
The Honors Journal

ABF

Virtus Et Umbra

Alpha Beta Gamma

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

Canada · United States · Mexico

Spring 2009



The 38th annual Alpha Beta Gamma National Leadership Conference was held at the MGM Grand in Las Vegas, NV April 5 – 8, 2009. The conference attendees enjoyed three days of interesting and informative presentations, networking opportunities,

excellent speakers, and all that Las Vegas has to offer.

The conference attendees were greeted in the luxurious lobby of the MGM Grand on Sunday evening and then invited to get acquainted over pizza and soft drinks in one of the lounge areas of the hotel. Afterwards students and advisers were free to enjoy Las Vegas on their own—many new friendships were formed and campaigning began for the upcoming student elections. Meanwhile, the scholarship committee convened to review the essays and select the individual award winners in addition to choosing the chapter award recipients.

On Monday the conference was opened with a welcome by Gaye Andersen and the sessions began.

DAY ONE PRESENTATIONS

“Duties of National Officers” presented by Ashley DeWall and DJ Tavernier

“An Entrepreneur in the US Economy” presented by Stephanie Borg, David Villalobos, Michael Petrellese, Alex Travers, Sandra Lojano, and Kevin Watson-Grant of Delta Chapter

“Leadership Activities at Vincennes University” presented by Chance Landreth, John Steelman, Megan Arnold, and DJ Tavernier of Gamma Chapter.

“Online Not in Line” presented by Carl Langford, Jr., April Ford, and Lorenzo Perez-Vera of Sigma Chapter

“Playing to Win” presented by advisers LeeAnn Taylor and Kathy Moreno of Sigma Chapter.

Immediately after the presentations, nominations for student officers were accepted, everyone adjourned to Flavors in Harrahs casino for lunch, and the students were released for the remainder of the day to enjoy Las Vegas.

On Tuesday, while Tina Zagara led a yoga session which energized the group and prepared them for the day ahead, the advisers met to conduct society business. The presentations began again following the adviser’s meeting.

DAY TWO PRESENTATIONS

“Keys to Understanding Personal Finances” presented by Nicholas Bechtel, Ashley DeWall, and John Ellis of Alpha Alpha Chapter

“The Benefits of International Educations Programs for Business Students” presented by Keisha Sullivan of Eta Psi Chapter

“Parliamentary Procedures” presented by adviser Rebecca Rutz of Beta Tau Chapter

“National Service Project” presented by Ashley DeWall and DJ Tavernier, National officers

Following the presentations, student elections were held. That afternoon, attendees were free to enjoy the area’s attractions. The awards banquet was held at Pampas Brazilian Steakhouse at Planet Hollywood where a delicious dinner was enjoyed by all. After the meal, scholarship winners, Best Faculty Presentation winner, and Best Student Presentation winner were announced and chapter awards were presented. The new officers were introduced and congratulated.

Wednesday, everyone bid goodbye to the neon lights and excitement of Las Vegas and each other and we all headed home after a satisfying and informative conference having made new friends and created lifelong memories.



ABG National

CHIEF EXECUTIVE OFFICER
Professor John D. Christesen
Westchester Community College

NATIONAL EXECUTIVE CHAIRS
Professor Marc Zagara
Georgia Perimeter College
Professor Renee Summers-Akers
Hinds Community College
Professor Harold E. Tepoch, Jr.
Vincennes University

CHIEF FINANCIAL OFFICER
Paul V. Cunningham
Metropolitan Museum of Art--New York

FUND TRUSTEES
C. George Alvey
Donald Bertram
Richard Irvine
Joseph Perry
Paul Cunningham

WEBMASTER
Danielle Yakovetz

FACULTY EXECUTIVE BOARD
Professor Gaye Andersen
Davenport University
Professor Harold E. Tepoch, Jr.
Vincennes University
Professor Becky Rutz
Mississippi Gulf Coast Community College

EXECUTIVE COORDINATOR--**Brenda Bogren**
STUDENT OFFICER LIASON--**Kathy Moreno**

NATIONAL SCHOLARSHIP COMMITTEE
Professor Pamela Donahue, Chairperson - Northern Essex Community College; **Professor Gaye Andersen** - Davenport University; **Tim Cooper** - Martin Community College; **Professor Carla Rich** - Pensicola Junior College; **Lee Ann Taylor** - Abraham Baldwin Community College; **Professor Rebecca Rutz** - Mississippi Gulf Coast; **Professor Renee Summers-Akers**, Hinds Community College; **Professor Harold Tepoch** - Vincennes University;

NATIONAL STUDENT PRESIDENT, 2009
David Villalobos, Westchester Community College

NATIONAL STUDENT VICE-PRESIDENT, 2009
Alex Travers, Westchester Community College

STUDENT EXECUTIVE BOARD, 2009
Zane Wells, Mississippi Gulf Coast Community College (Parkinston campus)
Michael Petrellese, Westchester Community College
Stacy Schneider, Broome Community College

THE HONORS JOURNAL of Alpha Beta Gamma

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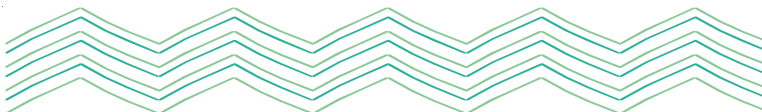
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Keep
turning...

*Information about Alpha Beta
Gamma, business articles, humorous
quips and quotes, and much more!*

Pack the Sunscreen

**Next year's annual leadership
conference will be held in
Pensacola, Florida, April 8 - 11!**



2009 Leadership Conference Awards

The following pages list the 2009 award winners as announced at the Annual Leadership Conference. Winning essays are published throughout this edition of the Honors Journal. Congratulations to all winners!

Brooks College Golden Key

To the chapter that displays overall excellence and serves as a model chapter for others to emulate.

Beta Omicron, Northern Essex Community College

Excellence in Financial Management

To the chapter that displays excellence in fundraising and cash flow management.

Alpha Pi, Georgia Perimeter College

Excellence in Recruitment

To the chapter with excellence in recruiting by means of materials and marketing programs.

Gamma, Vincennes University

Excellence in Campus Service

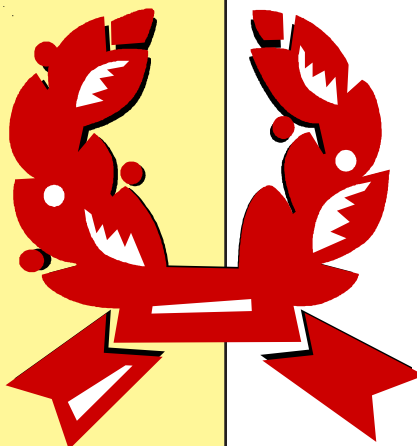
To the chapter that best serves the Host College.

Beta Tau, Mississippi Gulf Coast Community College

Donald Bertram Community Service

To the chapter that displays innovation in service to the community.

Theta Alpha, Mississippi Gulf Coast Community College, Parkinston Campus



Excellence in Administration Award

Outstanding college administrators from colleges which have Alpha Beta Gamma Chapters can be nominated for the Excellence Award by Faculty or chapter officers.

Jean Poth, Beta Omicron, Northern Essex Community College

Harold E. Teepool Award

Given to the chapter with the best promotional material from chapter activities.

Gamma, Vincennes University

National Student Service Project

Delta, Westchester Community College

Best Chapter Website

Alpha Alpha, Pensacola Jr. College

Best Poster Award

Nu Alpha, Blue Ridge Community College

Chapter awards were selected based on submitted 2008 Annual Reports.

