

# Alpha Beta Gamma

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

Canada • United States • Mexico

Spring 2007

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## Corpus Christi Conference Exceeds Student Expectations

*Casey Allison, 2007 National Student President*

When I first found out that the Leadership Conference would be held in Corpus Christi, I was wondering if I would have as good of an experience as I had in Cozumel, Mexico. I searched the internet for things to do in Corpus Christi, but didn't find much; in the end, I thought there was no way it could compete with Cozumel. In spite of this, I was excited to visit a state I had never visited before.

My chapter arrived in Texas early Thursday morning, so we had the opportunity to explore around the city prior to the opening social. We had a great day touring the city, but I believe we were all anticipating the social. I was especially looking forward to meeting the other students from around the country. While I do not consider myself shy, I made it a point to be more extroverted than I normally am. I introduced myself and got to know a little about every student at the meeting. I left the social feeling like this would be a great weekend and we would have a fun time!

The presentations went very well and I learned something from each one, but I consider the conference a success for what took place during the free time. As stated before, I had the opportunity to attend the 2006 Leadership Conference in Cozumel, and it was a great conference as well. The main difference between Cozumel and Texas is in the interactions between students. During the free time in Cozumel each chapter set out to explore on its own, while in Texas many of the students congregated together dur-

ing the free time. In both cases the students had fun, but more was accomplished in the latter example. While it is wonderful to have hundreds of activities to choose from, the opportunity to create your own fun with those around enables you to connect with the people on a different level.

Personally, I spent the majority of the free time in Corpus Christi with a group of about ten students. While we explored around the city, the majority of our time was spent talking about our career goals, local chapters,

schools, and life in general. I had a great time, and I feel that the others did too. It wasn't until the flight back to Atlanta that I began thinking about what I learned at the conference. While I was initially hesitant about going to Corpus Christi, I am extremely glad I went and I am looking forward to attending the 2008 Leadership Conference!



*Michael D. Perez, Director  
Port of Corpus Christi*



*Faculty advisors explore Corpus Christi*

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## THE HONORS JOURNAL of Alpha Beta Gamma

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or [gaye.andersen@davenport.edu](mailto:gaye.andersen@davenport.edu)

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## Special Features this Edition

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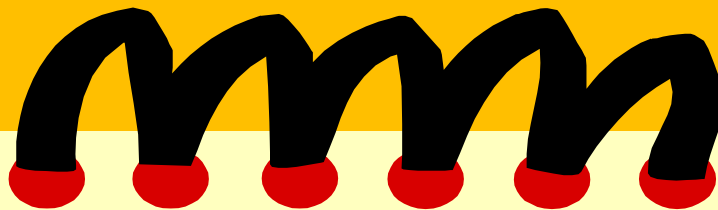
▶ **2007 Conference Award Winners**

▶ **Chapter Highlights**

▶ **Special achievements by student members**

▶ **Articles written by our own National Student Officers**

▶ **Resources for success, useful information about ABG, and much, much more!**



### Editor's Note

Our National Leadership Conference provides a marvelous learning environment giving Alpha Beta Gammans opportunities to gain information about the business world and business trends, explore new and exciting places and network with business students, faculty and professionals. The 2007 conference in Corpus Christi was no exception as evidenced by the conference program. All attendees came away richer in information, friendships and appreciation of what Alpha Beta Gamma has to offer. I encourage you to begin to plan now for attending the 2008 National Leadership Conference.

Have a great summer!

# National Leadership Conference 2007

## Thursday, March 22

- 5:00-7:00 pm Conference Registration- "Meet and Greet"  
**Welcome to Texas by State Representative Juan Garcia**
- 6:00 Scholarship Committee Meeting

## Friday, March 23

- 6:00 am Breakfast Buffet Opens– Three Palms Café
- 8:30 Set-up for workshop (Presenters)
- 8:45 Conference Welcome Address– Gaye Andersen
- 9:00 **"Corpus Christi Diversification Through International Trade"**  
Michael Perez, Director of Business Development Port of Corpus Christi
- "Your Brain: Learning, How We Learn"**  
A fun interactive exercise for personal development using multiple intelligence theory  
Dr. Pat Fuller, Cody Esbrandt, & Greg Martin
- "Use of E-Portfolio for Business Students"**  
How business students can complete course assignments and Electronic Portfolios  
James L. Giordano, Ed.D.
- "Best Business Practices in Any Language in the 21st Century USA"**  
Plan a curriculum that helps to develop individuals linguistically and culturally equipped to communicate successfully in a pluralistic North American society and abroad.  
Mrs. Silvia T. Pulido, MPA
- 1:00 Free time— Explore Corpus Christi!
- 6:00 Advisers Dinner Meeting

