



# ASPIRATIONS

ALWAYS ASPIRE TOWARD SOMETHING BETTER

## Philadelphia, We Have a Triennial!

The above sound-bite type headline, with its space-age connotation prompting an image of familiar and cryptic messages signaling a rocket's "lift off" or some other important space-related communication, calls attention to an important upcoming event in the life of Sigma Beta Delta—our 2007 Triennial Convention in Philadelphia.

Two years ago the Sigma Beta Delta Triennial Convention was held in Fort Worth, Texas, and featured for the first time a unique partnering arrangement with a sister business honor society, Delta Mu Delta.

Delta Mu Delta, founded in 1913, has a long history of planning, organizing, and hosting triennial conventions. Traditionally, their conventions have enabled necessary business meetings and have also included seminars and participation by and for a large contingent of student members.

Sigma Beta Delta, with its much shorter eleven-year history, is still very early into its triennial meeting learning curve. Therefore, we are pleased for the opportunity again to partner with Delta Mu Delta in mounting concurrent triennial conventions. This convention arrangement provides Sigma Beta Delta with economic benefits and provides opportunities to gain valuable experience for developing and enlarging future triennials.

Another image may emerge from the above headline—this one drawn from the name *Philadelphia*. Much significance is attached to that city and one cannot help but identify and associate it with our nation's founding and the personalities involved in the founding. The images evoked by the city's

name reflect a time long ago—1776—when developments were as dramatic and futuristic in scope as any we could offer for this new century.

We are indebted to Delta Mu Delta for selecting Philadelphia as the convention meeting site. The choice is fortuitous on several fronts. Foremost is the fact that Philadelphia, with its focus on foundings and personalities associated with those beginnings, offers an opportunity to reflect on Sigma Beta Delta's own founding.

For instance just as the year 1776 in Philadelphia was an important and milestone year for our country, another "six" year—1986—was an important year for our honor society. It was 1986 that occasioned the initial formal discussion of a possible new honor society, later to become Sigma Beta Delta.

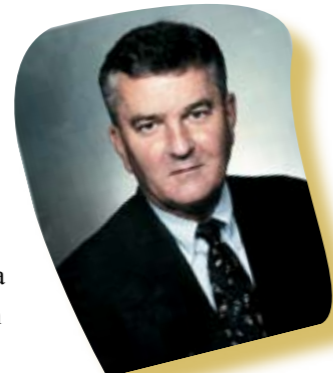
Current Sigma Beta Delta President Donald Driemeier chaired that early discussion which was part of the agenda of Beta Gamma Sigma's Long-Range Planning Committee. An interesting and important note about that historic meeting regards the meeting site in 1986—Williamsburg, Virginia. That city's college, William and Mary, was the alma mater of Philadelphia's prominent personality, Thomas Jefferson, as well as four other signers of *The Declaration of Independence*. It also was home to the 1776 founding of our nation's oldest honor society—Phi Beta Kappa. Such connections not only reference a Williamsburg linkage to Philadelphia and the founding fathers but also to our nation's oldest and best-known honor society—Phi Beta Kappa. (cont. on page 3)



**A Ben Franklin** portrayal welcomes Delta Mu Delta convention planner Tim Allport and Sigma Beta Delta officers Driemeier, Hart and Eubanks to the "City of Brotherly Love."

### WILLIAM J. KEHOE FELLOWSHIP ESTABLISHED

At the January 2006 Board of Directors meeting in San Diego, Sigma Beta Delta recognized the long and distinguished service of Dr. William J. Kehoe. By unanimous resolution, the Directors recognized Dr. Kehoe's deep commitment to higher education for business and particularly to the business honor society movement, his pivotal role in the vision and formation of Sigma Beta Delta, and his wise counsel in guiding the emerging honor society through the many challenging issues the new society faced. A Resolution of Appreciation and Honor was presented to Dr. Kehoe during a ceremony at the University of Virginia where he is the William F. O'Dell Professor of Commerce in the McIntire School of Commerce. Additional visibility for Dr. Kehoe's dedication and service was provided by naming a Sigma Beta Delta fellowship, the William J. Kehoe Fellowship.



## Scholarship Winners for 2006-2007

The students pictured below were awarded Sigma Beta Delta scholarships for the 2006-2007 academic year.