Continued on next page

Individual scholarship awards based on essay and achievements for 2009 were awarded as follows.

Keith Ulich Memorial Essay

The essay should detail the concept of Living Life to Its Fullest, outline the elements of this concept, explore factors which might affect its implementation and conclude with the benefits towards one's life that implementing such a practice would generate.

Chin Yan Fung, Gamma, Vincennes University

Dr. Mary Bone Essay

Awarded to the writer of the best essay titled, "What Alpha Beta Gamma Means to Me".

Elaine Johnson, Alpha Delta, Elgin Community College

Francis Cunningham Esq Memorial Essay

Applicants must submit an essay on the subject "Ethics in Business".

Dorotea Marisa Caputo, Beta Omicron, Northern Essex Community College

Peter J. Gleason Essay

Applicants must submit an essay on the subject Business and the Environment, Today and in Ten Years."

Michael Patrick James Barry, Beta Omicron, Northern Essex Community College

Nathan Ancell Memorial Award

Awarded annually to the student who writes the Best Business Plan for a new business.

Lea Chiarello, Beta Omicron, Northern Essex Community College

Steve Perri Memorial Essay

This award funded by the family and friends of

Steve Perri and the National Dean's List is awarded to the writer of an essay describing the Pros and Cons of Being an Entrepreneur.

Tamara LaPosta, Beta Omicron, Northern Essex Community College

Ester J. Cross-Caster Memorial Essay

An essay on the topic "Helping Others" is required

Leah Bright, Theta Alpha, Mississippi Gulf Coast Community College

MBIA Competitive Essay

This essay competition centers on the theme of "The significance of municipal bonds in financing special projects in the USA".

Alex Travers, Delta, Westchester Community College

David Pope Essay

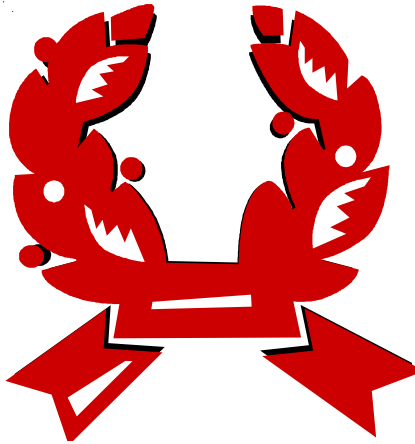
An essay describing the contribution that emigrants made and continue to make to our democracy is required for this essay competition.

Michael Patrick James Barry, Beta Omicron, Northern Essex Community College
(Alum) Prudence Caskey, Alpha Alpha, Pensacola Jr. College

Prof. Steve Graham Memorial Award

Awarded to a student who is nominated by a faculty adviser. Both must be in attendance at the Annual Leadership Meeting.

Lea Chiarello, Beta Omicron, Northern Essex Community College



Continued on next page

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Ginny Fastje Best Student Presentation

Award determined by a vote of all students attending the Annual Conference.

"Entrepreneur in the U.S. Economy" (Delta Chapter) Stephanie Borg, David Villabos, Michael Petrellese, Alex Travers, Sandra Lojano, Kevin Watson Grant

Pamela Donahue Award

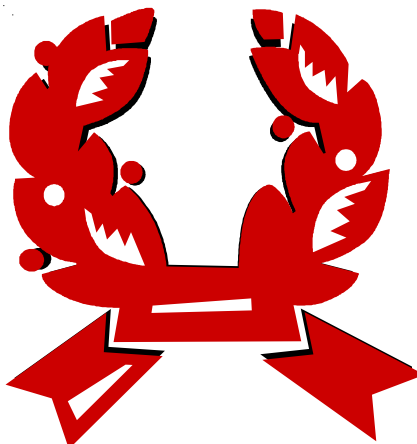
Presented to the Best Faculty Presenter at the Annual Meeting.

"Playing to Win" Lee Ann Taylor and Kathy Moreno

Eva Bobrow Medallion of Excellence Award

One Alpha Beta Gamman from each chapter who has contributed in an outstanding fashion and achieved excellent results for the chapter.

Lorne Grimmer, Gamma Gamma,
Davenport University
Carl Langford, Sigma, Abraham
Baldwin Agricultural College
Steaphnie Maxwell, Beta Tau,
MGCC - Jackson City
Chance Landreth, Gamma,
Vincennes University
Lea Chiarello, Beta Omicron,
Northern Essex
Community College



Zane Wells, Theta Alpha, Missis-
sippi Gulf Coast Community
College - Parkinston campus
Keke Sullivan - Eta Psi, Delaware
Tech College
Sandra Lojano, Delta,
Westchester Comm College
Nick Gorec, Iota Nu, Waubonsee
Comm College
Matthew Smith, Alpha Psi, Del
Mar College

2009 national Student officers

President: David Villalobos, Westchester Community College - Delta

Vice-President: Alex Travers, Westchester Community College - Delta

Student Executive Board:

Zane Wells, Mississippi Gulf Coast Community College (Parkinston campus) - Theta Alpha
Michael Petrellese, Westchester Community College - Delta
Stacy Schneider, Broome Community College - Kappa Beta

Andersen Named to ACHS Board of Directors



Gaye Andersen was appointed to the Board of Directors of the Association of College Honor Societies (ACHS) to complete the term of a retiring board member. The board met June 15th – 17th in Washington, DC. Andersen has been the Alpha Beta Gamma representative to the council of ACHS for the past five years, being active on the program committee for each annual meeting. Along with her board duties, she has agreed to chair the by-laws committee in addition to serving once again on the program committee for the 2010 annual meeting which will be held in Boston, Massachusetts.

Alpha Beta Gamma International Business Honor Society

Eligible Disciplines

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

What Alpha Beta Gamma Means To Me

by Elaine Johnson

As a new member of Alpha Beta Gamma (ABG), fear of taking on too much caused me to hesitate to participate, but, facing that fear, I did participate. Looking back now, it is shocking to see the transformation that has taken place in me. ABG has been a key component of my ongoing transformation. ABG offered me the opportunity to build friendships with other business students, develop a network of fellow ABG members from across the country, and, most importantly, to grow as an individual. It is for these reasons that I feel deep respect for ABG and desire to continue my participation so that it might have the same impact on other members.

When I first joined ABG, I did not know anyone in the organization, and member participation was low. When officer elections were held, I faced my fear of getting involved and offered to be secretary. Working closely with the current ABG president, we planned and implemented a variety of activities. We established a close friendship that never would have developed if not for our joining ABG. As the 2008 ABG National Leadership Conference approached, we worked closely with other ABG members to develop a presentation we would deliver at the conference as well as to students and faculty of Elgin Community College (ECC). During this process, additional friendships were made as well as acquaintances made with ABG members from across the country.

For example, at last year's ABG National Leadership Conference, some of the extraordinary

people I met were from Pensacola Junior College. Amazed by the size of their chapter, I was eager to learn about their fundraising and recruitment activities. The members and advisors were more than happy to share any information that would be of help to my chapter. Participating in ABG also assisted in my personal growth.

Involvement in ABG has provided opportunities for me to associate with other organizations within my school. Because of the friendship and respect shown to me from these organizations and ABG members, my confidence increased which motivated me to take on new challenges. It became easier for me to speak at ABG meetings which led to me leading some of the meetings. As vice president during my final semester before graduation, I made it my personal goal to increase ABG membership. I took the initiative to design and implement an ABG brochure that successfully increased new membership for the 2008 fall semester. With more members, our chapter has been able to increase our supplemental learning opportunities. ABG gave me a reason to get involved, strengthened my confidence, and helped me learn leadership skills.