## Saturday, March 24

- 7:00 Breakfast Buffet Opens– Three Palms Café
- 9:00 **"Baby Boomers"**  
People and events that shaped history  
Harold E. Teepool



**“Tips to Being an Asset and Not a Liability”**

How to survive in the Business World  
Tammy Dugan, Marilyn Harts, & Gail Roebuck

**“Line Up to Lead”**

A brief guide to leadership  
Becky Rutz

**“Internet Presence- Recipe for Success”**

PowerPoint with employee/employer interviews  
Jerry Maselli

**Student Elections & Voting**

- 1:00 Lunch/ Free time
- 6:00 Banquet dinner  
Awards Presentation  
Election Results



**Sunday, March 25**

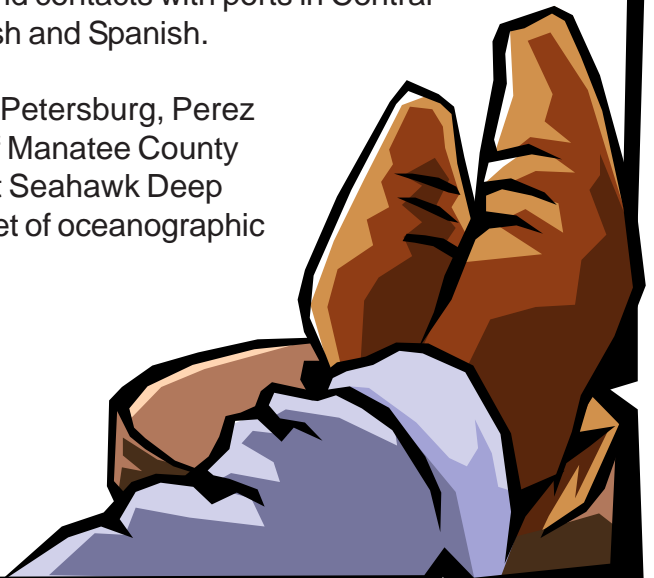
- 7:00 Breakfast Buffet Opens– Three Palms Café
- Noon Checkout

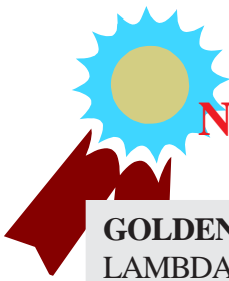
**KEYNOTE SPEAKER--MICHAEL D. PEREZ**

Michael D. Perez, a former St. Petersburg, Fla. port director and an international business development consultant with CC Rice International in Florida, was selected from a pool of 60 applicants to join the Port of Corpus Christi as Director of Business Development, because of his experience and contacts with ports in Central and South America and his fluency in English and Spanish.

Before working as director of the port at St. Petersburg, Perez served as Director of Maritime Marketing of Manatee County Port Authority and Director of Operations at Seahawk Deep Ocean Technology, where he oversaw a fleet of oceanographic research vessels.

He served several years as an officer in the U.S. Merchant Marines and holds a bachelor’s degree in nautical industrial technology from the California Maritime Academy.





