

OF
Alpha Beta Gamma

International Business Honor Society of Community, Junior, and Technical Colleges

Canada · United States · Mexico

Fall 2003

Alpha Beta Gamma Invades South Beach

South Beach, Florida welcomed the members of Alpha Beta Gamma International Honor Society April 24-27 for the 2003 National Leadership Conference. Alpha Beta Gammans greeted old friends and made new ones while enjoying the ambience of south Florida.

Friday the conference opened with a welcome address followed by workshops. This year, many students and advisors presented workshops, which gave the conference a much broader scope—and proved how talented our members are!

After the very interesting morning sessions, a deli lunch was served and ABGs quickly made plans for the rest of the day. A Miami bus tour was the choice of many, while others chose to hit the beaches.

The adviser's meeting was held on Friday evening with much new business being discussed. The exciting news was that thanks to the diligence and efforts of Dr. John Christesen, Alpha Beta Gamma members will now automatically be listed on the National Dean's list and will have both the



Fantastic sand castle built on the beach



Cocowalk on South Beach tour

Alpha Beta Gamma and the National Dean's list seals on their diplomas! Anyone interested in obtaining Alpha Beta Gamma jewelry, clothing, or other items should check the website for price and order information.

Saturday's storms did not dampen the enthusiasm as the conference resumed with student nominations and speeches for the national offices.

The workshops were followed by student elections and voting on the best student presentation. The awards banquet, the highlight of every conference was held at Tutti's Café. Award winners were congratulated, new officers arranged to meet to strategize for the upcoming year, Ginny Fastje and Marc Zagara were recognized for all of their efforts on yet another successful conference and ABG's adjourned to enjoy their last night in balmy south Florida.

2003 Award Recipients are listed on page 4

***More pictures
on the
next page!***



Memories of South Beach

Photos compliments of Becky Rutz



The national conference is a great place to network with other ABG members and visit new places. Each year, all who attend remark that the conference is a never to be forgotten experience. Please plan to join us next year and make the 2004 conference even bigger and better than ever!

THE HONORS JOURNAL
of Alpha Beta Gamma

Editor

Gaye Andersen

Assistant Editor

Danielle Yakovetz

Chief Executive Officer

John D. Christesen

Chief Financial Officer

Paul V. Cunningham

Executive Coordinator

Ginnie Fastje

National Chairpersons

Professor Mark Zagara
Professor Renee Summers
Professor Charles Holmes

Major Contributors

David Kingsidaphone

Send newsletters to:

Alpha Beta Gamma
The Honors Journal
75 Grasslands Road
Valhalla, NY 10595

or

E-mail to:

ceo@abg.org

or

gaye.andersen@davenport.edu

Member

Association of College Honor Societies
Educational Associate

American Association of Community Colleges

Member

Institutional Affiliates Network

Association of Canadian Community Colleges

Participant au Réseau D'affiliés internationaux de

Association des collèges universitaires du Canada

Note From the Editor

The Honors Journal belongs to all Alpha Beta Gammas and we encourage all submissions. I would like to ask each chapter to send an article highlighting your chapter—tell us what special projects you have done, what fund raisers have worked (or not worked) for you, or highlight any outstanding achievement of your members. Please feel free to email your submissions to me at gaye.andersen@davenport.edu.

For late-breaking news
and all kinds of good stuff,
check out our website
www.ABG.org

News from the Web Master

Greetings from the Alpha Beta Gamma National website. Have you checked out the new National website? No? It's time you did. The website has undergone a facelift and it is supposedly cleaner and easier to navigate. But that is for you to decide. Send your comments to me, the webmaster at: davek@abg.org. I'm always eagerly awaiting ideas and suggestions from members to make the site better.

ABΓ Baseball Caps

New ABΓ Baseball caps are now available from Graduate Supply House. White caps with Red ABΓ Logo and the motto *Virtus Et Umbra* on the back of the cap are now available for \$19.95. Call Frances at (601) 354-5323.

National Leadership Conference 2003 Award Winners

Excellence in Financial Management

Kappa Eta Chapter
Martin Community College

Donald Bertram Community Service

Gamma Gamma Chapter
Davenport University

Excellence in Campus Service

Alpha Psi Chapter
Del Mar College

Excellence in Recruitment

Lambda Epsilon Chapter
Pittsburgh Technical Institute

The Golden Key

Sigma Chapter
Abraham Baldwin Agricultural College

Dr. Robert Litro

- Chapter President

Jerri K. Pearson, Gamma
Vincennes University

Dr. Mary Bone Competition

Essay Award

Christopher Palfreyman, Alpha Psi
Del Mar College

Prof. Steven Graham Memorial

Allen Hutto, Sigma
Abraham Baldwin Agricultural College

Francis Cunningham Esq. Memorial Competitive

Essay

Jerri K. Pearson, Gamma
Vincennes University

The Nathan Ancell Memorial Award

Laura Scott, Gamma
Vincennes University

Alpha Beta Gamma Chapter Web Page Award

Chi Epsilon Chapter
Southwest Tennessee Community College

ABG College President

Randolph K. Flechsig
Davenport University

The Professor C. George Alvey Distinguished Fellowship

Donald Yvaska, Omega
Brooks College

The Cerrone Award

Mitzi Marshall, Sigma
Abraham Baldwin Agricultural College

The Ester J. Cross

Memorial Essay

Marcia Cronin-Gallagher,
Beta Omicron

Northern Essex Community College

The Sophie Abeles

Essay Award

Sandra McMurtie, Kappa Eta
Martin Community College

The Harold E. Teepool Award

Gamma Gamma Chapter
Davenport University

The Steve Perri Memorial

Essay Award

Zuzana Zambrano, Alpha Psi
Delaware Technical and Community College

The Best Poster Contest

Linda Brown, Eta Delta
Delaware Technical and Community College

The Best Student Workshop Presentation

1st Place (tie) - "Using PDA's to Enhance Learning" - Sigma Chapter, Abraham Baldwin Agricultural College. *Mitzi Marshall, Jaciet Honeycutt, Allen Hutto, Alice Watson, Vanisha Crowell, Shine Rankin.*

1st Place (tie) - "Getting Hired" - Alpha Alpha Chapter, Pensacola Junior College. *Dawn Young, Rainey Tribodeaux, Petra Leonard, Ray Carrol, Stephanie Holowach, Tamara Tolbert, Cheryl Jackson.*

3rd Place - "Marketing to Hispanics" - Alpha Psi Chapter, Del Mar College. *Jennifer Beserra.*

President Eva Bobrow Medallion

Rhoda Miller
Zeta, SUNY Farmingdale

Jeremy Reed
Gamma, Vincennes University

Jessica Barret
Omega, Brooks College

Tricie Harvill
Gamma Alpha, Brevard Community College

Barbara Boone
Eta Delta, Delaware Technical and Community College

Petra Leonar
Alpha Alpha, Pensacola Junior College

Sedia Crossman
Delta, Westchester Community College

Victoria Petrie
Chi Epsilon, Southwest Tennessee Community College

Jeri K. Pearson
Gamma, Vincennes University

Danielle Yakovetz
Gamma Gamma, Davenport University

Rachel Lopes
Beta Omicron, Northern Essex Community College

Jennifer Beserra
Alpha Psi, Del Mar College

Alice Watson
Sigma, Abraham Baldwin Agricultural College



Alpha Beta Gamma - New Chapters May, 2002 - April, 2003

<i>College</i>	<i>Location</i>	<i>Chapter</i>	<i>Adviser</i>
Angelina College	Lufkin, TX	Rho Alpha	Kay Cummings
Cumberland County College	Vineland, JY	Iota Upsilon	Dr. Robert Hancox
DeVry College of Technology	E. Brunswick, NJ	Eta Nu	Jamieson Bilella
Grand Rapids Comm. College	Grand Rapids, MI	Lambda Eta	Richard Barnhart
Pittsburgh Technical Institute	Oakdale, PA	Lambda Epsilon	Prof. Nancy Feather
Riverside Comm. College	Riverside, CA	Iota Tau	Don Wilcoxson
Riverside Comm. College	Mofreno Valley, CA	Lambda Kappa	Jose Duran

Chapter Contributions

News from Beta Tau

*Mississippi Gulf Coast Community College
Jackson County Campus
Gautier, MS*

The Beta Tau chapter, chartered in 1997, has been very busy. Mississippi Gulf Coast Community College is a multi-campus, multi-center public institution. The Jackson County Campus is the only campus/center of MGCCC with an Alpha Beta Gamma chapter.

