before the terrorist attacks on America, the theme planned for this issue was an emphasis on honor—a concept that is the essence of our organization. Recently, this concept has been on the minds and hearts of the entire country. It has been voiced in words that are at once glorious and painful. "This memorial service is in honor of . . ." Regrettably, Sigma Beta Delta must raise its own memorial voice because of unfortunate news received from our Long Island University chapter.

While additions and adjustments

to this issue have been made, in the main, they are variations on the previously planned "honor" theme.

Honor is reflected in reports on students receiving scholarship awards, and the ways and means of supporting these scholarships. It is reflected in a report on 27 Sigma Beta Delta members recognized by *The Wall Street Journal*. Honor is reflected in a special membership group—Sigma Beta Delta's honorary members—by profiling four extraordinary business executives whose lives exemplify Sigma Beta Delta ideals. And finally, we share a special gift from another Sigma Beta Delta honorary member, Dr. John W. Gardner—his timely and moving reflection on aspirations.

To its holders, the Sigma Beta Delta key echoes the product of study, discipline, and commitment. Moreover, its overarching echo is honor—and through this issue of *Aspirations*, we salute those who have earned and embraced honor.

## PROFILES OF HONOR

**I**n a treatise almost fifty years ago, John F. Kennedy profiled courage as an important virtue. We provide profiles of another virtue—honor—which has been identified in four Sigma Beta Delta honorary members selected by chapters in Connecticut and California and Kansas and New Jersey. All chapters are authorized to award honorary membership to persons of outstanding accomplishments. A distinguished group of men and women are added to our roll of honorary members every year. Their service and success benefit society, and their professional and personal lives serve as models for our members.

**Emporia State University's** 2001 honorary member claims a unique distinction for the company he heads—it was created by Abraham Lincoln. Richard K. "Dick" Davidson is chairman, president, and chief executive officer of Union Pacific Corporation, which was chartered in 1862 by an act of Congress and signed into law by President Lincoln.

Mr. Davidson started his railroad career as an 18-year-old brakeman/conductor in 1960, became president and chief executive officer of Union Pacific in 1991 and chairman in 1997.

Mr. Davidson received his bachelor's degree from Washburn University in 1965 and received an honorary degree there in 1997.

Among his volunteer work is director of Creighton University, Board of Trustees of the



**Richard K. "Dick" Davidson**

Boy Scouts of America, U.S. Strategic Command Consultation Committee, member of the Business Roundtable and Board of Directors of the

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## Cliff's Note

### From the President



**G**reetings on behalf of your officers and directors. Our Society continued to grow this past year and reached a new milestone with almost 20,000 members. We continued our mission of providing honor recognition to high performing students in our 137 active chapters in 38 states. Approximately 3,300 students were honored this past year by induction into Sigma Beta Delta. A special "thank you" is due our chapter faculty officers who made possible this special recognition of these outstanding individuals.

In July 2000, we moved our central office operations to the campus of the University of Missouri at St. Louis. The university affiliation is a common model for honor societies in higher education.

Our affiliation with the University has proven very advantageous to Sigma Beta Delta. Our office staff under the leadership of Ms. Donna Thomas has enjoyed working in the campus environment versus the previous office park environment. We are most grateful to this excellent university for participating with us in providing honors recognition to the many deserving undergraduate and graduate students throughout our network of collegiate chapters across America.

Let me also say thank you to many who offered favorable comments about our last issue of *Aspirations*. Reaction to the changes in our newsletter's appearance and format was favorable, and we will continually strive to provide you with interesting and helpful information.

I asked founding president Jim Bearden to be the editor of *Aspirations* again this year. He accepted and, some time later, I went back to him with a special request. I suggested we spotlight several executives from the corporate world. Dr. Bearden responded that he was featuring a piece profiling four corporate executives selected by the chapters during the past year as honorary members. The four profiles presented are impressive and provide Sigma Beta Delta members challenging models to emulate and special remarks to consider.