## National Leadership Conference 2007 Award Winners

### **GOLDEN KEY**

LAMBDA  
HINDS COMMUNITY COLLEGE

### **EXCELLENCE IN FINANCE MANAGEMENT**

BETA OMICRON  
N. ESSEX COMMUNITY COLLEGE

### **DONALD BERTRAM COMMUNITY SERVICE**

GAMMA GAMMA  
DAVENPORT UNIVERSITY

### **EXCELLENCE IN CAMPUS SERVICE**

BETA TAU  
MISSISSIPPI GULF COAST  
COMMUNITY COLLEGE

### **EXCELLENCE IN RECRUITMENT**

MU EPSILON  
NORTHWESTERN BUSINESS  
COLLEGE

### **BEST CHAPTER WEBSITE**

SIGMA  
ABRAHAM BALDWIN  
AGRICULTURAL COLLEGE

### **ABG COLLEGE PRESIDENT**

DR. DAVID HARTLEB  
N. ESSEX COMMUNITY COLLEGE

### **C. GEORGE ALVEY DISTINGUISHED FELLOWSHIP**

DIXIE TOWERS, OMEGA  
BROOKS COLLEGE

### **HAROLD TEPOOL AWARD**

OMEGA  
BROOKS COLLEGE

### **HAUSMAN SIEGEL**

**DISTINGUISHED  
CHAPTER PRESIDENT**  
AMANDA CZAIKOWSKI,  
GAMMA KAPPA  
NW BUSINESS COLLEGE

### **DR. MARY BONE COMPETITION ESSAY**

LARA SABLICH,  
BETA OMICRON  
N. ESSEX COMMUNITY COLLEGE

### **PROF. STEVEN GRAHAM MEMORIAL**

SKYLER ELLINGER,  
GAMMA  
VINCENNES UNIVERSITY

### **JOSEPH PERRY CREATIVITY AWARD**

DR. PAT FULLER and  
SILVIA PULIDO,  
GAMMA ALPHA  
BREVARD COMMUNITY COLLEGE

### **FRANCIS CUNNINGHAM MEMORIAL ESSAY**

JARRETT MACKLIN,  
BETA OMICRON  
N. ESSEX COMMUNITY COLLEGE

### **NATHAN ANCEL MEMORIAL ESSAY**

JEREMY ZEITLER, DELTA  
WESTCHESTER COMMUNITY  
COLLEGE

### **STEVE PERRI MEMORIAL ESSAY**

MARYLOU MAMRILA,  
GAMMA GAMMA,  
DAVENPORT UNIVERSITY

### **ESTER J. CROSS MEMORIAL ESSAY**

JOAN GRACE BITANGA,  
DELTA  
WESTCHESTER COMMUNITY  
COLLEGE

### **ZAGARA COMPETITORS AWARD**

KAYLA FUTCH, SIGMA  
ABRAHAM BALDWIN  
AGRICULTURAL COLLEGE

### **SOPHIE ABELES ESSAY**

SEM ESQUIVEL, ALPHA PSI  
DEL MAR COMMUNITY COLLEGE

### **DAVID POPE ESSAY**

CASEY ALLISON, SIGMA  
ABRAHAM BALDWIN  
AGRICULTURAL COLLEGE

### **JOHN D. CHRISTESEN ESSAY COMPETITION**

SAMANTHA GUTHRIE,  
THETA ALPHA  
MISSISSIPPI GULF COAST  
COMMUNITY COLLEGE--  
PERKINGTON CAMPUS

### **GINNY FASTJE STUDENT PRESENTATION**

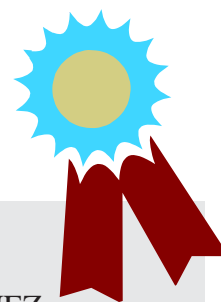
JERRY MASELLI, DELTA  
WESTCHESTER COMMUNITY  
COLLEGE

### **PAMALA DONAHUE AWARD**

DR. PAT FULLER,  
GAMMA ALPHA  
BREVARD COMMUNITY COLLEGE

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### EVA BOBROW MEDALLION OF EXCELLENCE

SKLYER ELLINGTON  
GAMMA, VINCENNES UNIVERSITY

GAIL ROEBUCK  
KAPPA ETA,  
MARTIN COMMUNITY COLLEGE

NICCI MARTINEZ  
THETA ALPHA, MISSISSIPPI GULF  
COAST--PERKINGTON

MARY LOU MAMRILA  
GAMMA GAMMA,  
DAVENPORT UNIVERSITY

AMANDA CZAIJKOWSKI  
GAMMA KAPPA, NORTHWESTERN  
BUSINESS COLLEGE

CRYSTAL KING  
OMEGA, BROOKS COLLEGE

TINA GRIFFIN  
LAMBDA, HINDS COMMUNITY  
COLLEGE

CHERYL SIRIGNANO  
BETA OMICRON, NORTHERN  
ESSEX COMMUNITY COLLEGE

SEM ESQUIVEL  
ALPHA PSI, DEL MAR  
COMMUNITY COLLEGE

TABINDA MASGOOD  
SIGMA, ABRAHAM BALDWIN  
AGRICULTURAL COLLEGE

ANDREW SMITH  
DELTA, WESTCHESTER  
COMMUNITY COLLEGE

GREGG AMRTIN  
GAMMA ALPHA, BREVARD  
COMMUNITY COLLEGE

MONIQUE HRABAK  
BETA TAU, MISSISSIPPI GULF  
COAST--JACKSON COUNTY

JANENE DEWALL  
ALPHA ALPHA, PENSICOLA  
JUNIOR COLLEGE

## Alpha Beta Gamma 2007 Student Officers

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Casey Allison  
Abraham Baldwin College, Sigma Chapter