One of our first activities after our return from Conference 2003 was to sponsor a local theatre company on campus. Our campus drama department did not produce a spring play, so Beta Tau chapter stepped into the void by sponsoring a group from a local community theatre. "The Trial of the Big Bad Wolf" was a hit when it was performed a few years ago, winning the state's community theatre competition then representing the United States at the International Theatre Festival in South Korea and winning the International Peace and Friendship Award (the top prize). We were fortunate that this group was planning to participate in the Fringe Theatre Festival in Edinburgh, Scotland, this past summer at another international festival. Shortly after their appearance on our campus, they withdrew from the festival due to serious concerns about traveling abroad under the current

political/terrorist situation. But our campus benefited before this decision – we hosted a wonderful production, the theatre group was able to perform again, and the students at Jackson County Campus were afforded the opportunity of live theatre on campus. Over 100 attended from both the campus and the community.

Another activity we sponsored at the end of the year was an open forum for a group representing a homeless shelter to make their mission and needs known. Representatives from the Interfaith Hospitality Network and Life of South Mississippi visited the first week of May to inform our students and student organizations of just what they do and how groups and individuals can help with volunteer time and medical supplies. Many needs were revealed.

Our first activity for the new school year was participation in the "Back to School Bash" sponsored by the student council. This was an opportunity for campus organizations to make new students aware of what student organizations were on campus, who was eligible and how to get more information and/or join.

Some of our members participated in the Coast Wide Beach Clean-up held on Saturday, September 20 at various local beaches. The Coast-Wide Beach Clean-up is part of a nationwide effort to collect and research the "trash" found on beaches and to

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News from Gamma Gamma

*Davenport University
Merrillville, IN*

Gamma Gamma's major Fall project centers on the issue of Domestic Violence. Since its charter in 1994, Gamma Gamma has adopted Domestic Violence awareness as our main cause. We are dedicated to education about domestic violence and doing what we can to eliminate violence from our communities.

Since early spring we have written hundreds of letters to celebrities and politicians asking them to send an autographed photo in addition to tracing their handprint on a form pledging non-violence. These items will be auctioned and any funds raised will be donated to The Caring Place, a shelter for victims of Domestic Violence.

We have also asked for non-violence pledges from students, faculty and staff of the entire 30 campus Davenport University system, which have been posted on a wall at the Merrillville campus.

We are displaying the Clothesline Project, a special display of shirts graphically illustrated by violence victims as a very visual depiction of the physical pain and mental anguish caused by violent behavior.

November kicks off our annual food drive, which will continue through December – all items collected will be donated to an area food pantry.

During November and December we are also gearing up for our annual angel tree activities, which help provide Christmas gifts for needy children in the community.



Above: At our annual graduation luncheon -- Davenport President Randolph Flechsig, Chapter Advisor Gaye Andersen, and Student President Kingley Vibert. Right: Student President Kingley Vibert



Below: At the Davenport University Excellence in Business Dinner Gala -- ABG members Danielle Yakovetz, Ruth Hughbanks, Kara Lynn Hanney, and Chapter Adviser Gaye Andersen.



News from Eta Delta

*Delaware Technical and Community College
Dover, Delaware*

Shown below are pictures of the ABG Poster and the award recipients for the ABG Annual Leadership Conference.



From left to right: Barbara Boone, Eva Bobrow Medallion of Excellence, Linda Brown, Marketing and Recruitment Award, and Nancy Rockey, Adviser Gold Circle Award.

Our chapter will once again focus on volunteer service to our campus and the community.

News from Gamma Alpha

BCC
Titusville Campus

On October 3rd 2003 a group of students from the University of Salamanca, Spain came to Brevard Community College, Titusville Campus. They are modern time troubadours who belong to the group of Las Tunas from the School of Medicine. They dress in medieval costumes and play guitars, mandolins and tambourines. Their performance was received with great enjoyment by the audience who filled the small auditorium to capacity.



Below: Silvia Pulido and Domingo dance



The group visited Kennedy Space Center and delighted in A New World of Exploration in Space as well as explored the US culture in New World.

New Members inducted on September 22nd Ashley Anderson, Nathan Broyles, Chris Criss, Candance Foraker, Mathew Goode, Crystal Holley, Amy Luth, Gralyn Martinez, Dave McMillan. Congratulations!

New slate of officers voted at the GM following induction: *Kyle Gilreath, President; Tricie Harvill, Vice President; Aaron Frisbe, Historian, Candice Foraker, Treasurer; Mathew Goode, Secretary.*

FALL FLING, October 29th, **the theme is Aliens!**



Las Tunas 18 member group at KSC

News from Delta

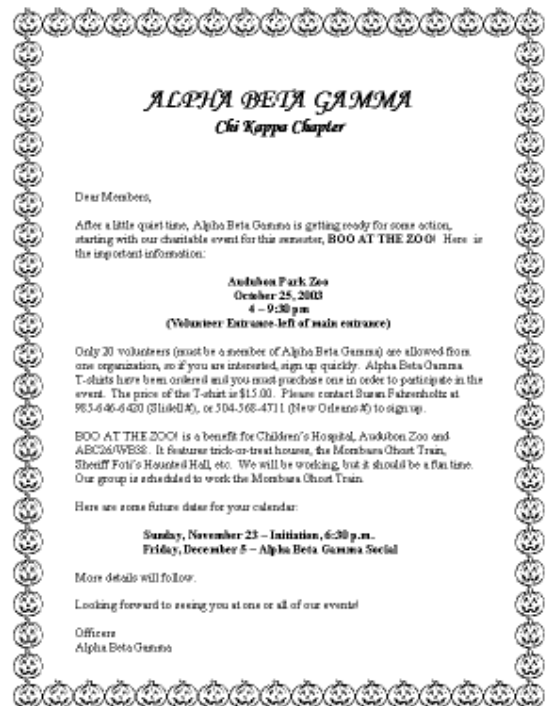
Westchester Community College
Valhalla, New York

Janet Piccolo and her son Mike Piccolo both graduated from Westchester Community College in May with business degrees and both were initiated into the Delta chapter of Alpha Beta Gamma on April 9th at the Tarrytown Hilton. It is the first time that a mother and son concurrently were initiated even though the chapter has had many sons and daughters of alumni initiated.

News from Chi Kappa

Delgado Community College
Slidell, LA

This semester, we worked a charitable event BOO AT THE ZOO!, which benefited Children's Hospital in New Orleans. We had a wonderful time.



Our initiation is taking place Sunday, November 23 at Chef's Table Restaurant.

What Alpha Beta Gamma Means to Me

By Christopher Palfreyman

As you know, I belong to Alpha Beta Gamma at Del Mar College. Alpha Beta Gamma has been a great opportunity to become more responsible, to better my personal relationship skills, work with faculty, able to manage time and to be a team player as well a leader.

At the first meeting, the club was short officers and was electing officers. I wanted to become an officer but felt scared of the responsibility that came with it. When they were asking for anyone who wanted to take the role as a Recording Secretary, nobody came forward so I decided to go for it and try it out. The current Recording Secretary who couldn't be a secretary anymore showed me how to take notes. It did not seem hard at first and I thought this should be easy. The next meeting when I was by

myself I thought what did I get myself into. It felt overwhelming at first but with the help of the other officers and the faculty it did become easy. I have been able to make an e-mail address book of all the members and even some alumini members and I am always consistent in sending out the minutes to all the members. Also, I have put together a notebook of all the minutes during my term of Recording Secretary along with the term of the Secretary before me. Along with keeping a notebook, I have kept all the minutes on a floppy disk with the minutes titled with the date of the meeting. At the initiation of members, I received a medal because the sponsor and President felt that I had performed the best duties as an officer and better than the previous Recording Secretaries.

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Mexico Tips -- Traveler's Spanish

You do not have to speak Spanish in Cancun but don't forget you are in Mexico. Learn a few phrases and have some fun...

Let's do the numbers first...

