

Vision

“THROUGH KNOWLEDGE, POWER”

For Business Students, Educators and Professionals

TRIENNIAL - A HUGE SUCCESS - TEXAS STYLE!

Triennial 2004 saw students and faculty advisers from thirty-five schools converge on Fort Worth, Texas in October. *Business Without Borders*, the theme for DMD's 2004 Triennial at the Radisson Plaza Hotel in Fort Worth Texas, gave students and faculty the opportunity to learn more about the challenges that face businesses today.



Roundtable discussions on issues facing students and faculty advisers brought advice and open



Round table discussions on a variety of issues with faculty and students proved popular and valuable.
Photos by: Zeb Pomeranke



Convention attendees Ardene Schoeffler and Shelley Brown catch up with Regional Representative Ashton Veramallay and Fort Worth Stockyards Trail Boss, Kristin Liggett.
Photo by: Nathan Borchardt

The Triennial Convention kicked off 'Texas Style' at The Fort Worth Stockyards Historical District. In addition to the authentic stores and restaurants located in the Stockyards, Triennial participants were able to watch a live cattle drive take place.



discussions alike. Topics included: *Everything You'd Like to Know About ACBSP*; *What I Wish I'd Known for a*

Successful Job Search; *The Right Job is Out There*; *Increasing DMD Membership Acceptance Rate*; *Winning Scholarship Applications*; *Importance of Chapter Planning*; *Making DMD Membership More Valuable*; and *DMD Awards Programs*.

After visiting the Stockyards, Triennial participants gathered at Billy Bob's Texas, acclaimed as the world's largest "honky-tonk." Billy Bob's made every guest know that undoubtedly they are absolutely "no place else but Texas"! Triennial participants were entertained with a variety of games, country line dancing instructions, live bands, live rodeos, and a Texas-style BBQ dinner.



A group of Triennial attendees kick off the convention with dance lessons at Billy Bob's.
Photo by: Lance Wilson



Right to Left: DMD Treasurer, Dr. Michael LaRocco and SBD President-Elect, Dr. Donald Driemeier announcing a Cash Prize to one lucky attendee.
Photo by: Lance Wilson



D'Anna Jackson of Tarleton University was one such lucky winner!
Photo by: Zeb Pomeranke

For more on Triennial, turn to page 4!



Meet the New National Council Officers
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Delta Mu Delta National Honors Society

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Mercy College

Vice President / Development

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Anderson University

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Dr. Larry A. Lynch-R2, E
Roanoke College

Prof. Cindi Bearden-R3, SE
LaGrange College

Dr. Ashton I. Veramallay-R4, NC
Indiana University East

Dr. John Lewington-R5, MW
Maryville University

Prof. Kathleen E. Bauer-R6, SW
Midwestern State University

Dr. Sandie Kiehl-R7 & 8, NW & Intl.
Linfield College

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Message from the President



Janis Petronis
DMD National President
Tarleton State University

After an exciting and eventful Triennial, the 2004-2007 DMD National Executive Council took off our Texas cowboy hats, rolled up our sleeves, and began work on a strategic planning process to set the stage for the next three years of the Society.

Five critical issues were delineated that will pave the way to excellence for DMD. The NEC committees will be meeting this spring and summer to establish the strategies and measurable objectives for addressing these issues. It is my sincere wish that the efforts to meet these objectives will reach far beyond the NEC to include current students, faculty advisers, alumni members now in business careers, as well as an increased involvement by the business community.

These critical issues are:

1. Organizational structure, including definition of roles and responsibilities for the NEC and its committees, the DMD Central Office, faculty advisers, and the chapters.
2. Relationships with affiliate organizations such as ACBSP, the Association of Collegiate Honor Societies, the Federation of Business Honor Societies, and possible corporate involvement.
3. Limited resources in terms of budget, staff, and volunteer time.
4. Recognition and benefits for student members, chapters, faculty advisers, and alumni.
5. Communications with and research of the needs of our constituents.

In the next several months you will be hearing more about DMD initiatives taken in response to these critical issues. If you would like to take an active role in working to achieve the continued and growing excellence of Delta Mu Delta by participating in these initiatives, please contact me directly at jpetronis@tarleton.edu or the DMD Central Office.

I look forward to working with each of you over the next three years. Thank you for your involvement with Delta Mu Delta!!