My involvement in ABG has given me a feeling of ownership of my Alpha Delta chapter. Though I have transferred to a four year university, additional ways that ABG could benefit its members is always on my mind. Continuing my involvement is my way of giving back to ABG for all it has done for me.



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

www.ABG.org

Living Life to Its Fullest

By Chin Yan Fung

How to live life to its fullest? This is a question from many people. As a student who took math class for over 18 years, it is an interesting question because there is no solution book to tell me the model answer. Thus, I spent a long time investigating revising it with my experience. By following the steps I describes below, you will please yourself everyday and avoid having regret when you look back to your life.

1. Don't waste time.

Not wasting time is the most important element to live your life to its fullest. All of us have been upset about not having enough time to finish a task. The biggest reason is that we waste too much time. One day, I wanted to do my mathematics homework. Before I started doing it, I told myself that I couldn't waste time on daydreaming. I timed myself. I just used an hour to finish the homework, when usually I need two hours. I was delighted because not only I did get the homework done, but also I saved one hour.

I suggest you make a schedule for yourself and follow it strictly. Then you will know explicitly what task you need to finish by what time. If you like daydreaming or moving around a lot while working, you should give some constrictions to yourself, such as I must sit in front of the desk for forty-five minutes. Lastly, you must vigorously follow the schedule and rules.

2. Enjoy every day.

In order to enrich your life, you need not only to cherish your time but also to enjoy yourself in every moment. We always have to do many things that we may not really want to do. How can we avoid feeling regretful? The answer is to submerge ourselves into whatever we do and enjoy the process. Last year, I went to an adventure camp. I didn't make any friends and felt completely bored. I resisted integrating in the group and in the activities was simply because I didn't like the coach. I feel regretful whenever I recall this memory; I would have gained friendships and been excited if I had enjoyed the camp.

I would suggest that you hold a positive attitude and enjoy the progress. We may learn valuable information unexpectedly. But if you totally withdraw yourself from the activity, you can't even know what it is about. It is just wasting your precious time.

3. Reach your goals.

Last but not least, you need to set a goal. It leads you to accomplish what you intend to do and make your life fully. Earl Nightingale, the writer of "The Strangest Secret" said, "People with goals succeed because they know where they're going."

You should establish goals for everything you need to do. Goals give you something substantial to achieve. All you need to do is to complete your mission toward your goals. Moreover, your goals should not be too general. For example, you want to be healthy. Try to set your goals into some specific actions, such as do exercise every day or eat an apple in breakfast.

Let me summarize these three steps by sharing my story with you. Last summer, my mother signed me up for a workshop. However, I didn't want to attend that workshop. I acted totally unconcerned in the program, although some of the activities were fun and meaningful. I evaluated myself after the workshop; I felt sad and guilty about my bad attitude. Did I utilize that day? The answer is definitely not. If I applied the three steps at the time, I should, firstly, encourage myself to hold a positive attitude, so I would not waste time. Secondly, I should enjoy the workshop, so I would learn some lessons and have fun.

The three suggestions are correlated. In order to live your life to its fullest, start setting up goals after reading this article and enjoy the progress. Finally, I wish you have a full and happy life. "Do it now. You become successful the moment you start moving toward a worthwhile goal."



I Must Be Crazy!

Pros and Cons of Being an Entrepreneur

By Tamara La Posta

There comes a time in life when one finds themselves at a crossroad. Mine came on June 27, 2008 when after eleven years I was laid off because the company was sold. I enrolled in school so I could acquire the college diploma so many employers look for on a resume. To be honest I'm trying to buy some time. After twenty years of lining other's pockets, I have decided to pursue my own dream. I want to open a small restaurant! I love to cook and I get satisfaction watching someone enjoy the food I put in front of them. For the past six months I've been researching what it takes to open a restaurant. Through continual research I am beginning to understand the pros and cons of owning a business. By all accounts the negatives of starting any business outweigh the positive points but there is a reason new businesses open every day.

Starting a business is not for the faint of heart. Failure is not uncommon, especially in today's market spiraling towards recession. The financial sacrifice one has to shoulder frightens away many would be entrepreneurs. In order to secure a bank loan one has to have money set aside and/or collateral available to qualify for a loan. Many dream of financial success, but initially a take home paycheck may have to be sacrificed until the company starts turning a profit. Owning your own business is time consuming. Time with family and friends may become sacrificed as a new business is like a newborn child requiring your constant attention and energy. With everything a person has invested in their business the pressure to succeed is an enormous weight constantly tied around the neck. One's stress level will increase exponentially. In addition to one's own personal pressure, if there are employees involved, their livelihood rests squarely in the owner's hands. An owner's failure could ultimately become an employee's undoing. Reflecting the above points, I wonder why anyone would want to start a business.

One's definition of the American Dream may alter depending who you ask, but most would agree that the quest for financial fortune drives many. Be-

coming an entrepreneur puts the possibility back in one's own hands. Success is dependent on a little luck and a lot of hard work. While some are content working for "the man", the majority want to be their own boss. Working for others, it's said that one can't choose their co-workers but as your own boss you can certainly pick your employees. You have the opportunity to surround yourself with exactly the type of people you want and need to accomplish the tasks to make your business a success. Certainly, as the person in charge, one's day will never be the same, there will be great variety in the work routine. There is a certain level of job security comfort. An entrepreneur creates their own employment, therefore it won't come as a surprise if one day the company is sold! Eventually when the business becomes stable, owner's can set their own hours and salary. I believe the greatest advantage to starting a business is the satisfaction of utilizing your talents, creativity and skills. Going to work shouldn't be a chore but a passion. If you don't love what you do, you shouldn't be doing it to begin with.

"This nation was built by men who took risks - pioneers who were not afraid of the wilderness, business men who were not afraid of failure, scientists who were not afraid of the truth, thinkers who were not afraid of progress, dreamers who were not afraid of action." Brooks Atkinson (Guillemets).

While unquestionably not the most comprehensive list of pros and cons, these brief examples illustrate the challenges entrepreneurs must consider when starting a business. A successful outcome will certainly be dependent on how one prepares for these hurdles.

Work Cited
Guillemets, Terri. The Quote Garden. 18 March 1998.
18 February 2009
<<http://www.quotegarden.com/risk.html>>.

The Contribution of Emigrants to America

By Prudence Caskey, ABG Alum

The contribution of emigrants to America has helped make our country the grand democracy it is today. From the very first explorers who wished to have religious freedoms, to the individuals who come here today, they are all essential to American democracy. Had it not been for emigrants, Americans would not be who they are today. European-Americans, Latin-Americans, African-American, Asian-Americans, and even Native-Americans are the stock of the melting pot that is America.

My siblings and I came from a long line of emigrants. My father's parents are from Cuba and the Cherokee Indian Nation. My mother's parents are from France and Czechoslovakia. In 1928, my great grandfather, Dominick Voscinar, moved from Bratislava, Czechoslovakia and helped to establish a very small town in central Florida. The town was named after Thomas G. Masaryk, who was the first president of the newly democratic Czechoslovakia. I was raised in the small town of Masaryktown, Florida and was told often how our family emigrated from Bratislava to America on the way to making better lives for themselves. My great-grandfather and great-grandmother worked hard for everything they had and realized the dream that any goal is attainable in America. During the early days of Masaryktown, my great-grandfather served as our town's mayor. Only to be followed in many years by both of his sons and grandsons. Our immigrant family knew that in order to have the ideal of democracy work, it took work on the part of the people. My brother and sisters and I were reared by individuals who did not sit back and say, "let someone else worry about it."