- | | | | | |
|---------------|----------------|----------------|-------------|----------|
| 1. uno | 2. dos | 3. tres | 4. cuatro | 5. cinco |
| 6. seis | 7. siete | 8. ocho | 9. nueve | 10. diez |
| 11. once | 12. doce | 13. trece | 14. catorce | |
| 15. quince | 16. dieciséis | 17. diecisiete | | |
| 18. dieciocho | 19. diecinueve | 20. veinte | | |

How to say Hi and Goodbye...

Good morning.	Buenos días.
Good afternoon.	Buenas tardes.
Good evening.	Buenas noches.
Hello.	Hola.
How are you? (formal).	Cómo está usted?
How are you? (informal)	Cómo está?
Goodbye	Adiós.
See you later.	Hasta luego.
See you tomorrow.	Hasta mañana.
Good night.	Buenos noches.

Introduce yourself...

What's your name?	Cómo se llama?
My name is	Me llamo...
Very pleased to meet you.	Mucho gusto.
How do you do?	Encantado de onocerle?

Now for a few conversational phrases.....

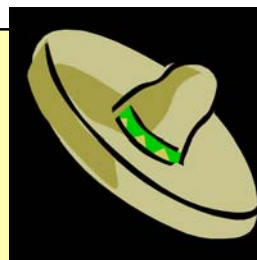
Yes.	Sí
No.	No.
Good	Bueno
Bad	Malo
Why?	Por qué?
When?	Cuándo?
Where?	Dónde?
What?	Qué?
How?	Cómo?
How much it is?	Cuánto Cuesta?
I don't understand.	No comprendo.
I don't speak Spanish.	No hablo Español
The bill, please.	La Cuenta, por favor.
Bathroom?	El baño?

Now make sure you say nice things...

Thank you very much.	Muchas gracias.
No, thank you.	No, gracias.
You're welcome	De nada.
Please	Por favor.
Pardon me. (to get attention)	Perdón.
Pardon me. (to pass)	Con permiso.

Hope that gets you started!! Hasta!!

<http://www.cancunandrivieramaya.com/spanish.shtml>



News from Gamma Eta

Bainbridge College
Bainbridge, Georgia

Club Information Day and Cookout August 26, 2003



Enrichment Trip to Atlanta, GA

Saturday December 6, 2003

Proposed Itinerary

- Meet at Tallahassee Regional Airport at 7:00 a.m.
- Leave Tallahassee at 7:50 a.m.
- Arrive in Atlanta at 8:55 a.m.
- The World of Coke Tour (10:00 to 11:00 a.m.?)
- CNN Tour (11:30 a.m. to 12:30 p.m.?)
- Lunch (12:30 to 1:30 p.m.?)
- Fabulous Fox Theatre "The Nutcracker" Performance (2:00 to 5:00 p.m.?)
- Shopping
- Dinner
- Depart from Hartsfield International Airport at 10:40 p.m.
- Arrive at Tallahassee at 11:40 p.m.

Helping Others

By Marcia Cronin-Gallagher

"The purpose of life is not to be happy, but to matter, to be productive, to be useful, to have it make some difference that you have lived at all." -Leo Rosten

This powerful yet straightforward quote by Leo Rosten seems to be the perfect selection to aid me in introducing the topic of this essay, "Helping Others." This quote truly reaches my inner spirit. It reminds me of various words of wisdom that my parents shared with me and it reflects how I view myself.

Helping others entails much more than the basic extension of your hand to another or simply volunteering for charity work. Most psychologists say that the desire to help another falls underneath the category of altruism. Some people may say it is a genetic trait or that it is taught to a child through examples from the parent(s). I believe that the desire to help another is an inborn characteristic or ability that one possesses and has the capability to improve upon by means of real life experiences and instances. How we develop as young children fosters the physical, intel-

lectual and emotional skills that will be with us throughout our lifetime. I, for example, was able to witness generosity and compassion first hand throughout my childhood through the actions of my parents.

Throughout my life I have always managed to enter into situations that have led me to the defense and aid of others. The mantra's of my teenager years were share a smile, be a friend and above all help others. Therefore, I would constantly find myself to be the one who would go to any means necessary to protect the underdog and all those in need. Fate had allowed me to help others by rising above peer pressures and standing my ground.

Through my adult years, I was able to allow the seeds of wisdom planted by my parents to truly blossom. It was in these years that I learned how rewarding it could be to help others. For example, when my daughter was diagnosed with a chronic respiratory illness, I extended my maternal compassion for

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Actions Speak Louder Than Words

Too often we talk about what we are going to do while we are, in actual fact, doing very little to make our dreams come true. We talk and dream and set goals and plans. We budget and visualize. We do everything except take action!

We all know that only ACTION changes things. One of my favorite slogans is that “Nothing changes until something changes.” I love the reminder that even a small step in the right direction can have HUGE implications! And, I love the reminder that only action will make our dreams come true.

We are blessed to live in a time when we can have or do just about anything we can imagine. You can go to law school or medical school – yes!—You really could! You can make a fortune, start a school, travel the world, raise happy children, run for office, publish a book, start a business or become a hermit and live in the woods. If you can imagine it, you can DO it!

The only catch is that you have to actually make it happen.

I see at least three popular tools for avoiding the necessity for action. They are good tools when used properly, but too often we mis-use them to stay in our comfort zones, change nothing, and wonder why our dreams never come true.

First – We set too many goals. Now, I’m a huge fan of goal-setting and I even wrote an ebook about the process. I use goals in my business and personal life, and I encourage my clients to set goals, so don’t mis-understand me here.

The problem is that we set goals instead of taking action. We plan and talk and set dead-lines, when we should just get to work and “go for it”. Losing 20 pounds may be a goal, but losing weight isn’t a “goal” it’s a PROCESS! It’s about walking around the block, skipping desert or whatever is right in your particular case. Never set goals when it’s simpler and more appropriate to take direction action!

Second – We wait for the right time. Again, “there is a season for everything under heaven” and timing can make a huge difference. But we mis-use

that truth when we refuse to take reasonable action because we are waiting for a “better time”, or for the stars and our checkbook to be in alignment. It’s an excuse, folks! There will never be a magical “right time” to start a business or start a family or start a savings plan.

The time is NOW! Take action, do what you can, move in the direction you want to go. Stop procrastinating and move it!

Third – We look for “leverage” so we can make big, dramatic progress. Now, of course big leaps forward are wonderful! They are fun and exciting and leverage can make everything easier. NO one doubts that! but that is no reason to avoid doing what you can, where you can, right now.

In fact, too often the “big steps” are scary and then we find even more reasons to avoid them.

In most things, I’m a huge fan of “baby steps” and have written about taking the smallest, safest, LEAST dramatic step you possibly can, so long as you take it TODAY. Take small steps, just take them!

Find and use a goal-setting routine. Goals are vital to your long-term success! Just don’t get so lost in the process that you forget to look up, get up, and get into action! The same is true of timing and taking huge, bold steps when you can.

ACTION always speaks louder than words or plans or goals because only ACTION gets things done. Take small steps, but take them today. Call someone. Read something. Open a savings account. Invest a dollar, take a walk, talk with your kids. Whatever it is, just do it! Before you go to bed this evening, take some real, measurable, positive step (no matter how small) in the direction you want to go. Then tomorrow, do it again.

“The only catch is that you have to actually make it happen.”

*Article taken from Philip E. Humbert PhD
“Resources for Success” e-mailing list. Anyone
can subscribe by sending an e-mail to
Subscribe@philiphumbert.com.*

Learning

By Sandra McMurtrie

Throughout our lives we are constantly learning. Probably the most learning we do is in the first year of life. Just being able to go from a helpless baby to a small child who can crawl and mumble syllables is a great feat. We should always be willing to try new things and to reach beyond ourselves to see what we can grasp with our minds as well as our hands.

We should never stop wanting to learn or having a desire to learn. If we do, then a part of us dies. For as long as we learn we grow. I have always loved to learn. I had always wanted to learn how to use a computer but never thought I'd get the chance to. I took a small computer class about three years ago and it challenged me to learn more. Since then I have been able to go to college and now I can use a computer more than I ever thought I could. My friends are always asking me to solve the problems that arise in the everyday use of them. Learning is the backbone of my life. I can't imagine a time when I will not want to learn something. To me the most exciting part of life or of each day is learning something new, grasping onto something that you hadn't had before.