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Sergio F. Serratto  
Westchester Community College, Delta Chapter



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Sem E. Esquivel - Del Mar College, Alpha Psi Chapter

Michelle Nevels-Stacks - Pensacola Jr College, Alpha Alpha Chapter

**ALPHA BETA GAMMA  
NEW CHAPTERS  
2006-2007**

**Alpha Beta**

**Argosy University  
Santa Ana, CA**

**Beta Epsilon**

**Howard Community College  
Columbia, MD**

**Delta Chi**

**Monroe College  
Bronx, NY**

**Alpha Sigma**

**Copper Mountain Community College  
Joshua Tree, CA**

**Alpha Beta Gamma International Business Honor Society**

*Eligible Disciplines*

Accounting  
Advertising  
Agricultural Business  
Arts Management  
Aviation Management  
Banking  
Broadcasting, Radio, TV  
Business Administration  
Business Economics  
Business Journalism  
Business Management  
Business Statistics  
Casino Management  
Communications  
Communication Technology  
Computer Information Systems  
Computer Programming  
Conservation & Regulation  
Culinary Management  
Dairy Management  
Data Processing  
Environmental Design

Economics  
Entrepreneurship  
Fashion  
Fashion Merchandising  
Finance  
Graphic Design Technology  
Health Insurance Claims Management  
Health Information Technology  
Health Services Administration  
Hotel Management  
Human Resource Management  
Industrial Management  
International Business  
International Public Relations  
Industrial Relations  
International Public Relations  
Investments & Securities  
Legal Secretary  
Management Information Systems  
Management Science  
Market Research  
Marketing Management

Medical Secretary  
Mortuary Science  
Office Technologies  
Operations Research  
Paralegal  
Personnel Administration  
Postal Services Management  
Public Administration  
Public Relations  
Range Management  
Recreational Management  
Restaurant Management  
Secretarial Science  
Small Business Management  
Systems Analyst  
Textile Engineering  
Theatre Management  
Trade Management  
Transportation Management  
Travel & Tourism  
Wildlife Management  
Word Processing



## Former Delta Chapter President Helping Small Businesses

Bevolyn Williams-Harold

Originally published March 25, 2007, JOURNAL NEWS

When it comes to providing health-care coverage to their employees, small business owners in Westchester and Putnam counties walk a tight rope between their desire to provide coverage and their ability to afford it.

Based on data from the state Department of Health from late last year, New York employers pay more than \$2.5 billion in surcharges and assessments for hospital-related items such as bad debt/charity care, subsidies on graduate medical education as well as a host of other programs funded under the Health Care Reform Act. Also, according to the Business Council of New York State, New York ranks No. 1 in taxes on health insurance premiums.

However, local business groups have stepped in to provide access to much-needed health-care coverage for their constituents.

The Business Council of Westchester in White Plains offers its members medical insurance through its Business Council Benefits Group, which is administered by Michaels & Associates, an employee-benefits consulting and brokerage firm based in Armonk.

"We try to provide innovative ways to help small-business owners obtain major medical insurance that is affordable," said Michael Coogan, a sales representative at the company.

Two satisfied customers can attest to the company's assistance.

KVL Audio Visual Services in Ardsley is a 30-year-old audio visual equipment rental and staging company for mostly corporate clients. At the height of their busy season, their staff swells from 100 full-timers to include an additional 100-plus in per-diem workers who travel all over the world to provide for their clients' needs.

"We didn't feel the broker we had before gave us the attention and service we needed," said Lisa Stamatelos, KVL's human-resources manager. Michaels & Associates also handles KVL's health, dental, 401(k) and life-insurance policies. "I don't have

a team of people to tap if I have any questions, so they have been an incredible resource to us."