Reported separately is information about another honorary member. Our society is authorized a Sigma chapter at the national level and "*membership may be extended by Sigma chapter to honorary members who have distinguished themselves in high achievement in business, nonprofit, or philanthropic organizations and endeavors.*"

Sigma Beta Delta has been marked by the work, the writings, and the ideals of Dr. John W. Gardner, and his influence was present in our founding. His initiative in the founding of Common Cause and Independent Sector, his service to the country as Secretary of Health, Education and Welfare, his prolific writing, and other noteworthy contributions are ample reasons why Dr. Gardner was recently awarded honorary membership in our Sigma chapter. We consider this a fitting way to mark the end of the first year of the millennium, by recognizing one of the truly great Americans of the last 50 years of the 20<sup>th</sup> century. Appearing in this issue is a reflective statement Dr. Gardner has written for Sigma Beta Delta and which is most appropriate for contemplation during this particular time in our country's life.



A final note is a reminder of our third biennial convention on February 22-23 in Orlando, Florida. A key focus of this convention will be on chapter development with important programs for chapter officers. The business portion of the convention will include the election of officers and directors along with financial and operational reports. We encourage you to join us in Orlando and look forward to meeting many of you there.



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Malcolm Baldrige National Quality Award Foundation.

Even after forty years in the railroad business, Mr. Davidson could tell his fellow Sigma Beta Delta inductees at Emporia State University on April 2, 2001: *“I still get goose bumps watching our trains moving back and forth hauling freight across the West.”* He also told them how *“America’s largest railroad”* deals with challenges—information that may be of benefit to all career beginning Sigma Beta Delta members: *“We continue to grow our business by focusing on service to our customers. It may sound obvious, but it is the key to our business. We must understand their requirements, then match those requirements with our capabilities and set realistic expectations about what we can, and cannot, deliver.”*



**Robert Alvine**

**University of New Haven:** Robert Alvine has had extensive business experience leading a number of worldwide and domestic U.S. public and private companies. Currently he is chairman, president, and chief executive officer of I-TEN Management Corporation and serves on several corporate boards.

Previously he was the CEO of Uniroyal Engineered Products and Service Group. In 1985, he helped lead the successful management L.B.O. of Uniroyal, Inc. Mr. Alvine began his career with Celanese Corporation where, over a period of 17 years, he rose through management ranks in nearly all functions of business. There he acquired the label of “high flier,” a title that may not have quite the same connotation at his EDO Corporation Board of Directors’ meetings, where the chairman is former astronaut Neil Armstrong.

A few years ago, Mr. Alvine experienced, in his words, “a bit of career overload” and made the decision to “put my hand up to volunteer.” That volunteerism now includes the University of New Haven as chairman of the Board of Governors, directorships at The Wildlife Conservation Society, the National Theatre of the Deaf, the Longworth Theatre, Jackson Laboratory, the Naval War College

Foundation, and others.

Mr. Alvine earned his BA degree in chemistry and chemical engineering at Rutgers University. He received an honorary Doctor of Humane Letters degree from the University of New Haven in 2000 and Sigma Beta Delta honorary membership in 2001.

Asked to offer advice to our readers for turning a world of trouble into a world of opportunity,” he said: *“First, have the attitude and understanding that trouble means opportunity. The Chinese symbol for crisis is the same as the one for opportunity. Young people should not be afraid of troubled times but should tackle them with an open mind and utilize their best creativity. Gather what they learned how to do at the university, and go at it. Come up with solutions that can make positive direction out of the problems they have defined.”*



**George Zimmer**

**Holy Names College:** George Zimmer is founder, chairman of the board, and chief executive officer of Men’s Wearhouse. He received his degree in economics in 1970 from Washington University in St. Louis, our central office city. He worked in retail for his father’s clothing business before opening the first Men’s Wearhouse in 1973 in Houston.

Zimmer initially grew the company cautiously with stores mostly in Texas and California, leading the company’s public offering (NYSE) in 1992 with 113 stores. Now with 3 divisions, 650 stores and \$1.2 billion in earnings, the company is the largest retailer of men’s tailored suit and dress casual clothing in the U.S. and Canada and has been ranked on Fortune’s 100 Best Companies to Work for in America list for the last two years.