DMD Regional Representatives

REGION 1 - NORTHEASTERN



Melanie L. Hatch
Marymount University

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Puerto Rico, Rhode Island, Vermont and Virgin Islands

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REGION 2 - EASTERN



Dr. Larry A. Lynch
Roanoke College

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REGION 3 - SOUTHEASTERN



Cindi Bearden
LaGrange College

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cbearde@lagrange.edu

REGION 4 - NORTH CENTRAL



Dr. Ashton I. Veramallay
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Illinois, Indiana, Minnesota, Michigan, Ohio, Wisconsin

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REGION 5 - MIDWESTERN



John Lewington
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Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota

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REGION 6 - SOUTHWESTERN



Prof. Kathleen Bauer
Midwestern State University

Arkansas, Louisiana, New Mexico, Oklahoma, Texas

kathleen.bauer@mwsu.edu

REGION 7 - WESTERN



Sandie Kiehl
Linfield College

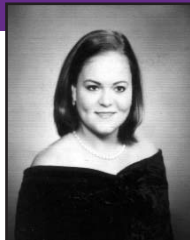
Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming

skiehl@linfield.edu

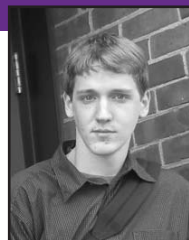
2004 Delta Mu Delta Scholarship Recipients



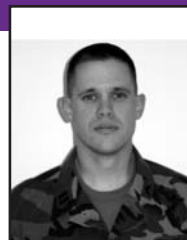
Alena Abrosimova
Richard Stockton College



Jennifer Aldrich
LaGrange College



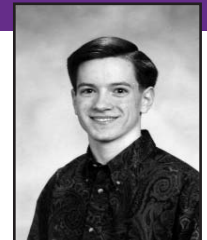
Ryan Anderson
North Park University



Jason Arndt
DePaul University



Angela C. Bagwell
Texas Lutheran University



Michael A. Beckman
University of St. Francis



President: Janis Petronis BBA, University of Arkansas; MEd, Tarleton State University (Texas); EdD, Texas A&M University-Commerce. Associate Professor of International Business and Marketing, Tarleton State University, voted the 2001 College of Business Teacher of the Year. Previous positions include public school and community college business teacher, president of the Texas Association of School Boards, Executive Director of the Tarleton Alumni Association, and Assistant Vice President for Institutional Advancement at Tarleton. Current chair of the ACBSP Global Business Education Committee and responsible for ACBSP research on the internationalization of business curriculum. DMD service has included serving as faculty adviser for Zeta Lambda Chapter (2000 Jablonsky Award winner), Regional Representative for Region 6, and Vice President of the DMD National Executive Council.



Vice President: B. Timothy Allport BA, University of Bridgeport; MBA, University of Pennsylvania; MS, New York University. Professor of Management, Mercy College, since 1984. Served Mercy College in several administrative positions including Assistant Department Chairman, member of Department Executive Committee, member of Faculty Senate, and member of Faculty Association. Adjunct Professor of Mathematics at Concordia College. Professional Tutor in high school mathematics. Previously held a variety of managerial positions in major corporations in New York City. Has served as Delta Mu Delta Faculty Adviser at Mercy College for over 18 years. Currently serves on the Delta Mu Delta National Executive Council as Regional Representative for Region 1 and as a member of the Oversight Committee and the Public Information & Editorial Review Committee. Previously served as a Scholarship Judge for two terms. Instrumental in assisting Mercy College to receive a Mellon Grant to develop a student mentoring program using Delta Mu Delta graduates as mentors to current students.



Vice President Extension Development: Kenneth Armstrong, MBA, Central Michigan University; PhD in Strategic Planning, Northwestern University. Prof of Management, Falls School of Business, Anderson University. Served as Dean of the Falls School of Business for 13 years. Has held several positions in the Association of Collegiate Business Schools and Programs, including Chair of the Baccalaureate/Graduate Degree Commission and President of the Board of Directors. Also served two non-consecutive terms on the Executive Committee of the Christian Business Faculty Association and was the Chair of the Board on two separate occasions. Received the Richard Chewing Award (the highest award given) from CBFA in 2002. Received the "Most Supportive Dean of the Year" award at the National Competition of Students in Free Enterprise (SIFE) in 2003. Previously served 6 years as a regional representative on the DMD National Executive Council. Ken is a die-hard Chicago Cubs fan!