Americans have the opportunity to go to any church or synagogue they wish and worship as they

desire. Religious freedom is merely one freedom among many that people come to America to experience. The ability to dream and chose for yourself what town you wish to live in, what car you want to drive, what school you want to go to are benefits of living in a true democracy.

Our great nation has been shaped by many emigrants throughout history and in recent history. Four stand out in my mind. Leon Panetta, former White House Chief of Staff during the Clinton administration, was the son of Italian emigrants. He has recently been chosen to lead the CIA by the Obama administration. Arnold Schwarzenegger is an Austrian immigrant who is currently aiding our democracy by serving as the 38th Governor of the state of California. Our former Secretary of State, Madeleine Albright, was born in Czechoslovakia. She was the first female Secretary of State in our nation's history.

As we begin a new era in the history of United States and the first African American President takes office, the importance of emigrants is driven home even more. Barak Obama's father, Barak Obama, Sr., was an immigrant from Kenya. Mr. Obama was an immigrant and having fathered our future president made a huge impact on our democracy.

It is awe inspiring to think of how America has been formed by emigrants from other countries. What I have always known as the way of life is simply a dream to many people in other countries. I think if we all reflect on how the desire to come to America is so strong in people of other countries, we would appreciate living and working in America so much more. It is so wonderful to see how every facet of the nation is touched a little bit by each group of emigrants that have come here to live the "American Dream."



Your Most Important (& Profitable!) Investment

By Phillip Humbert, PhD

Here's a vital question: What is your most important investment? What's the most important thing in your life? Or to put it another way, what is the one thing you absolutely, positively must achieve during your brief time on this small planet?

This is not a trick question! But it does have a "tricky" answer.

Most people answer with things like their spirituality, their children or family, their career or health. If those are your answers, you may want to think again.

All of those things are important! But I'm indebted to one of my mentors, Thomas Leonard, for helping me dig deeper on this one. Thomas argued that the most important thing in life is "self-ishness."

Ordinarily, we associate selfishness with spoiled kids fighting over toys in a sandbox, and it's not a pretty picture. Fortunately, that's not at all what Thomas had in mind.

He pointed out that our first obligation is to figure out who we are, what we want, and where we're going in life. Until we discover our "Self," we are in a sense living someone else's life!

And, here's a critical point. Figuring out who we are and what we'll do with our life doesn't happen by accident! Carl Jung said that most people don't figure this out until after age forty. It takes a long time to grow up and take care of life's essentials. As young adults most of us are busy with school and work, starting and raising a family, launching a career, and a thousand other things.

Fortunately, as adults we can pause, step back and ask the big questions. I find it incredibly sad that so many people never face this essential responsibility. It's no good living by someone else's rules or following someone else's dream. Life is a gift, but to make the most of it we must accept that "some assembly is required" and make the effort to find our own way in this world.

Thomas was right about the importance of being "self-ish." But he was wrong about how we do it.

Thomas developed a theory he called "personal evolution" and speculated that we could create a process of "automatically" evolving into the person we want to become. Frankly, as much as I admired him (he passed away several years ago), I think he was wrong about this.

"Life is a gift, but to make the most of it we must accept that 'some assembly is required' and make the effort to find our own way in this world."

I think some of us virtually "paint by the numbers" or "go through the motions" of living our lives! Existence is (relatively) easy, but growth requires hard work, and a plan.

I think the term "personal development" is a more accurate description of how we earn the right to a "life of one's own." I think responsible adults take control of their own lives because life expects us to learn and stretch. It expects us to make choices, set a course, develop skills and work hard. Life asks us to try things, make mistakes, and commit to a path of growth and maturity. Anyone can get old, but growth only comes with effort and commitment.

So here's the challenge: Who are you striving to become? Do you have a plan? Are you making the daily investment?

I don't think this has to be "hard" or expensive. In many ways, it's very easy! Think about this—would you rather live a life of distractions, obeying other people's rules, and following someone else's script, or a life focused on your own most important priorities? I think in many ways, living a GREAT life is much easier than living an ordinary life. Sure, it requires a few basic disciplines. It requires hard choices and the integrity to stick with them. But in many ways, a GREAT life is actually much easier and infinitely more satisfying!

Continued on page 13

Here are four simple—not always easy, but simple—steps:

1. Get clear about who you are, what you value and where you're going in life. Be very “self-ish” about this!

2. Develop a plan. What do you need to change? What do you need to learn? Who will you be five years from now, and how will you make that happen? Take notes and write this stuff down.

3. Take action every day. It doesn't have to be dramatic action, but every day, stick with it. Read. Talk with smart people. Eliminate one or two distractions. Spend time on things that make you proud, that stretch and strengthen you.

4. Invest time (and a few dollars) in your self! Get away for perspective. Get away to learn. Get away to THINK! Get away to organize, plan and grow. Get away so you can return home clear-headed, focused and energized.

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Useless Facts To Make Life More Fun

Every day more money is printed for Monopoly than for the US Treasury.

Men can read smaller print than women; women can hear better.

Coca-Cola was originally green.

The state with the highest percentage of people who walk to work: Alaska

The cost of raising a medium-size dog to the age of eleven: \$6,400

The average number of people airborne over the US any given hour: 61,000

Intelligent people have more zinc and copper in their hair.

The world's youngest parents were 8 and 9 and lived in China in 1910.

The youngest pope was 11 years old.

The first novel ever written on a typewriter: Tom Sawyer.

Those San Francisco Cable cars are the only mobile National Monuments

$(111,111,111) \times (111,111,111) = 12,345,678,987,654,321$

Only two people signed the American Declaration of Independence on July 4th, John Hancock and Charles Thomson. Most of the rest signed on August 2, but the last signature wasn't added until 5 years later.



ethicS in the people BuSineSS

By Dorotea Marisa Caputo

The Massachusetts Department of Social Services has deserted its mandate to preserve the sanctity of the family by adopting an unethical accounting system allowing the department to profit by removing children from their families.

The Department of Social Services (DSS) was developed as the Massachusetts state level response to the 1974, Mondale Act (Free Republic 4). DSS embraced the lofty mission to be "...committed to protecting children and strengthening families" (Recognizing 13).

Although conceived with good intentions DSS operated as the poor cousin to other state agencies in an atmosphere of escalating public ridicule. Fiscally and professionally DSS was plagued by bad press. The organization was constantly running in the red and apparently impenetrable when issues relevant to policy and procedure were questioned. The perception of DSS was that many of their decisions to remove children from their homes were incompetent, inconsistent, and unethical. Emrich Toma, a Virginia researcher, sites two studies done with Massachusetts data that "serve to demonstrate the inextricable link between poverty and child removal" (Oliver 4) "Specifically, the researchers found that the highest predictor of removal was not the extent of a given physical injury, but rather whether or not the family was Medicaid-eligible" (Oliver 4). Another study "found that the degree of physical injury to a child only became statistically significant in the reporting of child abuse when the family's income was excluded from the analysis (Oliver 4).

Is there a method to this apparent madness? Perhaps the decision to pull a child is not based on need or poor decision making by caseworkers. Perhaps the bottom line qualifier is indeed the bottom line.



The practice of hiring private consultants to review and revamp government policies was pioneered by the Commonwealth of Massachusetts for the rejuvenation of their Department of Health and Human Services (DHHS) (Oliver 1). In 1993 a consulting group, Anderson Consulting, pitched a new idea to DHHS. They suggested radical changes to the accounting system that would allow transfers of federal monies allocated to child services from the parents of the children to the DSS system when a child was taken into custody.