Mr. Zimmer attributes much of the company’s success to integrating his values into the corporate culture throughout the divisions. Those values of Mr. Zimmer were evident in responses he gave to questions from *PeopleTalk Online Magazine* and offer food for thought for those who will work and live in the 21<sup>st</sup> century. Asked for the key to success, he said: *“Work hard and be responsible. Enjoy the process of*

*learning throughout your life. This also suggests that one is going to make many, many mistakes throughout one’s life. Life is a process of bringing one’s consciousness and one’s self-reflective abilities increasingly to bear so that, as we make choices, we just make better choices.”*

And to a question about whom he admired: *“I admire people who are able to distinguish themselves both in what they achieve personally as well as what they achieve for society.”*

And when asked what he was passionate about: *“I’m passionate about learning. It excites me in a way that nothing else can on a consistent basis. The idea of learning new ways of thinking, of understanding, of working with people both in professional and personal situations. To me, life is a learning journey.”*



**Kathleen Markey**

**College of St. Elizabeth:** The first appearance of College of St. Elizabeth on the timeline of Kathleen Markey’s life was earlier than her induction as an honorary member of Sigma Beta Delta. An earlier entry on the timeline notes her serving on the College’s Board of Trustees. The entry preceding that marks her undergraduate degree from the College in 1969.

The first professional entry on the Markey timeline shows her becoming the first female bond trader employed by Salomon Brothers, Inc., a tenure extending from 1969 to 1985. The 1989 entry is the creation of her own company—Lionsbridge International, Inc., a financial services boutique she now heads as president.

Among non-business entries is one depicting her Board of Director service to a New York shelter for homeless boys and girls called Covenant House. Behind that entry is the story of her being the first to sponsor through college graduation a young girl in Covenant House’s Rights of Passage Program. That mentorship through a business degree from College of St. Elizabeth was described in detail in a *Good*

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# Voices & Views of Scholarship Recipients

**S**election of scholarship recipients is based on information provided by the chapter advisor and the student. The Sigma Beta Delta application form requests information in several categories of data, as well as a brief essay discussing “accomplishments to date.” The essays written by the scholarship recipients are revealing of the high value they place on service. Moreover, they tell stories which, in today’s environment, are rendered more meaningful and significant. The recipients’ permission to share the excerpts below from their essays is most appreciated.

“While my life is not full of sky diving, bungee jumping, and various other dare devil stunts, it is not lacking in accomplishment. Although I may never say that I have climbed to the top of Mt. Everest, I can say that I am a happy, content person



Amy Matthews  
Cabrini College

as a result of my accomplishments. It is when an individual is presented with challenge that great things are achieved. Accomplishments do not come naturally. Life has presented me with challenges, which I have turned into achievements.

Along with achieving a balance in my life, I also learned to appreciate the little things around me. By reducing my stress level, I provided myself with the time and energy I needed to breathe in all the goodness around me. Nature, including human beings, emerged in a beautiful light that I had never seen them in. This allowed me take less for granted and appreciate all that I have and all that I am.

Accomplishment for me is about growth. It is not about trophies and plaques. I feel great achievement in the way I have changed and become a better person, and I look forward to continuous growth into the future.”

“My entire life I have been setting goals for myself.

During the course of my freshman year in college, I determined that I wanted to excel academically and achieve the highest possible levels of academic excellence.

In order to accomplish this goal, I set study guidelines for myself and have worked diligently to maintain them, at times sacrificing



Melissa Saucedo  
Texas Wesleyan University

“While I am proud of all my accomplishments, I think the most important ones were those completed in service to others. I organized a Hunger Awareness Fast. I picked one day in November for students to donate their cafeteria meals instead of using them that day.

When all was said and done, approximately 325 meals were donated to Kids Cafe, a branch of the Food Share program.

The last event of the year was another huge success. I planned a used clothing drive. During finals week, as students were moving out of the residence halls, I placed clothing receptacles around the campus for students to donate gently used clothing, shoes, blankets, and just about anything else that could still be used. By the end of the week, I delivered two truckloads full of clothing to a local Lutheran Social Services Thrift Store. There was enough clothing to almost completely fill the back room of the Thrift Store!

Personal commitment definitely played a large role in the success of these events. The position of Social Ministries Coordinator requires a person to be completely dedicated to helping and serving others. There is a large time commitment as well. Several times during the year I was faced with the decision of planning/participating in Social Ministries events or doing other things. Had I not made this position a priority, the year would not have been as successful. Through this accomplishment, I learned the value of service and that is something I will be able to use for the rest of my life.”

## \*Holder of the Richard C. Scott Fellowship



Jennifer Crum  
California Lutheran University

“As a student travels through school, she often achieves numerous accomplishments that make her parents proud. She could make straight A’s, be named to the Dean’s list, and even maintain perfect attendance. There are, however, very few things

along these lines that she would expect to make a difference in her life. The most important achievements, the ones that will leave a lasting impression, often result from the goals that we set for ourselves that are accomplished outside of the classroom.