**Andrew J. Coutts**  
Holder of The William J. Kehoe Fellowship  
Walsh University  
Canton, Ohio



**April Orthner**  
Holder of the Richard C. Scott Fellowship  
Farmingdale State University of NY  
Farmingdale, New York



**Brian Demeter**  
Ohio Wesleyan University  
Delaware, Ohio



**Stacy Reid**  
Notre Dame de Namur University  
Belmont, California



**Josh Leiling**  
Holder of The Blanche Touhill Fellowship  
Culver-Stockton College  
Canton, Missouri



**Jill McLaughlin**  
Holder of the James H. Bearden Fellowship  
Howard-Payne University  
Brownwood, Texas



**Dawn Marie Schemper**  
University of Nebraska at Kearney  
Kearney, Nebraska

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 20, 2006, issue listed all national Wall Street Journal 2006 Student Achievement Award Winners. The honorees included the following 18 Sigma Beta Delta members:



- Clayton State University** Wendy M. Abdo
- Farmingdale State University of New York** Jennifer Friedman
- Florida Southern College** Christopher Lee Terry
- Franklin Pierce College** Katie Seguin
- Hope College** Shawn M. Evers
- Huntingdon College** Joshua Robinson
- Kentucky Wesleyan College** John Adam Kees
- Liberty University** Jeff A. Hesson
- Lynchburg College** Benjamin L. Ferguson
- Molloy College** Annemarie Conigliaro

- Pennsylvania College of Technology** Brandon S. Sisino
- Saint Mary's College of California** Valerie Velasquez
- Saint Michael's College** Rebecca J. James
- Salve Regina University** Nicole Fallon Stone
- Southwestern Adventist University** Aaron Mitchell
- Proctor** St. Andrews Presbyterian College
- Kimberly Harper** University of Wisconsin-Green Bay
- Tiffany Lynn Haslow** Virginia Military Institute
- Kelly Max Sweppenhiser**

### ΣΒΔ Excellence

**GIVING BACK TO THE FUTURE**  
Your contributions are important for a vibrant and strong Sigma Beta Delta. A gift of a few dollars or a few thousand dollars is important and your giving back to the future of Sigma Beta Delta enables continued scholarship opportunity for our members. Not offered flippantly or thoughtlessly is our standard closing comment to each contributor and supporter: *We regard each contribution as a worthwhile investment and one that is most appreciated.*

### Sigma Beta Delta Contributors

November 12, 2005—October 31, 2006

- |   |   |  |   |  |  |  |
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|---|---|--|---|--|--|--|



From

**Don's  
desk**



The collegiate honor society is the preeminent means for higher education to encourage, recognize, and reward scholastic excellence. Sigma Beta Delta brings to its members the highest international academic recognition which your university or college can bestow. With this honor comes a significant responsibility to use your intellectual ability and the knowledge you have gained for the good of family, community, and society at large. It is not enough to celebrate past success, but as our ritual suggests, we must continually aspire to higher goals of service and be “willing to provide leadership to the benefit of humankind.” In short, honor society members are expected to be leaders in each of their life activities.

It is important that we understand leadership in all of its forms. Actually, we should think of higher education as preparation for leadership. Because of the prominence and importance of leadership in the honor society culture and in Sigma Beta Delta, we have chosen it as the theme of our November 2007 Triennial Convention in Philadelphia, Pennsylvania. Information about this important meeting is in the lead article of this issue of *Aspirations*.

We hope that many of you, particularly those in the Philadelphia area, will be able to join with us during our triennial.

*Donald H. Driemeier*  
**President, Sigma Beta Delta**

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## The unanimous Declaration of the thirteen united States of America.



At left: Newly inducted at Philadelphia planning meeting: Dr. John Gerace, Chestnut Hill College SBD President; Dean Elaine Green, Chestnut Hill College; Douglas Viehland, Executive Director of ACBSP; Sandy Estep, Executive Director of SBD.

Above left: The Liberty Bell. Above right: Sheraton Society Hill, the Triennial Convention hotel.

These connections are interesting, and certainly Sigma Beta Delta's Williamsburg connections are just that. A triennial is about more than time and place. Most importantly, it is about purpose. In regard to purpose, we return again to a Philadelphia connection. That city cannot escape its many connections to an age of enlightenment and the extraordinary leadership associated with it. In fact, an honor society meeting held in that city would seem to demand that a focus on leadership be prominently highlighted in at least some of the honor society's sessions and seminars.

It was that mindset earlier this year that likely caused the Delta Mu Delta program planners to communicate to Sigma Beta Delta the theme for our triennial meeting: “Since we are meeting in Philadelphia (‘historical,’ ‘back in time’) and we are looking ahead to the future while there, the ‘back to the future’ theme seemed to work.” Indeed, “**Back to the Future**” does seem to be an appropriate theme and we are delighted to have it adopted for our 2007 triennials.