Treasurer: Michael V. LaRocco BS in Commerce, MBA, DePaul University, PhD in Business Administration - Nova Southeastern University. Dean of the College of Business at the University of St. Francis, USF, and founder of the University Masters of Business Administration and Masters of Science in Management programs. He has been teaching at both the undergraduate and graduate levels for over 27 years. He was the first teacher at USF to put online classes on the world wide web. Michael has extensive business experience at both the national and international levels. He has worked for such companies as Midas International Corp, The Leggett Group and Hy-Gain de Puerto Rico. His consulting and research clients include British Petroleum Chemicals, Amoco Medical, Wm Wrigley Corp. and the Archdiocese of Chicago. Currently serving as DMD National Treasurer, other DMD positions: Member at Large to the National Executive Council, National Scholarship Judge, Founder and Faculty Adviser of the Delta Kappa Chapter, University of St. Francis, member of Eta Chapter, DePaul University.



Secretary: R. L. Sosnowski BS, Finance, De Paul University. Previously, Chief Financial Officer, Tip Top Builders; President of Micro Thunder, Inc., a 15-yr, consulting firm for microcomputers; Assistant Vice President at Talman Home Federal Savings and Loan. Member and Charter President of La Grange Park Friends of the Library and served in three Officer positions on the La Grange Park Village Caucus. Currently serving as DMD National Secretary, member of the Finance Committee and Bylaws Committee. Other DMD positions: three terms of National Treasurer; Executive Director; Director of Central Office, Chair of the Scholarship Committee, and Scholarship Judge. Supported three Triennial meetings by conducting panels and workshops on chapter and faculty adviser activities. Active member of Eta Chapter, DePaul University, since 1977, having begun with two terms as Chapter President



Immediate Past President: William H. Brunsen BS, Eastern New Mexico University; MA and Ph.D., University of Nebraska-Lincoln. Professor of Finance, Eastern New Mexico University. Held various positions at Eastern New Mexico since 1987. Prior to that time, taught at Northern Arizona University and Western Carolina University. Held various positions at Peterson Construction including Chief Financial Officer, served in various capacities for the Nebraska State Legislature including Director of the Legislative Fiscal Office. Served on various committees at Eastern New Mexico University including University Curriculum Committee, Ad Hoc Admissions and Standards Committee and Graduate Student Appeals Committee; served as chair of the steering committee for ACBSP accreditation. Has previously served as DMD Regional Representative, Vice President, and President. In addition, he was the Faculty Adviser of Eastern New Mexico's Gamma Omega Chapter for 15 years.

2004 Delta Mu Delta Scholarship Recipients



Joshua Lee Brown
Northwest Missouri State University



Kari Callanan
Roanoke College



Marissa DeLiberato
Edinboro University



Melissa Elliott
Northwest Missouri State University



Chad Ford
Oklahoma City University



Kari Frerking
Northwest Missouri State University



Be Prepared for the Interview

One of the more popular speakers at the 2004 Triennial was Holly Gathright the Senior Director of Recruitment at RadioShack. Her talk to the Triennial participants entitled,



Holly Gathright explains interviewing techniques to the audience at the 2004 Triennial.
Photo by: Zeb Pomeranke

“What I Wish I Had Known - Preparing for Behavioral Interviews” gave audience members a look into what employers are looking for in an applicant.

One big piece of advice - do your homework before you interview with the company. Know the company's history, their current situation and their future plans. Know something about the position you are applying for - and be prepared to talk about yourself. Know your strengths and weaknesses and give specific examples when asked. For the complete presentation by Ms.

Gathright at the Triennial, visit the DMD website at www.dmd-ntl.org/triennial/RadioShack_Presentation.ppt. Although the PowerPoint presentation is very informative, it is a rather large file. See her “Top Ten Interview Don'ts” list at the right.

Representation at Triennial Reaches All Borders!

With over eighty-five students representing over thirty-five chapters, this year's Triennial certainly took it's “Business Without Borders” theme seriously!

Participants came from as far East as the University of the District of Columbia; as far north and west as McMinnville, Oregon. In addition, student Representatives attended who are originally from as far away as India, South America, and Africa.



Central Office staffer, Jeana Rendek greeted Triennial attendees as they registered for the various activities.
Photo by: Zeb Pomeranke

TOP TEN INTERVIEW DON'TS!