Numerous policy changes were explored and instituted. Emerich Thoma quoting John Sharp, the Comptroller of Public Accounts for the state of Texas relays, "...before a social service agency is considered to be well managed, there must be at least 50% of its children who are eligible for Social Security. ...this little known formula employed by child welfare agencies is called the *penetration rate*" (Oliver 5).

In Massachusetts the consultants redefined the "at risk" guidelines by re-labeling the special needs and disabled. Any minority is automatically re-labeled special needs; eligible for Medicaid. The term disabled is broadly defined. Disabled children are eligible for Social Security Income. It therefore comes as no surprise that the foster care population [is] heavy with these two sub-groups of children in the caseload (Oliver 4).

"Adoption 2002" was enacted by the Clinton administration. It states that each state must increase the number of adoptions over the prior year in order to continue receiving [federal] money. The bonuses are \$4,000 per child and \$6,000 per special needs child" (Free Republic 8). This bonus money "...goes directly to the Child Protective Services in each state" (Free Republic 8).

Federal bonus money does not go to general state treasury but directly to DSS coffers (Oliver 3). These techniques allowed Massachusetts to raise the percent of cases eligible for federal reimbursement from 23% in 1993 to 65% in 1996 (Oliver 3).

Continued on page 25

Helping Others

By Leah Bright

June 17th through June 23rd 2008, I could no sooner forget these dates than I could my own birthday. For about eight months these dates replayed over and over in my mind and on my lips. 2008 was the time my church set aside to go on a mission trip to Honduras. Its purpose was community service through evangelism, trash pickup, and church planting. In addition, we held nightly outreaches in several communities including dramas and contests with prizes for the children. I knew my first time in another country would be an adventure and allow me to do my favorite activities, travel. Little did I know, it would change my life to see living life to the fullest means investing your life in others as well as in yourself.

In preparation to my journey, I researched current events and geography in order to have a foundational knowledge of what I would encounter. Anyone who would listen would hear me talk continuously about what I learned about Honduras and the people that I would meet and serve. My excitement would bubble over at the slightest mention of the purposeful adventure we were about to take.

When my feet first walked on the ground in Honduras, my senses became aware of everything around me. I was sure of my purpose here and was determined to give better than my best. Likewise, I determined to look, touch, and hear as much as possible. Our schedule of events anticipated after we got to the hotel in the main

city of San Pedro Sula late that afternoon, we would finish the day by eating dinner and sightseeing. Instead, our leader's motivation overruled our determined schedule. Straightaway we went to the local community about 45 minutes away to start our first outreach. We arrived back at the hotel late that night. The next morning we were on our way again by 9 am. Time flew by with an extremely demanding week physically exhausting everyone. All of this energy was worth the investment in the wonderful, beautiful people of Honduras. We made an impact on four different communities through hard work in intense heat and humidity. Long days were followed by early mornings. However difficult the schedule felt, it could not take away the smile and excitement in my heart. Every day I would meet someone new that would keep me hungry to know and learn more.

The knowledge I gained from traveling to Honduras and interacting with the people led me to explore my innate desire to help others as well as my sense of adventure. The moments when I felt the most appreciated were when I gave personal help to individuals without receiving any special recognition. This experience is something that has changed my character in such a way that I now look for opportunities to serve in everyday life. When they would say "gracias" and hug me I grasped the full understanding that it is better to give than to receive.

The One-Minute TIP

Most of us cannot achieve great things because in general, human beings do not do "big" things. We do little things. We get up, we go to work. We hug our loved ones, we make phone calls. We balance the checkbook, exercise and fix dinner. We do little things! Highly successful people simply do the right little things, at the right time, in the right way, and they do lots of them.



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	Canisius College	Georgia Southern University
University of Alabama	Carnegie Mellon University	Georgia State University
University of Alabama at Birmingham	Case Western Reserve University	Gonzaga University
University of Alabama in Huntsville	University of Central Arkansas	University of Hawaii
University of Alaska Anchorage	University of Central Florida	Hofstra University
University of Alaska Fairbanks	Central Michigan University	University of Houston
University of Albany	Central Missouri State University	University of Houston – Clear Lake
University of Alberta	University of Cincinnati	University of Houston – Downtown
Alfred University	Clark University	Howard University
The American University	Clark Atlanta University	University of Idaho
Appalachian State University	Clarkson University	Idaho State University
University of Arizona	Clemson University	University of Illinois at Chicago
Arizona State University	Cleveland State University	University of Illinois at Urbana-Champaign
Arizona State University West	College of Charleston	Illinois State University
University of Arkansas	College of William and Mary	Indiana State University
University of Arkansas at Little Rock	University of Colorado at Boulder	Indiana University
Arkansas State University	University of Colorado at Colorado Springs	Indiana University-Northwest
Auburn University	University of Colorado at Denver	Indiana University - Purdue
Auburn University at Montgomery	Colorado State University	Indiana University at South Bend
Babson College	University of Connecticut	Indiana University Southeast
Ball State University	Creighton University	University of Iowa
University of Baltimore	University of Dayton	Iowa State University
Baruch College	University of Delaware	Jackson State University
Baylor University	University of Denver	James Madison University
Bentley College	DePaul University	John Carroll University
Binghamton University	University of Detroit Mercy	University of Kansas
Boise State University	Drake University	Kansas State University
Boston College	Drexel University	Kennesaw State College
Boston University	Duquesne University	Kent State University
Bowling Green State University	East Carolina University	University of Kentucky
Bradley University	East Tennessee State University	Lamar University
Brigham Young University	East Texas State University	La Salle University
Bryant College	Eastern Illinois University	Universit� Laval
The University of Calgary	Eastern Michigan University	Lehigh University
University of California at Berkeley	Eastern Washington University	Louisiana State University
California Poly. State Univ., San Luis Obispo	Emory University	Louisiana State University in Shreveport
California Sate Polytechnic University, Pomona	University of Florida	Louisiana Tech University
California State University, Bakersfield	Florida Atlantic University	University of Louisville
California State University, Chico	Florida International University	Loyola University
California State University , Fresno	Florida State University	Loyola University Chicago
California State University, Fullerton	Fordham University	Loyola College in Maryland
California State University, Hayward	Fort Lewis College	Loyola Marymount University
California State University, Long Beach	Francis Marion University	University of Maine
California State University, Los Angeles	George Mason University	Marquette University
California State University, Northridge	George Washington University	University of Maryland
California State University, Sacramento	Georgetown University	University of Massachusetts Amherst
California State University, San Bernardino	University of Georgia	University of Massachusetts Lowell
	Georgia Institute of Technology	Massachusetts Institute of Technology

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McNeese State University
The University of Memphis
University of Miami
Miami University
The University of Michigan
The University of Michigan – Flint
Michigan State University
Middle Tennessee State University
Millsaps College
University of Minnesota
University of Mississippi
Mississippi State University
University of Missouri – Columbia
University of Missouri – Kansas City
University of Missouri – St. Louis
University of Montana
Montana State University
University of Montevallo
Murray State University
University of Nebraska - Lincoln
University of Nebraska at Omaha
University of Nevada, Las Vegas
University of Nevada, Reno
University of New Hampshire
University of New Mexico
New Mexico State University
University of New Orleans
New York University – Stern
Nicholls State University
Norfolk State University
The University of N. Carolina, Chapel Hill
The University of N. Carolina, Charlotte
University of N. Carolina at Greensboro
University of N. Carolina at Wilmington
North Carolina State University
University of North Dakota
University of North Florida
University of North Texas
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

The Prof. Steve Graham Memorial Award Letter of Nomination

It is a privilege to recommend Lea Chiarello for the **Prof. Steve Graham Memorial Award** on behalf of her many contributions to Beta Omicron Chapter and Alpha Beta Gamma. As an advisor to the chapter for 22 years, this is the first time that I have ever nominated a student for this award. I cannot imagine that there would be a better candidate. Her dedication and determination to our annual fundraiser was a huge success due in large measure for her countless efforts for obtaining many sponsors and then selling many raffle tickets. On her own initiative, she decided to set-up a booth and sell additional raffle tickets to the college community. It was an enormous success.