I graduated high school in 1978 and went to work at the local garment factory. I taught myself to

operate every machine that they had. I still wanted to learn even more. I was injured on the job and because of that injury; I had to quit my job and needed to be retrained in a different type of job. So at the age of 40, I got the chance to go to college. I will graduate on May 9th with honors. I have learned so much in the few years, I've been at Martin Community College. I know that my work with computers will be ever changing and I will need to keep up with the changes. I will constantly be learning and growing and for that I am glad.

Anyone can work in a garment company, it doesn't take a lot of knowledge. Not everyone is qualified to go to work in an office on the computer and the other modern machines that they have today. I have learned the skills to be able to go out into the work force and make a difference. George Bernard Shaw says, "One man that has a mind and knows it can always beat ten men who haven't and don't." That I truly believe, using one's mind can beat those who don't use theirs. In this day and time learning is power and power is everything if you want to succeed in today's society.

The teachers that I have had throughout my life have stimulated my hunger for knowledge and for that I will always be grateful.



Mexico Tips -- What to Pack

Casual Clothes, t-shirts and shorts. Something a little dressier for the banquet. Light sweater or sweatshirt for cool evenings. Swimsuit cover-up. Sandals and some comfortable walking shoes. Two swim suits. Don't forget a hat or visor and sunglasses!

Cameras bring plenty of film (it is really expensive at the resorts). Disposable underwater cameras are great.

Sunscreen bring plenty (try to get eco-safe lotion) you will need to use it on all parts of your body to avoid burnt feet, toes, ears, scalps, etc. Bring an extra t-shirt to wear in the water while snorkeling to keep your back from getting fried. Don't forget something for your lips.

Misc. items might include band-aids, anti-bacterial wipes, Ziploc baggies, and your own bar soap plus the basic toiletries.

The Greatest Business Books Ever Written

The 7 Habits of Highly Effective People -
Stephen R. Covey
101 Business Ratios - Sheldon Gates
A Random Walk Down Wall Street -
Burton G. Malkiel
Atlas Shrugged - Ayn Rand
The Millionaire Next Door - Thomas J. Stanley,
Ph.D., William D. Danko, Ph.D.
The Goal - Eliyahu M. Goldratt
The 7 Habits of Highly Effective People -
Stephen R. Covey
101 Business Ratios - Sheldon Gates
A Random Walk Down Wall Street -
Burton G. Malkiel

Atlas Shrugged - Ayn Rand
The Millionaire Next Door - Thomas J. Stanley,
Ph.D., William D. Danko, Ph.D.
The Goal - Eliyahu M. Goldratt
The Social Psychology - Karl E. Weick
Diffusion of Innovations - Everett M. Rogers
The Human Side of Enterprise -
Douglas McGregor
The Soul of a New Machine - Tracy Kidder
The Practice of Management - Peter F. Drucker
Competitive Strategy - Michael Porter
Out of the Crisis - W. Edwards Deming
Creativity in Business - Michael Ray and
Rochelle Myers

Focus on the Fundamentals

In life, and in business, there are a few basic “laws” or fundamentals that make things work out well, and they have never changed. Too often we pretend that technology and education have created “new rules” or that modern systems permit us to cut corners and find short-cuts that didn’t exist in the past.

The fundamentals of living well, achieving our dreams and creating wealth have not changed. The path to success today is remarkably similar to the path walked by generations past.

What are the basics?

1. Personal integrity

Socrates recommended, “Know thyself” and Shakespeare added, “and to thine own self be true.” Knowing who we are, what we value and making sure that our words and actions match is fundamental. Doing unfulfilling work or living in an environment that doesn’t suit us will surely undermine our long-term success. Too many of us live “lives of quiet desperation” and that is NOT a foundation on which to build a life!

2. Clear Thinking

Many of us grew up in the “feel good” generation and we are confused about the role of

thought (education, planning, skills and tools) versus emotion. We let our hopes, wishes, fears, or our “hang-ups” run our lives. High achievers have always taken time to think clearly, seek expert advice, plan wisely, and learn from the mistakes of others. The Old Testament says that “wisdom comes from a multitude of advisors”. Some strategies work; others don’t. Buildings are always designed and “blueprinted” in advance. Our lives and our businesses should be thought out just as carefully.

3. Unfailing Optimism

This is not shallow “positive thinking,” but a clear-headed, conscious faith in the future and in your own potential. “Where there is a will, there is a way”, or as Hannibal said over 2,000 years ago, “We will find a way, or make one.” High achievers BELIEVE in their skills, in their plans, and in their futures. They forge ahead with confidence built on integrity and careful planning.

4. Hard Work

Benjamin Franklin observed, “early to bed, early to rise makes a man (or woman) healthy, wealthy and wise.” I’ve heard people say achievement should be “effortless” and I agree that some-

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Pros and Cons of Being an Entrepreneur

By *Zuzana Ambrano*

When it comes to working on your own, you can probably envision many of the advantages: working in your pajamas, time off for long lunches and extended weekends at the beach, owning your own destiny, and keeping all the fruits of your labor. It's true that freelancing offers flexibility in terms of scheduling. You can work when and where you want, as long as you meet your client's deadlines. You control for whom you work and what you do, and a job well done is credit to you alone. But all this independence comes at a price.

Personal satisfaction, independence, job security and financial rewards are usually the most appealing reasons why people make the transition from employee to entrepreneur. But there are some disadvantages to entrepreneurship that need to be considered before making the final decision to go into business for yourself. You will need to consider your willingness to spend extra time and long hours in the business. Unlike the paychecks of salaried workers, profits will be uncertain. In the early months of the business the level of sales and income tends to be low.

Running your own business involves chores you might not like to do. A multitude of tasks and roles will have to be done. The owner is often the manager, the sales clerk, the bookkeeper, and the custodian all rolled into one. Isolation might be another drawback of entrepreneurship. Many business owners will work alone all day, every day, with just a computer and a telephone. Also, the owner is responsible for everything that happens in the business. If something does

not get done on time, if there is not enough money to pay the bills, or if there is no work to do, all of it is the responsibility of the owner. It is quite a burden to bear. Finally, there is the possible loss of invested capital if the business does not succeed.

Anyone considering striking out on his or her own should carefully assess the proposition before doing so. They should ask themselves the question "Do I have what it takes to be an entrepreneur"? The entrepreneur's personality is the real key to success or failure. Successful entrepreneurs are a special breed with special personal characteristics like resourcefulness, ingenuity, strong achievement orientation, unwavering determination and commitment, self-reliance and independence, hunger for success, self-confidence and self-faith, sustained enthusiasm, single-mindedness, strong reality orientation, willingness to accept responsibility, courage in the face of the unknown, ability to survive defeat and disappointment, ability to learn from mistakes, readiness to take calculated risks, willingness to try out new things and many others.

Entrepreneurship is a prerequisite for economic growth. It adds considerably to the pool of new ideas and opens up brand new markets. Most successful entrepreneurs are found to be active, committed individuals who take initiative and who seek personal responsibility. They are both visualizers and actualizers of new ideas, and agents of change responsible for economic growth.

Merry
Christmas
And A
Happy
New Year



Transferring - Which School is Right For You?

Members of the Accreditation Council (AACSB)

(Only Schools with at least Bachelors, no MBA only schools)

The American Assembly of Collegiate Schools of Business, an organization of institutions devoted to higher education for business administrations and management, was formally established in 1916. The membership of the Assembly has grown to encompass not only educational institutions but business, government, and professional organizations as well, all seeking to improve and promote higher education for business and working to solve problems of mutual concern.