Janet Herman, head of finance at Mount Vernon Money Center, a 30-year-old financial services firm that specializes in ATM management, agrees. She said that prior to using Michaels & Associates, coordinating the health plans of their 200 employees was no easy feat.

"Because we have additional offices in Connecticut and New Jersey, we had multiple plans to cover those employees," Herman said. Through The Business Council's services, this small company was able

to streamline their coverage into one plan.

While the majority of business support organizations are not in a position to offer coverage to their members, they have been active in making their presence known in Albany. It goes without saying that health care is hot-button topic with impassioned groups not always

agreeing on possible solutions to fix the state's complex health-care problems.

For example, the Westchester County Association created a Blue Ribbon Task Force for Health Insurance Reform - made up of 27 local business leaders - recommended the creation of a suburban Health Insurance Reinvestment Fund.

It is a multi-faceted initiative, including a project that would require for-profit health providers to reinvest \$67 million annually over the course of four years, for suburban hospitals in nine counties throughout the state. This pooled fund would help offset costs relating to hospital information technology that the association asserts would benefit patients, insurance companies, and health-care providers.

In August, then-Governor George Pataki signed a bill containing the side components of the initiative into law involving universal coding practices, reducing the time it takes for insurers to credential new phy-

**"It goes without saying that health care is hot-button topic with impassioned groups not always agreeing on possible solutions to fix the state's complex health-care problems."**

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# How to Create Rapport With Anyone In Under 30 seconds

Jeff Mowatt

We all know the power of first impressions. How people perceive us during the first few seconds of an encounter has a major influence on whether they will trust us, be attracted to us, or want to do business with us. To create a positive first impression, we need to know how to connect immediately with others regardless of their age, gender, ethnic background, mood, or the situation.

Let's begin by testing your "first impression awareness." What would you think of the waiter in the following situation? You're having a business lunch with a potential client. She's telling you about what she doesn't like about her current supplier. You're thinking, "This stuff is gold - please keep talking." Suddenly, the waiter comes in and starts his canned speech, "My name's Mike, I'll be your waiter. And how are you today? Today's specials are..."

Chances are, your first impression of the waiter would be negative. In fact, that waiter's speech is a great example of what not to do when meeting someone for the first time. Ironically, he was probably doing just what he was told to do.

Unfortunately, most managers don't provide competent training for their employees on how to establish rapport. Huge mistake - as we see in the waiter example. Instead, employees are given a script to read. Franchise operations love scripts. They think that this "systematic" approach to dealing with customers is their greatest strength - which is true. It's also their greatest weakness.

The problem with the canned script approach is that the customer recognizes a script, senses that the employee has no genuine feeling or empathy with what the customer really needs, and therefore does not trust (or in the case of our waiter even like) the employee.

Instead of canned speeches, use a thirty second technique that generates trust, feelings of empathy, and

makes people want to do business with you. Unfortunately, there's been a lot of misleading information out there about this method. Let's get the real story about how and why you can get such phenomenal results when you properly use technique known as mirroring.

## The Mirroring Technique

Mirroring is based on the assumption that we tend to feel comfortable with people who communicate non verbally the way we do. In other words, we are drawn to people when their body language (gestures, tone of voice, facial expressions, eye contact, dress, and so on) is similar to ours.

"Forget canned speeches. They have as much appeal as over-used pick-up lines in singles bars."

By the same token, we tend to be "turned off" by people who's non verbal language is different

than ours. For example, if you are engaged in a quiet conversation with a friend at a party, you will probably perceive the person whose loud, boisterous voice bellows in the background, as being obnoxious.

The great news is we are in control of our non verbal communication. So to create rapport with others instantly, we merely need to "mirror" their non-verbal communication. That means if the other person talks softly, then you talk more softly. If they lean forward, then you lean forward. If they talk quickly then you do the same. In other words, you 'mirror' the other person's tone of voice and body language. The only exception is when they are angry. In that situation, you wouldn't mirror anger; you'd instead mirror concern.