She has also volunteered numerous hours spreading the word about the many advantages of

being a member of Alpha Beta Gamma during our campus fair.

For our community service project, she collected so many canned goods that I and another member made several trips to my car. Again because of her fortitude, the Lazarus House, a homeless shelter, was eternally grateful.

Another fundraiser event is our bake sale. She brought in many baked items and even a cake. She then proceeded to help sell the items. This event was also a great success.

I sincerely believe that Lea Chiarello is a most worthy recipient of this prestigious award.

Sincerely yours,
Prof. Pamela Donahue
Advisor-Beta Omicron Chapter

Wit And Wisdom From Dogs



The reason a dog has so many friends is that he wags his tail instead of his tongue. — Anonymous

A dog is the only thing on earth that loves you more than he loves himself. —Josh Billings

Don't accept your dog's admiration as conclusive evidence that you are wonderful. — Ann Landers

If there are no dogs in Heaven, then when I die I want to go where they went. —Will Rogers

The average dog is a nicer person than the average person. —Andy Rooney

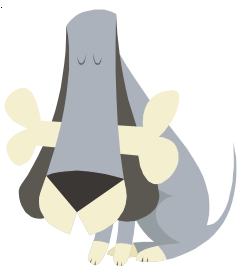
We give dogs time we can spare, space we can spare and love we can spare. In return, dogs give us their all. It's the best deal man has ever made. —M. Acklam

There is no psychiatrist in the world like a puppy licking your face. —Ben Williams

I wonder if other dogs think poodles are members of a weird religious cult. —Rita Rudner

A dog teaches a boy fidelity, perseverance, and to turn around three times before lying down. —Robert Benchley

Dogs are not our whole life, but they make our lives whole. —Roger Caras



Alpha Beta Gamma National Scholarship List

Albright College	Eastern University	Neumann College
Allentown College of St. Francis	Eckard College	New England Culinary Institute
Aquinas College	Elizabethtown College	New Mexico Institute of Mining
Arcadia University	Endicott College	New York School of Interior Design
Ashland University	George Washington U.	Niagara University
Aurora University	Gustavus Adolphus College	Northeast Missouri State U.
Babson College	Iona College	Northeastern State University
Barry University	Jackson State U.	Northeastern University
Bentley College	John Brown U.	Notre Dame College of Ohio
Bloomfield College	Johnson & Wales University	Nova Southeastern University
Bluefield College	Juaniata College	Pace University
Boston University	Kentucky Wesleyan College	Polytechnic University, L.I. Campus
Branford College	Keuka College	Rensselaer Polytechnic Institute
Brenau University	King's College	Robert Morris University
Caldwell College	Le Moyne College	Rust College
California Lutheran College	Lees-McRae College	Saint Vincent College
Canisius College	Lenoir-Rhyne College	Shenandoah University
Central Wesleyan College	Liberty University	Sonoma State University
Charleston Southern U.	Limestone College	Southern Wesleyan University
Chatham College	Lincoln Memorial University	St. Cloud State University
Clark Atlanta U.	Linfield College	St. John's University
Clarkson U.	Livinston University	SUNY - Binghamton
College of Saint Rose	Long Island U, CW Post Campus	Teikyo Marycrest University
College of St. Scholastica	Manchester College	University at Buffalo
Coppin State College	Manhattan College	University of Pittsburgh at Bradford
Daemen College	Marian College	University of Tampa
DePaul U.	Mercy College	University of Tennessee at Martin
Drexel University	Merrimack College	University of West Alabama
Duquesne U.	Midwestern State U	Utica College of Syracuse University
East Tenn. State U	Mississippi University for Women	Vincennes University
		Webber College

Alpha Beta Gamma Civility Code

In the full knowledge of the commitment that I am freely willing to undertake as a student, I promise to respect each and every member of the college community without regard to race, creed, political ideology, lifestyle orientation, gender, or social status sparing no effort to preserve the dignity of those I will come in contact with as a member of the college community. I promise to Alpha Beta Gamma that I will follow this code of responsibility.

Contributions of Immigrants to Our Democracy

By Michael Patrick James Barry

It is easy to say that the United States is a nation of immigrants. In the most literal sense most of us have always been: the gallimaufry of the original colonies, the French settlers in Louisiana, as well as the multitude of Hispanics who had made California, New Mexico and Arizona home long before the Southwest was brought into the United States in the aftermath of the Mexican-American War. Many more have come, but more than the place of origin or time of departure, what makes the United States a nation of immigrants at its most ideal is the informing perspective of the experience.

As the eminent economist Francis Walker wrote in 1896, "From the beginning it has been the policy of the United States, both officially and according to prevailing sentiment of our people, to tolerate, to welcome, and to encourage immigration, without qualification and without discrimination.¹" It was a policy, he felt, born from the established sentiment that immigration revitalized the nation. Yet in truth, more often the United States has suffered through strained toleration rather than embrace its immigrants, and scores of laws have been passed seeking to stem the tide of undesirable populations. At the time, Walker wrote of the new and unique immigrant who threatened the, "...American rate of wages, the American standard of living, the quality of American citizenship from degradation through the tumultuous access of vast throngs of ignorant and brutalized peasantry from the countries of eastern and southern Europe.²" And while Walker wrote of the nation's historical embrace of immigrants and compared the new immigrants to the superior Germans of old, Benjamin Franklin reflected an eighteenth century perspective when he asked "Why should Pennsylvania, founded by the English, become a Colony of Aliens, who will shortly be so numerous as to Germanize us instead of our Anglifying them, and will never adopt our Language or Customs, any more than they can acquire our Complexion?³"

History has shown that rather than degrading the American rate of wages, standard of living



and quality of citizenship, immigrants have been a revitalizing force since the nation's inception. It was the immigrant Alexander Hamilton who, as the nation's first Secretary of Treasury, established many of the macroeconomic policies that united the interests of the fledgling states and fostered centuries of subsequent prosperity. Alexander Graham Bell brought the world the telephone and Nikola Tesla ushered in the age of

electricity. Immigrants, like Jhumpa Lahiri, have advanced the arts and many like Elie Wiesel have enlightened our considerations. Of greatest consequence still are not the noteworthy contributions, but the day-to-day labors of the millions who have built America as they sought to provide better for their children. There is not an aspect of our lives that has not been bettered by their endeavors.

Indeed, it was the immigrant perspective at the foundation of our democracy that has made the heights of our endeavors possible. When the founding fathers- the sons of France and the Netherlands, Germany and England- decided to cast their lots in with each other, they had no history or shared culture to unite them. What they held in common was a hope for opportunity and an aspiration of better for their children. Reflecting a time when all were minorities, the Constitution at its best is a testament to the immigrant perspective, giving an equal voice to all while protecting the interests of the new and underrepresented. Rather than Germanized or Anglicized, we have all been Americanized and, however strained, all that's been required is tolerance.

(Endnotes)

¹ Walker, Francis A.: "Restriction of Immigration", *The Atlantic Monthly*, June, 1896; Volume 77, No. 464; pages 822-829.

² *ibid.*

³ Labaree, Leonard W., et al., eds. *The Papers of Benjamin Franklin* 35 vols. to date. New Haven: Yale University Press, 1959-1999. 4:225-234.