- #10 - Your portfolio should include examples of your best work, not your fourth grade perfect-attendance award.
- #9 - Two extra sprays of cologne do not replace a shower.
- #8 If you are late, don't tell the interviewer it's because you aren't a very good planner.
- #7 - Don't put a bail bondsman down as a reference.
- #6 - Don't send the recruiter flowers after the interview.
- #5 - It's important to make eye contact with the interviewer, but not creepy eye contact.
- #4 - Don't confuse asking and “begging” for a job.
- #3 - Don't answer your phone “Joe's Bar & Grill” after you start interviewing.
- #2 - Don't track down the recruiter or hiring manager and call them at home – that is stalking!
- #1 - When asked if you can stay longer to interview don't say, “I'll have to call my mom and ask.”



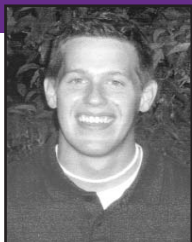
Above: National Advisory member, Dr. Terry Mendenhall admiring one of the many chapter displays created letting others know of their activities.
Photos by: Zeb Pomeranke



Where should we meet next?

We are looking for your ideas on where to hold our next Triennial. Please e-mail your suggestions to dmd@dmd-ntl.org

2004 Delta Mu Delta Scholarship Recipients



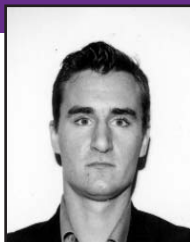
Michael P. Gundy
Grove City College



Britta Hamberg
North Park University



Autumn Harborth
Texas Lutheran University



Dariusz Hendrych
DePaul University



Priscilla Johnson
University of
Incarnate Word



Orjola Joldashi
University of
Central Oklahoma



Above left: Tim Sear, CEO Alcon Labs, addresses DMD participants during Triennial.
Photo by: Zeb Pomeranke

The Triennial was a delicate balance of fun and learning. An array of executives from area Fortune 500 businesses including RadioShack, Dr Pepper Bottling Company, Alcon Labs and Pier 1, provided details of what DMD students will be facing as they graduate and enter into the job market.



Liz Martin, Plant Manager, French-owned Saint-Gobain, discusses managing a diverse workforce.
Photo by: Zeb Pomeranke



One of the many auction tables filled with goodies at Triennial. Proceeds from the auction benefitted the Forever Dollars Scholarship Fund.
Photo by: Zeb Pomeranke

The silent auction received items from twenty-five schools, the DMD Central Office and the Ft. Worth Chamber of Commerce. Over fifty items were donated that brought in nearly \$1,000 for the Forever Dollars Scholarship Fund. We want to thank the many generous bidders, who competed with their dollars for a good cause!

The 2004 Triennial culminated with the election of the 2004-2007 Delta Mu Delta National Executive Council.

(See page 2 for the Regional Representatives and page 3 for information on your newly elected Executive Council.)

A special thank you to Triennial Corporate Sponsors

- Association of Collegiate Business Schools and Programs (ACBSP)
- Dr Pepper Bottling Company, Dublin, Texas
- Fort Worth Chamber of Commerce
- Forth Worth Stockyards
- PROforma Crescent
- Schoen Trimming & Cord Company, Inc.

DMD and SBD Join Forces for Joint Triennial

Delta Mu Delta welcomed Sigma Beta Delta, its counterpart for regionally-accredited institutions, for the first ever joint national meeting. The two groups working together allowed economies of scale for nationally known speakers, banquets, social events, and roundtable discussions. Time was set aside for separate business meetings and workshops.

This being SBD's tenth birthday, DMD surprised them with a large SBD conference banner during the birthday cake-cutting ceremony. Everyone agreed it was half as much effort for each group, but twice as productive for both SBD and DMD.



SBD Officers cut the giant birthday cake celebrating their 10th anniversary.
Photo by: Lance Wilson



Dr. Cliff Eubanks presents to Tony Jablonsky, former DMD President, an award from SBD recognizing his contribution in creating their Society. Also recognized were: Bill Brunsen, Bob McCall and Rich Sosnowski for their contributions.
Photo by: Lance Wilson



From left to right: Doug Viehland, Executive Director of ACBSP, with members of the SBD Board, Dr. Don Driemeier, Dr. Barbara Nemecek, Dr. Gloria Clark (and friend) and at the far right, Sandy Estep, Executive Director of SBD. Front are Dr. Sandra Hart and Dr. Jim Bearden.
Photo by: Lance Wilson

2004 Delta Mu Delta Scholarship Recipients



Cindy Jones
Marymount University



Valerie Kuntz
Grove City College



Deena M. Lauver
Fontbonne University



Maria Maldonado
Oklahoma City University



Jessica Merritt
Tarleton State University



Njavwa Mulwanda
Northwest Missouri State University

We're published!!