In the case of our waiter, if he'd been trained with the mirroring technique, he wouldn't have started talking until his customers ceased their conversation and made eye contact with him. Then he would mirror the seriousness of the mood they conveyed, skip

*This article is based on the critically acclaimed book **Becoming a Service Icon in 90 Minutes a Month**, by customer*



*service strategist and professional speaker Jeff Mowatt. To obtain your own copy of his book or to inquire about engaging Jeff for your team, visit*

*www.jeffmowatt.com or call 1.800.JMowatt (566.9288).*

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## What Good Listeners Do: Becoming the Company That Others Love to Keep

*Bill Lampton, Ph.D.*

Think about the three people you enjoy talking with the most--one person in your family, one of your work associates, and one of your friends.

Now, why did you select these three favorite conversationalists? Best joke tellers? Sharpest sense of humor? Ability to weave spellbinding stories? Someone well informed on a variety of topics?

Not likely--for while each of the above characteristics will improve a person's one-on-one communication skills, our habit is to gravitate toward those people who listen attentively when we speak.

Good listeners are rare, aren't they? Daily, we get reminders of scattered attention. "Did you say this order was for here, or to go?" "Tell me your name again." "You mentioned a time you want to meet with me. Was it 3:00 or 4:00 tomorrow afternoon?"

Recently, at a social hour prior to a business luncheon, I met a man who remained to talk with me and two others. Five minutes into the conversation, he extended his hand, smiled broadly, and said, "Hello, I don't think we have met."

When I realized he wasn't kidding, I was astonished. Clearly, he hadn't listened to our initial exchange of names.

So if you really want to become "the company that other people love to keep," concentrate on becoming a keen listener. People will gravitate toward you, invite you back, hire you, invite you to serve on corporate boards, promote you, conduct more business with you, and introduce you to their colleagues.

Here are a dozen dynamic ways to earn the reputation of "good listener."

- Maintain steady eye contact. Devote total attention to the speaker visually.
- Keep your posture alert, like an athlete ready for action. Think of how you are turned off by slouchers, who appear indifferent, withdrawn or rude. Watch TV interviewers, whose entire form signifies involvement, eagerness.

- Give the speaker verbal cues, encouraging her to say more. Examples: "I see" "Tell me more" "That's interesting" "Then what happened?" "Please continue" Notice that each cue is brief, just two or three words. That's enough to keep the speaker engaged.

- Remove physical barriers. Walk around to the front of your desk and sit near your visitor. Cut off your desk phone, cell phone or pager. When the barrier is a loud radio or nearby conversation, use the "off" button or move to a quieter setting.

- Paraphrase and give "listening checks." "If I understand you correctly, you thought the meeting lacked direction that a clear agenda could have provided." Then pause, so the speaker can confirm your statement, or offer clarification.

- Demonstrate empathy. Someone tells you they were passed over for a promotion they expected. You respond, "Well, that must have been very disappointing to you, I'm sure."

- Share the limelight.

Years ago, I heard this advice:

"To hold a conversation, let go of it once in awhile!" Instead of dominating your next conversation with two or three people, try facilitation to get others involved: "Sharon, we'd like to hear your recommendations on this topic, so please take a minute to share your ideas."

- Indicate that you have an open mind. "Well, I've never heard a suggestion like the one you just made. I'm willing to explore its merits. Please tell me how we would implement your idea."

- Listen to someone's problem, yet leave the solution to the speaker. Even deeply troubled people resent a "Mr. Fixit" mentality. Instead of seeking our answers, they're requesting our concern and support.

- Listen for intent as well as content. Management guru Peter Drucker said, "Communication is hearing what isn't said." Listen "between the words" by sensing moods. Explore feelings while you examine facts.

**“Listen to someone's problem, yet leave the solution to the speaker. Even deeply troubled people resent a ‘Mr. Fixit’ mentality. Instead of seeking our answers, they're requesting our concern and support.”**

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# NOTHING IS MORE IMPORTANT Than Taking Charge of Your Own Life

*Philip Humbert*

One of the most important principles of creating and living a GREAT life is maintaining plenty of "margin" or "reserve" around your life.

Margin refers to having plenty of time, space, money, energy, skills and tools around you at all times. Margin refers to handling whatever life throws at you with grace and humor, skill and patience.

When we are low on "margin" we get stressed. We become depressed, angry, anxious or confused. We get over-whelmed and eventually, it effects our health. Our blood pressure goes up; our quality of life goes down. We eat more and exercise less. We become tired and sluggish, which is a sign that our margins are even more compressed. It becomes a vicious (and deadly) cycle.