Business and the Environment:

Today and in Ten Years

By Michael Patrick James Barry

Development will be key in the 21st century. After a rapid advance in production technologies, many barriers to competition have diminished. Improvements in aeronautics have brought the farthest reaches of the globe within a day's reach. The interstate transit system crisscrosses the nation and on it a fleet of tractor-trailers efficiently keeps store shelves stocked. Most recently, the Internet is revolutionizing the value of information, providing savings in cost and time, and wiping away geographical barriers. More than ever, businesses compete not only with the startup around the corner, but startups around the world. From this new landscape, emerging economies abroad, as well as depressed communities at home, have the opportunity to ascend from their position of relative wanting. However, this time of new hope is not without its unique challenges, and if the 21st century is to reach its full potential it is imperative that these challenges be vigilantly addressed.

Beyond a business's internal cost of operations are the external costs spent in the wasting of public goods. For too long these externalities- the air we breathe, the water we drink- have been passed forward to generations that we cannot see and don't care to imagine. With no incentive to save we consume. The industrial growth of the last several centuries has accompanied inconceivable amounts of disgorged pollutants. Regulation has curbed some excess, but for many of the nations left behind, regulations do not apply. They choose growth and the hope of a basic standard of living for today over cleaner subsistence tomorrow. Yet, environmental consideration can no longer be a choice, or an inconvenience put on for the value of public relations, it has become an immutable condition of future prosperity.

To drive the world's largest economy, the United States consumes 21% of the world's energy.¹² In comparison, despite having over a third of the world's people, the combined consumption of India and China amounts to only 19% of the world's energy.³ In 2003, the Department of Energy estimated that the world demand for oil would reach 115 b.p.d. by the year 2025⁴ (nearly twice the present level of consumption) as the needs of emerging economies like China and India continued to expand. Economics depends upon the allocation scarce resources, and no resources are quite as scarce and finite as fossil fuels. China, along with India amongst other populous developing nations are, and will be, a significant added strain on the world's finite supplies of fossil fuels as they grow to compete with the leading economies of the world.

The future of business, for both the environment and itself, thus go hand in hand with the development of sustainable energy, not as a constraint, but as an opportunity. Businesses have been the lifeblood of the innovations that sustain the prosperity of today. The advancement of emerging technologies for environmentally friendly products and processes can only serve to reinvigorate the system and satisfy every people's aspiration of sustainable growth. Visionary companies can look forward ten years when they may stand as industry leaders. Will it be an era of the automobile giant that developed efficient, affordable, hydrogen fuel cells? Will it belong to the company that powers cities with its wind farms, or the dawn for one preparing to put solar arrays in geosynchronous orbit?

In the short-run of today, environmental concern comes with intrinsic rewards. Energy efficiency can provide businesses with immediate savings. Compact fluorescent bulbs use a fraction of the en-



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The significance of municipal bonds in financing special projects in the USA

By Alex R. Travers

Where would we be without the power to borrow? I recently sat in on a speech by renowned New York bond salesman Jim Lebenthal (of Lebenthal & Co. LLC) in which he sententiously voiced the words “I love debt!” It was the first time I was in the presence of someone who had genuine zeal for bonds. Mr. Lebenthal believed in bonds. He valued their underlying purpose and coined the bonds he owned his ‘babies.’ He labeled himself “a builder,” a man who constructed the bridges, schools, and roads of this country. He explained that municipal bonds and securities represent a promise by state or local governmental units – *the issuers* (or other qualified issuers) – to repay lenders – *the investors* – an amount of money borrowed along with interest according to a fixed schedule. These issuers then use the money to build schools, roads, government buildings, transportation facilities, water tunnels, hospitals and health care facilities, recovery plants, and housing for low income families, among other projects. Although these facts only began to explore the depths of the municipal bond industry as a whole, there was something hidden between the lines of that bond definition by Mr. Lebenthal that made me acutely aware on the day of his lecture; municipal bonds allow this country to achieve higher standards of living.

On January 28, 2009, The Journal News released an article announcing that the city of Mount Vernon approved a twenty million dollar state bond for school repairs. The article, by Christine Pizzuti, pointed out that the bond failed the first time it was offered on May 1, 2008 to the public because citizens of Mount Vernon believed it would significantly increase local taxes. The bond, which in fact would have had no local tax impact, was to be funded by the state EXCEL (Expanding our Children’s Education and Learning) program. Wisely, the folks at EXCEL made sure before the second time voting came around to educate the community that if the bond was passed, taxes would not increase. By doing so, the bond passed in a district vote reported

1,749 in favor and 168 against. With the proper education of the bond’s benefits, it was an easy decision for Mount Vernon voters to make. The article concluded with a statement that a resident had been seeing municipal bond educational announcements running repeatedly on local public access. Clearly, an educated citizen is a bond’s best supporter!

In addition to strengthening communities across the country, municipal bonds can be very lucrative to investors. In America, bonds (or their short term equivalents called notes or paper) are issued by the United States government, private corporations and state/local governmental entities; they are called U.S. Treasuries, corporate bonds, and municipal bonds, respectively. Private corporations that issue bonds and sell them to investors in the open market are different from municipal issuers selling securities in that the interest income on municipals is exempt from both state and federal taxes, while corporate bonds are subject to both. U.S. Treasuries are subject to only federal taxes. The average citizen living in New York City would have to find a corporate bond that yields 8.3% to match a 5.0% yield on a municipal bond (tax free yield divided by 100% minus marginal tax rate). Municipal bonds also have lower rates of default (where the issuer cannot pay the principal to the investor) than corporate paper.

According to Lebenthal, municipal bonds are both advantageous to issuers and investors. The municipal bond market is composed of thousands of dedicated professionals throughout the United States who have the diverse skills needed to raise money in the capital markets for state and local governments. By raising the money to build new infrastructure or by taking dilapidated or rundown roads, factories, hospitals, and school buildings and making them more efficient, the United States continues to pave the path towards a higher standard of living. No wonder Lebenthal loves bonds. We all should!

Brewed in the Nude

Brewery, Bar & Restaurant

By Lea Chiarello

Executive Summary

Brewed in the Nude Brewery, Bar & Restaurant plans to establish itself in Downtown Newburyport, Massachusetts. The business features wine and spirits as well as homemade and commercially brewed beer at its bar. Additionally, the restaurant provides a full gourmet menu. Not only does the brewery produce unique and quality brews, it also gives customers a brewery experience with tours, tastings and classes. The atmosphere gives customers a warm and inviting place to lounge and relax for hours. Brewed in the Nude provides culture, creativity, quality and relaxation that is unmatched in the area.

Brewed in the Nude has two main features that sets it apart from other businesses in the region. First, the brewery creates unique and delicious brews that cannot be found anywhere else in the world. Visitors get more than a beverage they get a Brewed in the Nude experience. Brewers create an unmatched signature taste by creatively blending unique ingredients. Second, Brewed in the Nude gives loyal customers the opportunity to become members of a beer club. This club rewards repeat customers as well as creates a deeper relationship between the business and its customers. Additionally, the beer club serves as a marketing tool that increases the number of customers and frequency of visitors.

Brewed in the Nude has a clear plan that makes it a powerful competitor in the industry. The selected target markets gives the business a competitive edge from the start. The following sections provide additional details that support that Brewed in the Nude is the next up-and-coming business in the Merrimack Valley.