That is the qualification several DMD members at Tarleton State University may boast. Economics Professor Bill Beaty solicited the assistance of Zeta Lambda members to write articles for his quarterly Cross Timbers Business Report (CTBR) which is distributed extensively in the central Texas area and available statewide.

DMD members wrote on a variety of topics and gained an in-depth understanding of a variety of economic indicators and their impact on the local area, as well as the state and nation. Professor Beaty has edited such publications in his previous positions with the Federal Reserve System and Sul Ross State University in Texas. According to Beaty, "Having the Delta Mu Delta members write articles for the CTBR seemed like a natural fit. Our best and brightest Tarleton business students are creating and disseminating important economic information. Their involvement adds prestige to the publication."

Zeta Lambda Chapter reciprocated with the compliment by inducting Professor Beaty as their newest honorary member at the new member induction this spring. Now the CTBR is written and edited by Delta Mu Delta members. For a look at the CTBR visit the website at www.tarleton.edu/~econ/ctbr182.pdf

A Look at a Resourceful Chapter

Bowie State's Gamma Kappa Chapter was installed in 1977, and has been a strong promoter of promoting their Chapter by sponsoring multiple activities. They (as well as, a number of DMD Chapters) do not receive assistance for their Chapter. However, their multiple fund raisers such as sales of chocolate roses, raffles, and donations from various individuals helps their eligible students with membership dues. Last fiscal year, they received over \$500.

In addition, they also have been able to eliminate some of their induction ceremony expenses by obtaining items donated by various businesses. In 2004, the chapter gave four scholarships to students totalling \$1,600. Dr. Fiseha Eshete has been the faculty adviser for over 10 years and we applaud him for his extra efforts to his students.

If your chapter would like additional information on how you too can help alleviate the cost to your students, please let us know.

A Member's Wall of Pride...and then some!

Inside her office, MaryAnn Kerins has many more plaques and framed awards than she has wall space. They not only fill every available inch of wall space inside the office, but more hang on the wall outside the office. There are enough certificates in frames that she could easily make an awesome display in a prominent part of her company. But to Kerins, they only tell part of the story.

So what does the DMD symbol mean to her? "Every time someone approaches me about my pin or my car sticker and remarks about my Caliber and we look at each other...and recognize that through knowledge is power and there is strength through intellect and ability" stated MaryAnn. "As I wear my 2-FDU rings and my DMD KEY, it emulates what we have achieved. What

we stand for, what we carry and bring to our projects and colleagues and all that know and love us."

As a two time scholarship recipient and twice recognized DMD member, MaryAnn received her MBA from



Two-time DMD Scholarship recipient, MaryAnn Kerins stands in front of the many plaques and certificates she has received.

Fairleigh Dickinson University in 1996. Her background encompasses ten years of business experience with a concentration in Marketing. She has diverse industry experience including: Advertising, Banking, Education, Electronics, Law, Nutraceutical, Pharmaceutical, Retail and Securities.

MaryAnn is in the process of becoming the Youngest-DAR-Daughters of the American Revolution in Washington-DC. Congratulations MaryAnn and keep up the great work!

2004 Delta Mu Delta Scholarship Recipients



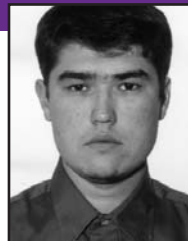
Amber Weidner Tyler
Southern Nazarene University



Lenette Williams
Elizabethtown College



Dandan Ye
University of the Incarnate Word



Anvar Zhumagazin
Oklahoma City University

Tara Blackburn
Oklahoma City University

Brandy Brown
Alabama State University

Brigitte Butler
University of the Incarnate Word

Tanikka Dennison
Saint Augustine's College

Darius Dills
University of Central Oklahoma

Melanie Dunn
Grand Canyon University

Jennifer Lark
Oklahoma City University

Timothy Paez
Our Lady of the Lake University

Andreas Rydholm
Oklahoma City University

Sarah Sermersheim
University of Central Oklahoma

Delta Mu Delta Offers You New Benefits

Financial experts continue to recommend comparison-shopping as the number one way to save on insurance costs. As a member of Delta Mu Delta, you can easily shop and compare more than 200 top-rated insurance providers through the nation's leading insurance shopping service of Answer Financial®.