University of Akron	College of William and Mary	Kansas State University
University of Alabama	University of Colorado at Boulder	Kennesaw State College
University of Alabama at Birmingham	University of Colorado at Colorado Springs	Kent State University
University of Alabama in Huntsville	University of Colorado at Denver	University of Kentucky
University of Alaska Anchorage	Colorado State University	Lamar University
University of Alaska Fairbanks	University of Connecticut	La Salle University
University of Albany	Creighton University	Universitie Laval
University of Alberta	University of Dayton	Lehigh University
Alfred University	University of Delaware	Louisiana State University
The American University	University of Denver	Louisiana State University in Shreveport
Appalachian State University	DePaul University	Louisiana Tech University
University of Arizona	University of Detroit Mercy	University of Louisville
Arizona State University	Drake University	Loyola University
Arizona State University West	Drexel University	Loyola University Chicago
University of Arkansas	Duquesne University	Loyola College in Maryland
University of Arkansas at Little Rock	East Carolina University	Loyola Marymount University
Arkansas State University	East Tennessee State University	University of Maine
Auburn University	East Texas State University	Marquette University
Auburn University at Montgomery	Eastern Illinois University	University of Maryland
Babson College	Eastern Michigan University	University of Massachusetts Amherst
Ball State University	Eastern Washington University	University of Massachusetts Lowell
University of Baltimore	Emory University	Massachusetts Institute of Technology
Baruch College	University of Florida	McNeese State University
Baylor University	Florida Atlantic University	The University of Memphis
Bentley College	Florida International University	University of Miami
Binghamton University	Florida State University	Miami University
Boise State University	Fordham University	The University of Michigan
Boston College	Fort Lewis College	The University of Michigan – Flint
Boston University	Francis Marion University	Michigan State University
Bowling Green State University	George Mason University	Middle Tennessee State University
Bradley University	George Washington University	Millsaps College
Brigham Young University	Georgetown University	University of Minnesota
Bryant College	University of Georgia	University of Mississippi
The University of Calgary	Georgia Institute of Technology	Mississippi State University
University of California at Berkeley	Georgia Southern University	University of Missouri – Columbia
California Poly. State Univ., San Luis Obispo	Georgia State University	University of Missouri – Kansas City
California Sate Polytechnic University, Pomona	Gonzaga University	University of Missouri – St. Louis
California State University, Bakersfield	University of Hawaii	University of Montana
California State University, Chico	Hofstra University	Montana State University
California State University, Fresno	University of Houston	University of Montevallo
California State University, Fullerton	University of Houston – Clear lake	Murray State University
California State University, Hayward	University of Houston – Downtown	University of Nebraska - Lincoln
California State University, Long Beach	Howard University	University of Nebraska at Omaha
California State University, Los Angeles	University of Idaho	University of Nevada, Las Vegas
California State University, Northridge	Idaho State University	University of Nevada, Reno
California State University, Sacramento	University of Illinois at Chicago	University of New Hampshire
California State University, San Bernardino	University of Illinois at Urbana-Champaign	University of New Mexico
Canisius College	Illinois State University	New Mexico State University
Carnegie Mellon University	Indiana State University	University of New Orleans
Case Western Reserve University	Indiana University	New York University – Stern
University of Central Arkansas	Indiana University-Northwest	Nicholls State University
University of Central Florida	Indiana University - Purdue	Norfolk State University
Central Michigan University	Indiana University at South Bend	The University of North Carolina at Chapel Hill
Central Missouri State University	Indiana University Southeast	The University of North Carolina at Charlotte
University of Cincinnati	University of Iowa	University of North Carolina at Greensboro
Clark University	Iowa State University	University of North Carolina at Wilmington
Clark Atlanta University	Jackson State University	North Carolina State University
Clarkson University	James Madison University	University of North Dakota
Clemson University	John Carroll University	University of North Florida
Cleveland State University	University of Kansas	University of North Texas
College of Charleston		

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Transferring?

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Northeast Louisiana University
Northeastern University
Northern Arizona University
University of Northern Colorado
Northern Illinois University
University of Northern Iowa
University of Notre Dame
Oakland University
The Ohio State University
Ohio University
The University of Oklahoma
Oklahoma State University
Old Dominion University
University of Oregon
Oregon State University
Pace University
Pacific Lutheran University
University of Pennsylvania – Wharton
The Pennsylvania State University
University of Pittsburgh
University of Portland
Portland State University
Purdue University
Radford University
Rensselaer Polytechnic Institute
The University of Rhode Island
University of Richmond
Rider University
University of Rochester
Rochester Institute of Technology
Rollins College
Rutgers University – Camden
Rutgers University – New Brunswick
Rutgers University – Newark
Saint Cloud State University
St. John's University
Saint Louis University
Salisbury State University
University of San Diego

San Diego State University
University of San Francisco
San Francisco State University
San Jose State University
Santa Clara University
Seattle University
Seton Hall University
Shippensburg University
University of South Alabama
University of South Carolina
University of South Dakota
University of South Florida
Southeastern Louisiana University
University of Southern California
Southern Illinois University at Carbondale
Southern Illinois University at Edwardsville
Southern Methodist University
University of Southern Mississippi
Southwest Missouri State University
SUNY Buffalo
Stephen F. Austin State University
Suffolk University
Susquehanna University
Syracuse University
Temple University
The University of Tennessee at Chattanooga
The University of Tennessee at Knoxville
The University of Tennessee at Martin
Tennessee State University
Tennessee Technological University
The University of Texas at Arlington
The University of Texas at Austin
The University of Texas at El Paso
The University of Texas at Pan American
The University of Texas at San Antonio
Texas A&M University
Texas Christian University
Texas Tech University

University of Toledo
Towson State University
Tulane University
University of Tulsa
University of The Pacific
University of Utah
Utah State University
Valdosta State University
Valparaiso University
University of Vermont
Villanova University
University of Virginia – McIntire
Virginia Commonwealth University
Virginia Polytechnic Institute
Wake Forest University – Wayne Calloway
University of Washington
Washington University
Washington & Lee University
Washington State University
Wayne State University
Werber State University
University of West Florida
West Georgia College
West Virginia University
Western Carolina University
Western Illinois University
Western Kentucky University
Western Michigan University
Western Washington University
Wichita State University
Winthrop University
University of Wisconsin – Eau Claire
University of Wisconsin – La Crosse
University of Wisconsin – Madison
University of Wisconsin – Milwaukee
University of Wisconsin – Oshkosh
University of Wisconsin – Whitewater
Wright State University
University of Wyoming
Xavier University

Alpha Beta Gamma International Business Honor Society

Eligible Disciplines

Accounting	Computer Programming	Industrial Relations	Range Management
Advertising	Conservation & Regulation	Investments & Securities	Recreational Management
Agricultural Business	Culinary Management	Legal Secretary	Restaurant Management
Arts Management	Dairy Management	Management Information Systems	Secretarial Science
Aviation Management	Data Processing	Management Science	Small Business Management
Banking	Environmental Design	Market Research	Systems Analyst
Broadcasting, Radio, TV	Economics	Marketing Management	Textile Engineering
Business Administration	Entrepreneurship	Medical Secretary	Theatre Management
Business Economics	Fashion	Mortuary Science	Trade Management
Business Journalism	Fashion Merchandising	Office Technologies	Transportation Management
Business Management	Finance	Operations Research	Travel & Tourism
Business Statistics	Graphic Design Technology	Paralegal	Wildlife Management
Casino Management	Hotel Management	Personnel Administration	Word Processing
Communications	Human Resource Management	Postal Services Management	
Communication Technology	Industrial Management	Public Administration	
Computer Information Systems	International Business	Public Relations	
	International Public Relations		

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make them cleaner and safer for our enjoyment.

The next activity on our calendar is our campus blood drive. Each semester the campus sponsors a blood drive. Beta Tau chapter of Alpha Beta Gamma and the Lambda Alpha chapter of Phi Beta Lambda cooperate in being responsible for “manning” the canteen where donors get a snack prior to leaving the donor facility. This is a big blood drive with our campus usually collection between 325 and 350 units of blood. The canteen is VERY busy! The fall drive is scheduled for October 8, 2003.

Following the blood drive, October gets very busy. At our meeting in mid-September, the chapter decided to participate in the following activities:

- October 1: Kick off our semi-annual sale of tickets for the McRae’s Holiday Charity Sale (one of our major money-raising events of the year)
- October 20--24 : Harvest Hay Days – decorate the campus for Fall
- October 27 : Kick off our Tupperware Sale (holiday shopping has never been easier!)
- October 30 : Oktoberfest 2003 – we will sell fried turkey sandwich plates as a fundraiser (we sold out last year so must increase our supply)
- November 6 : Fall semester initiation (we don’t know how many yet)

Probable activities yet to be decided:

- October : Hosting of German exchange students on campus
- November : Annual Turkey Trot (gather canned/non-perishables for food baskets)
- December : Decorate the campus for the holidays, Fill the Stocking Toy Drive (collecting toys for needy children in our community)

Other planned activities without dates:

- Sponsoring workshops in parliamentary procedure for campus organization officers
- Several spring semester projects including our Third Annual Valentine Chocolate Candy Sucker Sale! (We’ve sold out both years and made over 200 suckers each year)

As you can see, Beta Tau Chapter is very busy. We have only about 18 members on campus at this time so they get spread pretty thin. But the excitement is there and they are eager to be visible on campus. The 2004 Conference in Playa del Carmen is on everyone’s mind and provides a big incentive to work hard so they can play hard!