Mission

Brewed in the Nude Brewery, Bar & Restaurant produces excellent, enjoyable, flavorful food and beverages in a unique and creative style. Our innovative recipes and talented brewers and chefs have undoubtedly created an irresistible menu for a wide variety of customers. Brewed in the Nude believes in the importance of open communication between staff and

customers that provides the best customer service possible. The honest, loyal, creative, friendly, respectable, competent, and skilled employees of our company are able to overcome challenges, solve problems, and embrace change or opportunities in order to establish the best brewery, bar, and restaurant in the region.

Company Summary

The key elements of the Brewed in the Nude Brewery, Bar & Restaurant concept are as follows:

- **Bar overall** This start-up brewery bar offers products and services not offered by any other business in the area.
- **Location** Brewed in the Nude is located in Downtown Newburyport. The tourism and bar-hopping scenes found here are just some of the beneficial qualities of this area.
- **Decor** The decor relays our first impression that Brewed in the Nude is a warm friendly place where a person can spend hours. The airy floor plan as well as the comfortable seating are important details of the interior. The walls showcase the brewed selections and other features of the bar.
- **Target Markets** The target markets for this company are men and women in their twenties, middle aged business men and, beer connoisseurs and hobbyists. Features of the bar meet the needs and wants of each of these populations by including games, entertainment, Wi-Fi connections, tastings, classes and, more.

Continued on next page

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- **Clubs & Membership** The bar uses a variety of events to constantly interact with and attract customers. Creative marketing and promotions insures a loyal group of return customers.

- **Food & Beverages** Brewed in the Nude Brewery, Bar & Restaurant offers high quality original recipes that incorporate unique ingredients for both food and beverage products. The bar provides home brewed selections in addition to commercially produced beer in order to appeal to as many customers as possible. Monthly cultural themes consist of food and beverage items relating to that region in a unique and tasty fashion. The menu at Brewed in the Nude is mouth watering.

- **Service** The friendly, warm and, inviting atmosphere gives patrons a relaxing and fulfilling experience every visit. Employees display excellent communication skills that are flexible and problem solving in nature. Feedback from customers is routinely taken into consideration to continually improve the business. Employees go above and beyond normal expectations to insure superior customer service and satisfaction.

- **Opportunities for Expansion** The business has the potential to open a second or third location in other regions. The demand for the homemade beverages of Brewed in the Nude has the possibility of exceeding the productive capacity of the brewery bar thus causing the need for larger distribution methods.

Products

Homemade Brews- The homemade selections are the main product offered at the bar. There is an assortment of between six and ten different beers to choose from. These recipes are creatively blend distinct high quality ingredients to craft exceptionally delicious brews.

Domestic and Imported Commercial Beer - The bar also stocks a variety of domestic and imported beer in bottles and on draft. This selection includes a featured rare brew that is changed periodically with themed promotions.

Wine & Spirits - Brewed in the Nude is a full service bar that provides wine, spirits and cocktails.

The wine menu, like the beer menu, includes numerous items including rare, high quality and popular wines.

A Complete Menu - The restaurant's menu includes appetizers, entrees and desserts. These dishes incorporate cultural and unique ingredients. There are routine changes to the featured cultural foods and chef specials.

Accessories = Brewed in the Nude has a drinking club. Mugs are purchased by members yearly. T-shirts and other accessories can be earned by loyal and dedicated participants.

Services

Brewery Tours, Beer tastings, and Brewing Classes - These three services give customers the opportunity to interact with the bar itself. A visitor on a tour sees the entire brewing process in action. Guides and brewers tell information about brewing itself, explain what sets Brewed in the Nude apart from other breweries and, answer questions. Beer tastings allow customers to learn what gives different types of beer a different taste, color, texture and head while enjoying their savory flavors. The brewing classes teach students the basic chemistry and processes used to create beer.

Wi-Fi Connection - This service gives students and professionals a place to have meetings and do work other than the typical coffee house.

Customer Relations - The staff of Brewed in the Nude accommodates customers in many ways. The friendly and knowledgeable wait staff accurately takes and delivers orders. The kitchen staff delivers first-rate food quickly. Bartenders display extensive experience and mixology skills. Brewers creatively produce extraordinary beverages. The customer service and satisfaction is impeccable.

Club Membership = The Brewed in the Nude Club gives members exclusive privileges. Club mugs allow customers to receive a discount. Members also have the opportunity to taste trial brews before the public. Participants that purchase a specific quota of products get rewards such as an exclusive tee-shirt.

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While it has been stated that, "[t]he majority of the families DSS works with remain together" (Recognizing 13), data of record illustrates a different picture. The organization originally conceived to protect and preserve the family had now created a "bonus" system to reward itself for removing children from their parents.

The DSS Office of Public Affairs in its guide book, "Recognizing, Reporting & Preventing Child Abuse & Neglect" states that "[w]henver possible and appropriate DSS attempts to keep families intact" (13). Under the new system it was neither possible nor appropriate for social workers to keep families intact if the DHHS was expected to turn a profit.

These policies are a cash cow of epic proportions. The first year of the program Massachusetts received 58 million dollars in federal money. The second year 64 million was added to the state coffers. By year three, the last year figures were released, the Commonwealth anticipated additional revenues of between 88 and 90 million dollars (Oliver 3).

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ergy of traditional light while lasting years longer. Hybrid vehicles already provide significant improvements in efficiency, increasing financial stability given the increasingly volatile energy markets. Conservation, like turning off idling machines and reducing excess water consumption, can improve profitability and lower costs with little or no effect on productive output. Today we must take the step and hopefully, ten years from now, we will look back to this time as the period when business began to stem the tide of wasteful consumption and pay for the toll on the environment.

The world is at a crossroads, where economics meets the environment and from here there is a choice. Great nations and civilizations have waxed and waned through the course of history. As the dark ages followed the birth of western civilization, continued prosperity is far from inevitable. Often those great powers that rose with their innovation, fell from their satisfaction. For each, as today, it turned on the choice whether or not to look forward and embrace the responsibility that yields the potential of the future.

(Footnotes)

¹As measured in quadrillion British Thermal Units consumed

(Endnotes)

²Energy Information Administration, "International Energy Annual", 2006, www.eia.doe.gov/emeu/iea/Notes%20for%20Table%20E_1c.html

³ *ibid.*

⁴ Francis, David R., "Has Global Oil Production Peaked" *The Christian Science Monitor*, Jan. 29, 2004

The One-Minute TIP

Set it as your minimum standard to live a GREAT life, to make a difference and have some fun! Eventually, down the road one day, each of us must look back and assess our life, and when that time comes we want to smile, knowing we did it right. Set that as your standard, and go for it!



Strange Headlines: Need proofreading!

Something Went Wrong in Jet Crash, Expert Says (No, really?)

Police Begin Campaign to Run Down Jaywalkers (Now that's taking things a bit far!)

Panda Mating Fails; Veterinarian Takes Over (What a guy!)

Miners Refuse to Work after Death (No-good-for-nothing lazy so-and-so's!)

Juvenile Court to Try Shooting Defendant (See if that works better than a fair trial!)

If Strike Isn't Settled Quickly, It May Last Awhile (Ya think?!)

Man Struck By Lightning: Faces Battery Charge (He probably IS the battery charge!)

New Study of Obesity Looks for Larger Test Group (Weren't they fat enough?!)

Kids Make Nutritious Snacks (Do they taste like chicken?)

Hospitals are Sued by 7 Foot Doctors (Boy, are they tall!)

And the winner is....

Typhoon Rips Through Cemetery; Hundreds Dead

Share Great Websites with Alpha Beta Gammans



We want to add a new section to the Alpha Beta Gamma homepage--“Great Websites Recommended by Students”

Help make this a valuable resource for all Alpha Beta Gammans!

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Very brief description of site: _____