People with plenty of "margin" in their lives laugh more. They have more fun, and they get more done. They are far more productive because they have the tools they need. They have the skills, or know who to call. They manage their energy so they "show up" when life calls on them. They take care of their health, their relationships, their finances and their dreams.

Margin is the key to a great life. So, how do we get more margin in our lives?

First, do less. Millions of us seem addicted to "drama and excitement" in our lives. We schedule every minute, then seem surprised when things go wrong. Slow down! You can't do it all anyway, so pick and choose wisely. Do less and enjoy it more.

Second, respect your needs. We are all unique in how we process life. Some need more sleep, others have energy to burn. I "need" time to read every day. I don't know why and I don't know if that's "good" or "bad," but my life works better if I honor that particular "need." What are your needs? What brings you joy?

Third, be smart about your life. Tell the truth about what you want, what you value. Notice what energizes and excites you. Avoid things that exhaust or upset you. Arrange your schedule to suit you. If you're a morning person, great! If you're a night-owl, do your best work at midnight. Honor your individuality.

Notice the times when you run out of time, energy or skills and don't do that to yourself very often. From time to time, life demands an unexpected "bit more" and if you have enough margin, you can handle it with class and good humor. But if you get stressed very often, watch out! Manage your life so there is plenty of margin around the edges. It's the stuff fun is made of!

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*Dr Humbert is a professional coach, author and popular speaker. For info and over 250 pages of tips, tools, humor and resources for your success, visit: [www.philiphumbert.com](http://www.philiphumbert.com).*

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- Listen thoroughly before you contradict. Then the speaker will believe that you reached your opposing position fairly.
- Consider every opportunity to listen an opportunity to learn. Keen listeners pay attention to comments others would "turn off." Stick with the speaker, even when the topic sounds dull initially. While you learn, you'll earn-the speaker's gratitude and respect.

Try this "dynamic dozen." Soon you'll be known as "the company that others love to keep."

*Bill Lampton, Ph.D., author of The Complete Communicator: Change Your Communication, Change Your Life! works with organizations that want to experience CPR-Cooperation, Productivity, Renewal of Mission! Call him at 770-534-3425 or 800-393-0114 to schedule him for your next event. E-mail: [drbill@commlampton.com](mailto:drbill@commlampton.com) Web site: [www.commlampton.com](http://www.commlampton.com)*



### Beta Iota Reaches Out to New Members

*PeiJen Yu, Chapter President*

Having just been formed in the Fall of 2006, the Beta Iota chapter has met with success in recruiting more members for its Spring 2007 Induction Ceremony on April 17, 2007. We were delighted to once again recognize and receive the superior Business and Technology students of College of DuPage into Alpha Beta Gamma. As a chapter still in its infancy, we have been reaching out to our large student population and advocating the exciting opportunities and invaluable experiences that they may take a hold of as Alpha Beta Gammans and as members of our local chapter. At the close of this Spring semester 2007, we will bring in all newly elected officers to lead and guide the Beta Iota chapter towards a bright future.

As president, as one who started the Beta Iota chapter, and as one of the officers leaving after this term, I must say, for myself, for my fellow officers and our chapter members, that being a part of Alpha Beta Gamma has offered more opportunities and experiences than ever imagined. In the beginning, I saw the opportunities in front of me through forming a local chapter and opened them up for myself, so that these opportunities would be open to all students like me. Parting with what has become a part of me might be a little difficult, but knowing I can leave something valuable behind is well worth it. Looking forward, the old officers will be embracing the possibilities and meaningful experiences our respective transfer universities will be offering us, while the new officers will be embracing the possibilities and meaningful experiences that being a member of Alpha Beta Gamma will offer them.



### Chi Kappa Rebuilds After Hurricane Katrina

*Andrew H. Lawrence, Faculty Advisor*

The academic year following Katrina (2005-2006) showed a significant loss in student population: from a student body of over 17000 at the start of Fall 05 to one less than half that after Katrina. The decline was due to two factors: loss of facilities and students/faculty and staff evacuating the metropolitan New Orleans area for the hurricane, losing their homes due to flooding and not having a home to return to. The chapter therefore had no initiates that year.

This academic year shows that some normalcy is returning to Chi Kappa/ DCC. The chapter initiated three members in the Fall and will initiate 14 members this Spring----almost a normal initiation. Similarly the college headcount for Spring 07 was about 12000 students or about 70% of our pre-Katrina numbers. As the college/ metropolitan area population grows, our chapter numbers will grow.