Hasta la Vista!!

Only in America!

1. Japanese eat very little fat and suffer fewer heart attacks than Americans.
2. Mexicans eat a lot of fat and suffer fewer heart attacks than Americans.
3. Africans drink very little red wine and suffer fewer heart attacks than Americans.
4. Italians drink excessive amounts of red wine and suffer fewer heart attacks than Americans.
5. Germans drink a lot of beer and eat lots of sausages and suffer fewer heart attacks than Americans.

CONCLUSION:

*Eat and drink
what you like.
Living in America
is apparently
what kills you.*



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Del Mar College has a diverse environment of students and that has trickled down into Alpha Beta Gamma. I have been able to become friends with the officers and other members with different backgrounds. Not only have I befriended members of Alpha Beta Gamma, but members of other clubs as well. I have a friendly relationship with the President and Recording Secretary of Phi Theta Kappa, and know the officers and members of SEMMO, another club I belong to where I am the Webmaster for the webpage. Also I have many friendly relations with the faculty as well.

First of all, I know the sponsor of Alpha Beta Gamma, Mrs. Janie Blankenship. Along with knowing our primary sponsor, I also have known our secondary sponsor, Mr. Edward Cohn, very well. Additionally, I have become close friends with our sponsors' chairperson, Mrs. Lenora Keas, and her secretary, Mrs. Carol Sullivan. There are many other faculty and staff members that I know not only in the same department as our sponsors, but in different departments and buildings.

Managing time has been a major component in belonging to Alpha Beta Gamma as well as being an officer. Along with working at Del Mar College, taking over 12 hours of classes, belonging to SEMMO and Phi Theta Kappa, and participating in numerous projects with the clubs I belong to, finding time to manage has been scarce. Although, with the time limitations, I have never missed a meeting before and am always consistent in sending out minutes always on a Sunday to all members after they have been revised by the other officers, and helping out with fundraisers and community service when time permits.

I have worked with others in many occasions. As I have mentioned earlier, I am able to work with others to not only get my duties done but to also help in fundraisers and community service. When Alpha Beta Gamma advertises their meetings, workshops, fundraisers, etc. I help them out in making the posters and flyers and putting them up around the building and campus. Also, each time during the orientation for interested members, the club has a power point to show the possible new members of what we do. The problem is that the power point is old and outdated and I along with the president have been working on

revising and updating the power point. During the Officer's meeting I am able to help in decision making and bring in new ideas. For example, the club thought it would cost around \$2000 to make the trip for the convention in Florida and I was able to find a more reasonable price of about \$900 to make the trip. Along with being a team player, I have also gained leadership skills as well. At the first meeting, I felt holding the President position would be overwhelming. Now that I have seen the view point of two different presidents and Vice-Presidents, I now believe that I will be able to meet the expectations of the presidency and I have a strong desire to lead Alpha Beta Gamma in the near future. During the time I have been in the club, there has always been a concern of our low amount of members that we bring in each semester. I have a strong urge to make the college more informed of the club and to bring in new members with mixed cultures to work together in a team and accomplish goals.

During the time at Alpha Beta Gamma, I have gained many valuable skills to better myself to successful in business and in personal relations with other people. During the following years that I will be a member of Alpha Beta Gamma, I wish to help the club meet its goals and accomplishments.

"Two little words that can make the difference: START NOW."

— Mary C. Crowley

ABG RESUME PAPER AVAILABLE

Special resume paper which indicates membership in Alpha Beta Gamma is available from the national organization advisers can request supplies at the adviser home page or fax your requests to Franca Abbatiello (914) 785-6481.

Alpha Beta Gamma National Scholarship List

Ashland University	Eckerd College	New England Culinary Institute
Auroro University	George Washington University	New Mexico Institute of Mining and Tech.
Babson College	Gustavus Adolphus College	New York School of Interior Design
Bentley College	Iona College	Niagara University
Bloomfield College	John Brown University	Northeast Missouri State University
Bradford College	Johnson & Wales University	Kirksville
Bluefiel College	Juniata College	Northeastern State University, OK
Brenau University	Kings College	Northeastern State University, MA
Caldwell College	Le Moyne College	Notre Dame College of Ohio
California Lutheran University	Lees – McRae College	Pace University
Canisius College	Lenoir Rhyne College	Rensselaer Polytechnic Institute
Central Wesleyan College	Liberty University	Rust College
Charleston Southern University	Limestone College	Saint Vincent College
Clarkson University	Lincoln Memorial University	St. John's University
Clark Atlanta University	Linfield College	SUNY Binghamton
Coppin State College	Livingston University	SUNY Buffalo
Daeman College	Long Island University, CW Post	Teikyo Marycrest University
De Paul University	Manhattan College	University of Pittsburgh at Bradford
Drexel University	Mercy College	University of Findley
Duquesne University	Mississippi University for Women	University of Tampa
Eastern College	Neumann College	

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her by gaining as much knowledge as possible on her condition and finding all sorts of new ways to help her. With this new found comprehension of such a disease, I was able to develop a non-profit organization to help children just like my own. My goal was to share my experiences with other families in the hope of helping them to develop the skills necessary for managing the illness, and of course how to move forward in life. This organization reached out and touched many families and medical professionals. It donated medical equipment to public schools, and families-in-need, and offered scholarship assistance and other rewarding programs. This organization was a productive outlet and a way for me to grow from my experiences. My creation and involvement in this organization was done as a labor of love. I had the desire inside my soul to help all those in need.

In all my years of caring for individuals who have directly or indirectly crossed my path I have received a reward of some sort. Whether it is the inner comprehension of my good deeds, or the faint awareness I have that lets me know the seeds my parents planted in me have been planted in my daughter. I am confident in knowing that I have left imprints along the path of helping. For these reasons and so many more I will forever feel the incessant need to reach out and help.

Looking For a Job?

www.ajb.dni.us
www.careerpath.com
www.monster.com
www.careermag.com
www.VJF.com
www.careermosaic.com
www.careerbuilder.com
www.bestjobsusa.com
www.cweb.com
www.umn.edu/apn
www.americasemployers.com
www.atb.org
www.career.com
www.careerexchange.com
www.careershop.com
www.dice.com
www.nets.com
www.engineeringjobs.com
www.espan.com
www.iccweb.com
www.hotjobs.com
www.jobcenter.com
www.jobsingovernment.com
www.jobtrak.com
www.thejobmarket.com

Ethics in Business

By Jerry K. Pearson

The illegal actions of these corporations have forced our government as a whole to stop the madness and actually look at what is going on in the corporate world and see who is suffering “the little guy” (“Scandal in Corporate” 1). They have forgotten what morals, values and ethics their forefathers instilled in them. This is evident in the corruption of top management, attorneys, and advisors or consultants of several large firms and companies in the past few years. These officials of corporate America are a sad excuse for examples to the up and coming business students. They have let greed get in the way of a successful economy based on the statutes and laws of the founding fathers of America. Overseeing of corporate America’s new regulations and requirements are going to be a challenge for the new board of accounts. The ones without money in the political party will have to follow these rules, as will the ones with political ties.

The main question of today’s high-tech corporate America is “An ethical, not a legal, problem?” (“Scandal” 1). In past elections, some officials based their platforms on heavier penalties for fraud and clearer standards on disclosure for matters that concern the public. “Law may solve a problem that stems from good-faith differences regarding particular public policies, but it can not change the attitude that the law itself is something to be overcome as just one more obstacle to making the maximum amount of money in the minimum amount of time” (“Scandal” 1-2). Corporate America has used this attitude for far too long to try to enforce new attitudes on the top management, so why not just wipe the slate clean and start over. Because, this attitude of greed and power being passed down from one generation of business executives to the next generation this has caused a gap in the ethical beliefs of the business community. “As long as America business executives and their professional advisors believe in their hearts that greed is good and that the appearance of satisfying shareholders is more important than actually satisfying them, more law will be futile response” (“Scandal” 2). Executives having this kind of belief limits ways laws can be enforced especially when these beliefs are instilled on them in the early years of their careers. What are these executives to do when professionals who do

not even know what their jobs are are advising them? Attorneys and accountants have come to believe their jobs are to sweep all things incriminating under the rug, so that responsibility for their actions are not on the corporations.