During our conventions, Sigma Beta Delta and Delta Mu Delta will discuss, pose questions, and seek answers to how we can more effectively extend the honor society purpose into the new century and beyond. In all of our discussions, we will be mindful of the leadership lives, which are recognized and nurtured by our respective societies. We will also be mindful, particularly as we meet in Philadelphia, that we are rooted as much by the spirit, wisdom and vision of our past as by our present and future. We will be drawing from the past as we look to the future and enable our best and brightest students to carry their learning excellence into this nation's participatory democracy.

**Honor:**  
*A keen sense of right and wrong; adherence to action or principles considered right; integrity [to conduct oneself with honor].\**

Perhaps the final point regarding the relevance of our “**Back to the Future**” theme is this: In that monumental document, *The Declaration of Independence*, the choice for the final word, *honor*, is most meaningful to us. We look forward to November 2007 in Philadelphia. Details will be available on the SBD website.

\*Source: Webster's New World Dictionary of the American Language

## Honor: A Magnificent Obsession



When accepting the Society of Professional Journalists' lifetime achievement award created in her honor, the senior and highly-acclaimed newswoman, Helen Thomas, said: “Journalists have a magnificent obsession to follow the truth wherever it leads us.”

Such a magnificent obsession is valid also for the education sector, along with the equally important virtue—*honor*. Within the higher education community, truth and honor are a focus and a priority. They are manifested in the creation and transmission of knowledge and the encouragement and recognition of scholastic excellence in pursuing knowledge. The collegiate honor society is a prominent and active participant in higher education and can be a particularly effective resource when students and faculty hold honor in the same regard as Ms. Thomas does for truth in the journalism profession—as a magnificent obsession.

The path traveled by students in attaining an honor society certificate and key is marked by a variety of challenges—some difficult, some demanding, some even costly. When achieved, it represents more than just a moment in time when a pin is attached to a dress or coat lapel. The importance of scholastic recognition as a motivation and objective among students is variable and difficult to access, and distilling the meaning into words is rarely accomplished. Only occasionally do we hear in more than a few words what scholastic recognition means to the recipient.

A rare glimpse into the meaning was provided recently during an honor society ceremony where a beginning medical student gave her perspective on the importance of recognition related to her undergraduate experiences. Below are excerpts from her comments which are instructive for Sigma Beta Delta members and the honor community.

“My experiences illustrate a number of roles played by scholastic recognition in the university setting. These roles include encouraging students to excel, boosting their confidence, validating their efforts, challenging them to maintain a pursuit of excellence, and upholding a high standard of academic excellence for all students and faculty. Recognizing academic excellence at this university also takes part in validating it as a top-notch place to earn an education.

I will begin by describing the role of academic recognition in my transition from high school to college. First, the honors I received in high school encouraged me to pursue the best education I could find. Recognition of my early academic efforts gave me the confidence I needed to apply for scholarships and believe that I qualified. I also found myself challenged to live up to the honor bestowed upon me as I received the Chancellor's scholarship. I felt a duty to be a good steward of my opportunities and to show the people who chose to award me the scholarship that they made a good decision. Recognition of academic excellence not only rewards students for pursuing the best, but also challenges them to maintain that pursuit and be an example for others.

Seeing other students recognized has encouraged me to strive for excellence as well. At the first of three spring commencement exercises that I attended as a clarinet player in the band, several moments made an impression in my mind. I don't remember the topic of the speaker's address at that particular graduation, but I remember graduates standing amidst the black

sea of caps and gowns to be honored for graduating *cum laude*, *magna cum laude*, and *summa cum laude*. I remember individuals receiving the University Award before a crowd that filled the south stands of the stadium. As a freshman I thought to myself, why shouldn't I aspire to these highest honors? Seeing others recognized became another factor in my pursuit of excellence.

Now that I am a second-year medical student, these comments still hold true. I am humbled daily as I rediscover the limits of my current understanding of people, of medicine, of all the little details and how in the world they can fit together somewhere in my little brain. But I am still encouraged and draw confidence from recognition I received as an undergraduate and from the honor of speaking here today. And I am still challenged to live up to the honors that have been given to me by this university.

Finally, I would like to address the role academic recognition has in showing people that this institution upholds a high standard in academics and promotes a pursuit of excellence. By honoring scholastic achievement, we increase the awareness of both outsiders and our own that this university is a place where the standard of academic excellence is promoted, upheld, and rewarded. This Wall of Honor [displaying the names of every campus honor society] is evidence of this university's central purpose and, again, I am honored to take part in its dedication.”