One of the most notable goals that I was able to aid in attaining was one of my sister’s dreams. She has forever dreamed of owning her own hair salon. Working along side my family to complete the shop has given me a feeling that I will never forget. The doors of Just Kids Kuts did not open without many hours spent laboring in front of a computer, as well. Doing the books for my sister, filing her tax returns, running payroll and coordinating her advertising has allowed me to apply the knowledge and theory that I have accumulated as a Business Administration Major, concentrating in Accounting. I am enjoying my Accounting classes, but putting them to use solidified the fact that I want to pursue a career in Accounting. Helping my sister to accomplish her dream has assisted me in the journey to obtain my goals, and for that I cannot thank her enough.

Through all of these individual accomplishments, the one that stands out the most is my ability to balance all that I have done while in college. It requires mental and physical strength, dedication and purpose to participate in the extracurricular activities that I have while achieving my academic goals. Though it was hard work, I cherish what I have learned about my world and myself through the process.”



\*Melissa Weisensel  
Berry College

(Profiles cont. from page 3)

Housekeeping article.

Asked for advice she would give to recent or soon-to-be business graduates about “turning a world of trouble into a world of opportunity,” she responded:

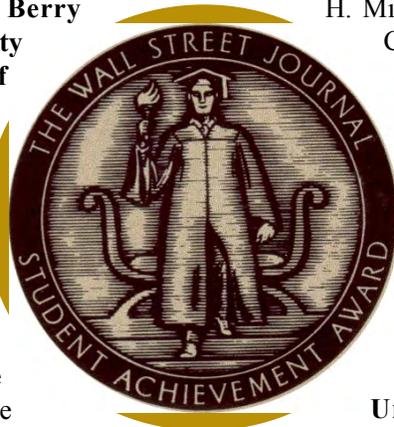
“I think the key is focus; the key is

looking for opportunity; the key is consistency in whatever you do. And showing up not only for yourself but for your business and for your colleagues and your clients.

I also believe that character manifests itself during the difficult times. It is during the most difficult times that you gain the experiences that you can look back on in 10, 20, 30 years and understand how that helped you.

I came into the business world in 1969—and the ‘70s were a very difficult time in the industry and they were a difficult time for women. But the reality is if one has the focus and a directive, then there are many opportunities.”

**Belmont University** Patricia McConnell • **Berry College** Jeffrey Nelson • **Cedarville University** Aaron Habegger • **Centenary College of Louisiana** Carolyn Morris • **Clayton College State University** Julia Radman • **Coe College** Andrew Powell • **Elmira College** Michelle Farrell • **Emmanuel College** Kenneth Martin • **Emporia State University** Kimberly M. Gibson • **Florida Southern College** Kristy Vignali • **Frostburg State University** Brittney Decker • **Holy Family College** Michelle Pickels • **Holy Family College** Joseph Borden • **Immaculata College** Julie DiMarco • **Indiana University of Pennsylvania** James



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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 18, 2001, issue listed all national recipients, including the above 27 Sigma Beta Delta members, as *Wall Street Journal 2001 Student Achievement Award Winners*.

## A REFLECTION ON ASPIRATIONS FROM DR. JOHN W. GARDNER TO SIGMA BETA DELTA

*Even in those moments of human history when corruption and degradation seemed wholly triumphant, there were some men and women who continued stubbornly to seek justice and liberty and a world that honored the worth and dignity of each person; there were those who strove for excellence; there were those who tried to create a more human environment for those around them. Some left their names in the history books, others were well known in their time and place but are unknown to us; and some were perhaps never heard of beyond their neighborhood. You have known such people. Some have bettered the lives of millions of persons, others may have helped only a few among their immediate family and friends. It doesn't matter. An enduring basis for moral commitment is to affirm our allegiance to those men and women, to associate ourselves with the human spirit striving for the best. To remind ourselves that they existed, is a message of solidarity for every seriously striving person.*



## Remembrances of Eli Chalouh

**From a Professor and Chapter Advisor at Long Island University:** *He was an outstanding scholar and an outstanding individual whom I grew to know quite well since he was a student in several of my classes. Eli was bright, articulate and, most important, full of life and potential. The university is moving forward with plans for a memorial scholarship. The LIU chapter of SBD will be dedicating our 2002 Induction Ceremony to Eli as well.*