A shoe distributor finds that the materials they are using could cause harm to the workers assembling the soles of the shoes. He tells the executives of the company and in turn, they ask their legal counsel for advice. The attorney’s tell them that it will not show harmful effects for several years into the future, so they need not disclose it now and this kind of bad publicity would decrease sales and profits. They advise the company can deal with the disgruntled employees in the future by settling out of court, if it is ever brought to the company’s attention and proven. Therefore, the executives of the shoe company decide to take their legal counsel’s advice and not disclose the problem. “Moral collapse follows upon spiritual collapse” (“Scandal” 3). This is a common ethical dilemma in the United States today. The foundation of this country is what the professionals of today have forgotten. Our religious backgrounds have become cloudy with greed, lust and the never-ending desire for the ultimate seat of power. Removing the Ten Commandments and prayer from everyday life has given rise to the corrupt viewpoint of several company executives. “Golden Rule” (“Scandal” 4) is the root of our beliefs and adding it to the business executives training and education. Business executives need to know the difference between right and wrong and/or right and right. Just taking a decision and saying it is a right one today is a lot more complex than in the old days. There are circumstances to different situations today in business that every decision should be based on, like will it harm innocent people, is it legal, and will it harm my personal outlook on what I believe in? These are hard questions to some business executives as they have proven with Arthur Andersen, Enron, and Worldcom. “Every person has his rheostat set differently with respect to the ethical issue and when you report a concern, and it’s better to err on the side of disclosure because to it’s a more comforting thing to do” (“When to Err on side” 1). Dr. William A. Carter,

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times enormous amounts of work can flow easily and quickly, but I also know that creating a great life usually requires dedication, personal discipline, attention to detail, and effort.

5. Patience and Persistence

A great life is rarely built in one day. It takes time to develop a life of one's own. There will be mistakes and wrong turns along the way, and highly successful people are neither surprised nor disheartened by this. They simply get a good night's sleep and start again in the morning. They learn from their mistakes, correct them, and move on with better skills and more effective strategies.

There are more fundamentals than we have room for here, but the fundamentals have not changed,

and there are no "new" fundamentals! Creating a great life does not take extraordinary luck, unusual talent or skill. Building a great life does, however, require that we follow the "rules" that make life work out well. The fundamentals are not sexy or exciting or sophisticated, but they are tried and true. Use them to create the life you truly want.

*Article taken from Philip E. Humbert
PhD "Resources for Success" e-mailing
list. Subscription information appears
on page 10.*

Check These Sites Out

A.T. Cross - <http://www.crossusa.com>
Advanced Micro Devices - <http://www.amd.com>
Alpha Beta Gamma - <http://www.abg.org>
Amway - <http://www.amway.com>
Andersen Consulting - <http://www.ac.com>
Arthur Andersen - <http://www.arthurandersen.com>
Avnet IMS - <http://www.ims.avnet.com>
The AXA Group - <http://www.axa.com>
The Bean Company - <http://www.baan.com>
Cascade Communications - <http://www.casc.com>
Cisco Systems - <http://www.cisco.com>
Connex - <http://www.connex.com>
Credit Suisse First Boston - <http://www.csf.com>
Deloitte & Touche - <http://www.dttus.com>
Enron - <http://www.ENRON.com>
Fidelity Investments - <http://www.fidelity.com>
First Union National Bank -
<http://www.firstunion.com>
Ford Expedition - <http://www.ford.com>
France Telecom - <http://www.francetelecom.com>
Hewlett-Packard - <http://www.hp.com>
Hilton Hotels Corp. - <http://www.hilton.com>
In Focus Systems - <http://www.infocus.com>
Information Builders, Inc. - <http://www.infocus.com>

International Paper - <http://www.jpaper.com>
Jaguar Cars - <http://www.jaguarcars.com/us>
J.P. Morgan - <http://www.jpmorgan.com>
Levi, Ray & Shoup, Inc. - <http://www.Irs.com>
McAfee Associates - <http://www.mcafee.com>
Mercury Sable - <http://www.mercuryvehicles.com>
Merrill Lynch - <http://www.merrill-lynch.ml.com>
Microsoft - <http://www.microsoft.com>
NASDAQ - <http://www.nasdaq.com>
NetworkMCI Conferencing - <http://www.MCI.com>
Novell, Inc. - <http://www.novell.com>
Open Market, Inc. - <http://www.openmarket.com>
Oracle Corporation - <http://www.oracle.com>
PeopleSoft - <http://www.peoplesoft.com>
PictureTel - <http://www.PictureTel.com>
Prudential Sec. - <http://www.prudential.com>
Renaissance Hotels -
<http://www.renaissancehotels.com>
Saab USA - <http://www.saabusa.com>
SkyTel - <http://www.skytel.com>
Sun Microsystems - <http://www.sun.com>
Toyota in America - <http://www.toyotausa.com>
United Airlines-Mileage Plus - <http://www.ual.com>
United Parcel Service - <http://www.ups.com>

CEO of Hemispherx Biopharma, believes his words stand true for how he oversees his company. He believes in truth and he has strong morals regarding ethics in business. Dr. Carter thinks disclosing all things in business equally from your taxes to your research.

Corporate America can it be reformed into a nation of honest, trustworthy business executives? Some say yes, but it is going to take reform from all levels of government to enforce and deep the company's executives honest. Congress started this process with issuing a new "Public Company Accounting Oversight Board" ("Is Reform a Bad Joke?" 43) and President Bush signed it into law in July of this last year.

Responsibility of reforming from the inside out is falling upon the shoulders of the corporations. Corporations will need to install ethical training in the routine orientation process and hire ethically based consulting firms to train their employees. These consulting firms will have to practice what they preach, unlike Arthur Andersen, who did not. Barbara Ley Toffler, formerly the partner in charge of the Andersen ethics practice, who quit three years before the Enron scandal, states, "Ethical failures usually are not the result of people not knowing the law or regulations. It is because they felt a variety of other pressures." She also states "Arthur Andersen never practiced what they preached" ("Companies Add Ethic Training" 2). As some corporations found out that trusting a list published by a respectable periodical can cause a downfall in their decisions on who to trust and not trust. In the publication Business Ethics magazine, "they had Enron selected three times as one of the 100 best companies to work for in America" ("The Future of Business Ethics" 1). Corporations should not solely depend on consulting firms to set the guidelines for their code of ethics. The corporation's should have an ethical statement of their own and stand behind it totally.

There are twelve steps to restoring your company's reputation and six follow:

1. Make Trust Deposits- goodwill deposits to workers and the public.
2. Find the truth- do not hide, show your faults, more will respect your company for it.
3. Look at Horizon- "public opinion is more important than a court of law"

4. Find the right people- Ones who will stand up for the truth, not cover it up.
5. Self Immolation- One who will stand in front of the crowd and tell the bad news.
6. Nothing but the truth- do not speculate, stay with the facts and apology without any "buts."

These few come from the article "Reforming Bad Boys: A 12- step Program to Restoring Reputation"(1-2).

Corporations can also enhance their ethical issues by implementing not only a code of conduct, but also two other ethical statements: conflict-of-interest statements and statements of values ("Create Your Own Ethical Statement" 1-2). Code of conduct covers employees acceptable, unacceptable or both types of behaviors. The other two statements take the personal commitment out of these ethical practices in the work environment. These statements consist of: Conflict-of-interest, confidentiality, fair dealing, honesty, integrity, leadership, legality, and loyalty. To list these values in order of importance to the individual is the first step to making a corporation's ethical statement ("Create" 2).

Scrutinized more closely not only by government, but also by the public ethics in business today and in the future are going to be on everybody's mind. Business executives are going to face a harsher world of public opinion, because of these scandals. They should expect this from their peers, because we are all equal no matter how much money we have in our bank accounts.

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Mexico Tips -- Staying Healthy

There are no guarantees that you will not get some kind of travelers illness while in Mexico, commonly called Montezuma's Revenge and La Turista. Here are a few tips to help avoid illness.

#1 wash your hands often with antibacterial soap, or wipes, especially before eating.