Ranked by Gomez™ as the number one online destination for one-stop insurance shopping, Answer Financial offers you better choices, service and value on a wide variety of insurance products including auto, home, life, health and more. And, unlike other insurance shopping services, Answer Financial is fully supported by a Call Center staffed with licensed agents available during extended hours to answer your questions and help you find the right coverage at the best price available.

Another unique advantage of Answer Financial is its exceptional and ever-growing selection of top-rated carriers. With better options, you can avoid paying too much for coverage and improve your chances of finding the right policy to meet your needs. Take advantage of your free access to Answer Financial's insurance shopping services today by simply calling toll-free: 1-877-777-9992. Be sure to mention your Group Name: DMD. Or, if you prefer to get quotes online, go to www.dmd-ntl.org/benefits and click on the type of insurance you are interested in.

When you say 'Charge It' you can be supporting DMD!



Are you a supporter of DMD and don't even know it? You are if you carry a DMD

MBNA Credit Card! A portion of each purchase is donated to DMD and contributes to the Scholarship Fund. In fact, the totals from this produces an average of \$10,000 - 12,000 annually. Due to privacy laws, we cannot know who contributes by purchasing items using your DMD MBNA card. However, we want to thank you for your continued support!

Want to sign up for a DMD MBNA Credit Card? Visit the website www.dmd-ntl.org/benefits under Member Benefits for more information!

Special Thanks

There are many ways to support the Forever Scholarship Fund. We would like the following people who have donated to the Fund for that special reason:



William & Sandra Hrcnciar

- On behalf of daughter, Amy Hrcnciar

Professor B. Timothy Allport

- In Memory of Hollis R. Brownstein

Forever Dollars \$\$\$

Readers of this Vision newsletter are well acquainted with the phrase "Forever Dollars" since we've been using it in every issue for the past twelve years. Each issue devotes part of a column to invite our alumni to send donations to the Forever Dollars Scholarship Program.

But, what exactly does that phrase really mean?

Many other non-profits solicit your monies but few, if any, pledge to preserve them in perpetuity. Typically, you send them a check for \$10 or \$50 and give it to their cause - and they say "Thank you" - and then spend it! This leaves them immediately needing another donation from you to replace it for next time around.

However, when you make a similar donation to our Forever Dollars Scholarship Fund, it stipulates right on the Donor Card that your money will be added to the principal of the Fund and only the earnings will be used to support outstanding students for generations to come.

Where else can a modest donation be used to create a "trust fund" with your monies carefully nurtured by our Finance Committee and only the earnings used to provide as many as thirty-eight scholarships each year?

A legacy! For only a few dollars. Where else?

Matching Grant Program

If you are considering a donation, please check with your company - through Matching Grants your donation will assist more students! Matching Grants were received from:

Verizon Communications, Inc.

SallieMae Fund Employee Contributions Program

Do you have an interesting story about one of your honorary members?

We would like to hear about it.

E-mail us with photos and descriptions to

dmd@dmd-ntl.org

Delta Mu Delta would like to thank the following persons for their contribution to the Society.

Over \$1,000

DePaul University
Patricia & Anthony Jablonsky

\$100 and over

Ashland University
Blaine Robert Lanning
Shane E. Lindsay

Athens State University
Barbara I. Engelbrecht
Robert L. McCall

University of Cincinnati
E. J. Beyersdorfer
Donald Wesley

University of the District of Columbia
James W. Cobb, Jr.

DePaul University
James Alan Fredrick
Rich & Joanna Sosnowski

Dowling College
Jason Martino

Eastern New Mexico University
Dale Davis

Eastern University
Edward & Dorothy Carter

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Dawn R. Daniele

Indiana University East
Gale Richardson

Grand Canyon University
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Philadelphia University
Catherine Korman

Ramapo College of New Jersey
Rhonda Zandstra

Sacred Heart University
William M. Lawler

St. Edward's University
Rachel B. Berman

University of St. Francis
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Marvin R. Glickman

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Janet S.W. Cheung

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