*Eli was employed at the New York State Department of Taxation, located at 2 World Trade Center, 86th Floor. He had been inducted into the Sigma Beta Delta International Honor Society and was highly honored at our honor ceremony.*

*The following is a list of some of his honors and achievements: Professor Leo Schloss Scholarship, Person-Wolinsky CPA Review Course Award, NY Society of CPA Scholarship, and Summa Cum Laude.*

**From the Dean of the School of Business:** *Many of you will recall that Eli received the Accounting Department's Most Outstanding Student in Accounting Award in May 2001. He was an excellent student well known to the faculty and students of this School.*



**From a Friend and Classmate:** *One of our dearest Alumni has been officially reported missing since the World Trade Center tragedy. His name is Eli Chalouh.*

**From New York State Department of Taxation and Finance:** *Eli was hired by the Department as a tax auditor trainee in June 2001. He worked in the Income Tax Section of the Department's Manhattan District Office and was considered to be a shining star by Department managers. His death in the terrorist attacks on the World Trade Center tragically cut short what was sure to be a promising career with the Department.*

# Sponsoring Excellence Through



As referenced earlier, much has occurred in the world since our previous issue of *Aspirations*. From all of us at Sigma Beta Delta, our prayers and thoughts go out to all those hurt so tragically by terror in our world. Such evil and terror has brought great need for financial support for victims in New York, Washington, DC, Pennsylvania, and elsewhere. We all are called upon, especially now, to be supportive of them both financially and in spirit during these difficult days.

Even in this time of horrific tragedy, encouraging and rewarding scholastic excellence is very important. It sends a message that excellence will be mandated in the future and it must remain our goal.

There are many worthy areas for your contributions in this current environment. As you review how support of Sigma Beta Delta fits into your giving plan, we invite you to consider what our aspirations are as an honor society. We will continue encouraging and rewarding scholastic excellence and in supporting excellence in business education. We regard it imperative to nurture aspiring business leaders of tomorrow. Sigma Beta Delta appreciates and values your financial support in accomplishing our objectives.

Previously, the Society's Board of Directors provided an opportunity for you to contribute as a Sigma Beta Delta Founding Sponsor at a commitment of \$5,000 or more. That opportunity continues.

A new opportunity for support as a Sponsor at several giving levels on an annual basis has been created:

- Summa Cum Laude Sponsor—annual contribution of \$2,500 or more
- Magma Cum Laude Sponsor—annual contribution of \$1,000 or more
- Cum Laude Sponsor—annual contribution of \$500 or more
- Sustaining Sponsor—annual contribution of \$100 or more
- Sponsor—annual contribution of \$50 or more

An opportunity to endow a named scholarship in perpetuity is available for a pledge of \$15,000, payable in three annual installments. A Sigma Beta Delta Scholarship in perpetuity in the name of a person or organization chosen by the donor can be used to honor the memory of a loved one, to recognize the business acumen of a colleague, or to acknowledge the contributions of an organization. Presently, the Society has budgeted for four scholarships, but the need is so much greater; and we want to offer more scholarships named in honor of individuals and organizations.

Another giving opportunity is to the Sigma Beta Delta endowment whose purpose is to provide a financial underpinning for the Society. Our long-term goal is to have an endowment of \$1 million, with earnings providing for operations of the Society, including more scholarships, lectureships, awards, member seminars, special research projects, and support of Sigma Beta Delta chapters across the world.

Finally, you can support the endowment of the Society and become a member of the Sigma Beta Delta Heritage Society through a bequest in your will. Or, you could include a closing statement in your will that says if anything is left over in your estate it should go to the Sigma Beta Delta Endowment. If such a residuary bequest is of interest to you, please contact your attorney and/or tax advisor in this regard and have her/him contact Sigma Beta Delta.

We hope you will join us in recognizing excellence and in honoring and uplifting young men and women who aspire to be our leaders of tomorrow through one of these giving opportunities. Philanthropy is easiest when markets are high and times are good, but philanthropy is needed most when markets are down and times are not so good. Thank you for your generous support of Sigma Beta Delta.

*Bill Kehoe*

William Kehoe



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