Water

Large resorts and hotels in Cancun's Hotel Zone advertise purified water. Most do have their own water purification systems in the hotels, but remember a system is only as good as it's upkeep. You will hear from many people who drink the tap water at their hotel with no problems, and others who have become sick. To be safe, we never drink from the tap and also use bottled water for teeth brushing. Why risk it?

Ice is normally purchased from the bottled water companies, so go ahead and have that margarita.

Don't sing in the shower. Try not to swallow water from the shower.

Very Important -- Drink plenty of bottled water to prevent dehydration!

Food

So many great new things to try! Just don't over-do it, that goes for all those yummy tropical drinks and that ever-flowing cold cerveza too. I know, it's an All-Inclusive and you want to get your money's worth, but pace yourself! Most of you don't start drinking alcohol at 10 AM at home do you? Your poor body will be in shock.

Salads: they are a bit on the risky side, many hotels probably wash uncooked produce in purified water or a special solution to kill bacteria, but this isn't guaranteed.

Fruits, peeled fruits like bananas, melons, pineapple are wonderful, go for it! and don't forget the wonderful fresh squeezed juices.

Seafood, heavenly! Take it easy on the butter that comes with that lobster, too much of that rich stuff will definitely do a number on the tummy. If you don't care, then go for it, it's sooo good!!

Meat & Chicken, good, but many places won't have the quality you're used to in the U.S.. Several of the chain restaurants import their meat

from the states. If you order a hamburger, make sure it is cooked well, to ask for something to be cooked well done, ask for it "bien cocida"

Veggies, I know you're on vacation and you don't want to eat your veggies, but do it, they are wonderful! Usually steamed...yum!

Pasta, can't really go wrong here, many wonderful Italian restaurants in Cancun and the Riviera Maya.

Important tip, that lime they serve with almost everything you order, use it, squeeze it on your meat, veggies, and seafood. Our local Mexican friends tell us the acid in the lime will help keep any bacteria in balance.

Nature

Sun, the sun is very strong, don't forget your sunscreen, fair complected people should use at least a 15 spf. I know, you have one week to get the best tan of your life and go back home and make all your friends jealous. It's not worth that nasty burn that will risk your health and make you miserable on vacation, tan wisely. The snorkel parks, like Xel-Ha, Xcaret request eco-safe sunscreen only to protect the reef and fishies you will be swimming with. They will give you small tubes for free at the park, but for many people this is not enough. You can purchase additional sunscreen at the park, or you can buy it before you go to Mexico. A couple of online places you can buy eco-safe products are :

www.smartshield.com

Kiss My Face

www.cpskincare.com

Also, your local health food store may carry some eco-safe sun care products.

Mosquitoes: in the Cancun Hotel Zone mosquitoes won't be a problem. If you are going on a tour inland, like Chichen-Itza, or someplace like Hidden Worlds, anywhere away from the water you should take along some insect repellent. A brand I have purchased in Mexico that works well is called Autan and you can buy it at most pharmacies.

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AAA Business Services

By Laura Scott

Due to space limitations, we are unable to present this winning submission in its entirety. The following is the table of contents listing for the business plan presented for AAA Business Services and the executive summary and company information.

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Executive Summary

AAA Typing Services is a Sole Proprietorship started by Laura Scott. Located in Vincennes, Indiana, *AAA Typing Services* provides quality-typing services for its customers. From a simple form letter to power PowerPoint Presentations, *AAA Typing Services* has something for everyone. This mission is to provide the highest quality products for their customers at affordable prices.

Laura Scott will be the manager of *AAA Typing Services*. By creating an environment where employees feel comfortable to discuss ideas, as well as problems, *AAA Typing Services* is sure to have a low turnover rate.

Distribution of the products will take place at the office, which will be located at 507 Manila Street, in a professional manner. Folders, binders, and report covers will be used to protect the finished product.

After the first few months, *AAA Typing Services*, projections show great potential financially. After it's first year of business, projections show an income of \$191,601.

Company

AAA Typing Services operates in Vincennes, IN targeting customers who are looking for someone who are looking for a job and need a great resume typed, companies that do not have the time to create powerful reports and/or PowerPoint presentations. *AAA Typing Services* also appeals to students who need papers typed and individuals or companies looking for someone to type simple documents or signs/flyers. The legal form of *AAA Typing Services* is a Sole Proprietorship formed under Indiana laws.

Legal Structure

AAA Typing Services is a Sole Proprietorship started by Laura Scott.

Vision and Mission

AAA Typing Services' mission is to provide quality products at a reasonable price to our customers. *AAA Typing Services* has a responsibility to build a strong working relationship with our customers to offer the best possible service. We aim to be the leader in the typing service business in the Tri-State area.

THE WISDOM OF THE AGES

1. **THE STRONGEST HUMAN EMOTION IS NEITHER LOVE NOR HATE BUT THE UNQUENCHABLE URGE TO SHARE A SECRET.** Never talk about confidential matters in the elevator, rest rooms, or anywhere you can be overheard.

2. **SHARE THE CREDIT.** It makes everyone around feel good and makes you look good.

3. **IF YOU DON'T KNOW THE ANSWER TO A QUESTION, SAY "I DON'T KNOW".** If you make a mistake, admit it. If you owe someone an apology, apologize. Don't guess, don't bluff, don't bluster.

4. **IF YOU GET IN OVER YOUR HEAD, NEVER BE TOO SCARED TO ADMIT IT.** The rule of thumb is, if you think you are in trouble, you probably are. So don't let the situation snowball. Ask for help. You'll discover something interesting: most people like to give help. It makes them feel good.

5. **DON'T DISCUSS SALARIES WITH YOUR PEERS.** If they find out you're making more than they are, there will be jealousy and bitterness. The only people who need to know your salary are you, your supervisor, and the personnel department.

6. **DON'T UNDERESTIMATE YOUR BOSS'S KNOWLEDGE, INTELLIGENCE, OR AWARENESS OF WHAT'S GOING ON.**

7. **BE NICE TO PEOPLE YOU DON'T PARTICULARLY LIKE, ESPECIALLY IF YOU OUTRANK THEM.** Very few truly nasty people really get ahead.

8. **DON'T BE AFRAID TO GET YOUR HANDS DIRTY.** Better to clear the coffee cups after a meeting than to sit there and watch the CEO doing it.

9. **TAKE YOUR LUMPS.** Life isn't always fair. Somebody else may get the promotion that you deserve, the office you covet, more credit than you for a job well done. Don't whine about it. Accept knocks with grace. It won't go unnoticed.

10. **TRY VERY HARD NOT TO SAY "I TOLD YOU SO".** Ever.

Michael Maxtone-Graham. Training. Lakewood Publications, Inc. Minneapolis, MN.



Continued from page 22

Sea Lice, actually jellyfish larvae, also called agua mala, can be a problem late April through June, (we spend a lot of time there in June and have never experienced this, just lucky I guess) Rinse off after coming out of the ocean. Be sure to rinse your bathing suit out well also. If you do get the rash go to a local pharmacy and they will give you a cortisone type cream to help stop the itch.

Prescription Drugs & Pharmacies

Copied from U.S. Customs website

Prescription medications should be in their original containers, it is advised that you travel with no more than personal use quantities, a rule of thumb is no more than a 60 day supply. If medications or devices are not in their original containers, you should have a copy of your prescription with you. Medicinal purchases that you make abroad may be subject to FDA restrictions, which are detailed on our web site.

Many prescription drugs can be purchased over the counter in Mexico without a doctors prescription.

Important Emergency Numbers

From the U.S. dial 011-52-998

U.S. Consulate

located at Plaza Caracol
phone number 883-0272

Canadian Consulate

located at Plaza Caracol
phone number 883-3360

Hospital, Ameri-Med

Plaza Las Americas
phone number 881-3400

Police

phone number 884-1913

<http://www.mapchick.com/Health.html>



ABΓ National

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Professor John D. Christesen

Westchester Community College

CEO@abg.org

NATIONAL EXECUTIVE CHAIRS

Professor Marc Zagara

DeKalb College

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Professor Harold E. Tepool, Jr.

Vicennes University

CHIEF FINANCIAL OFFICER

Paul V. Cunningham

Metropolitan Museum of Art

CFO@abg.org

FUND TRUSTEES

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gaye.andersen@davenport.edu

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