# Rid Yourself of Damaging Word-Habits!

*Stephanie Bickel*

Perhaps you have convinced yourself that your speech is not a problem. You are getting by fine because you can hide behind email and supervisors or managers. Perhaps, you have continued to advance in your career despite your less than eloquent elocution. Why have you procrastinated this work? Clearly people with excellent phrasing and superior vocabularies are impressive. Why wouldn't you want to join their leagues and meet a new level of success in your career? Here are some quick-tips that will elevate your elocution immensely.

**1. Eliminate the Digestive Noises: Um and Ah and Uh!** Listen to yourself and others. Everyone is doing it. Let the habit annoy and frustrate you in all who do it. This is the first step to changing the habit. Find out why you are doing it. Are you trying to signal to your audience that you still have the floor? Are you off-gliding on your consonants like, "I am, and-UH he is." If this is a habit of yours, strive to accept silence and final consonant endings. Be comfortable with the silence and resume speaking when the thought is there. People who use "um" to illustrate their thought process appear less sure and less knowledgeable. If they knew what they were saying, they would not stall with "um."

**2. SORTA, KINDA!** Eliminate the approximators, "sort of" and "kind of." These words make you appear less than sure of your ideas. If you are less than sure, call it an approximation. Never use these approximators in this format, "I sort of think we should wait." This is passive language. It shows weakness! If this is a habit of yours, determine if there is an environment where this language is appropriate. Monitor your usage of these phrases and eliminate the inappropriate usage. A true leader would never use such weak language.

**3. Stop the stalling and clarifying!** "Basically...", "My Point is...", "What I'm Trying to Say is..." Reduce the use of stallers and clarifiers. The easiest way to annoy an audience is to tell them through your language usage that you were wasting their time prior to this point. Long-winded speakers without a point often use these phrases. Audiences tune out and become hostile when they hear them. Monitor your usage and abuse.

**4. SCRAM GET!** Reduce the GET in your language! You sound like you have never seen a college entrance exam. GET is a rough word that lacks all finesse. It is neither a motivator nor a seller! Observe your speaking to determine if this is a habit of yours. By substituting other words for GET, you polish your image dramatically! Write down the phrases you use that involve GET. Write out alternatives for them. Post a note on your desk of your GET habits reminding you to substitute words like obtain, acquire, gather, find, and retrieve for GET.

**5. Reduce the JUST Addiction!** "I JUST thought it would be good to have a meeting." "I JUST don't think that's right." "I JUST thought I would add another point." "It JUST doesn't make sense." What does the excess use of JUST signal? An excuse! I call it the whiney-excuse word. People who feel threatened or weak, use JUST. It is not the language of someone in a position of power.

**6. Avoid Absolutes!** Do you prefer absolutes when conveying your ideas? "This software always works." "That firm never executes on time." When using absolutes, you are asking to be proved wrong. Substitute often for always and rarely for never. In sales professions, it may be appropriate to use absolutes. Telling a customer that "This price is often lower than competitors' prices" will probably not give you the sale. If you are in sales, use absolutes sparingly so you do not diminish their weight.

**7. Reduce Failure!** Everyone makes mistakes, but the language experts know how to present them. Be cautious describing your failures or mistakes to others. Avoid the following words: wrong, mistake, and failure. Those are strong words that people can attach to their perception of you. Substitute those with: experienced growing pains, achieved limited success, misstep, mischaracterization, or fell short of expectations. Take some time to write out a plan for how you will handle your next misstep.

**8. Leave High School Slang Behind!** "That sucks." "That's awesome." "Cool!" "Wicked!" "Cheesy." "What a tool!" "Like... no." The older and more established you are, the more charming it is to

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## Student Members: Honor Bound

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Sem Esquivel, National Student Executive Board member, received the highest honor that is given to a student at Del Mar. He was named to the Hall of Fame, named Who's who of American Junior Colleges and Most Outstanding Student in Journalism.

Sergio Serrato, National Student Vice President, was nominated student trustee at Westchester Community College.



Marilyn Hardin Harts (above, left) and Gail Poston Roebuck (above, right) were presented Academic Excellence Awards during the N.C. Community College System's annual Academic Excellence Awards Luncheon held April 24 in the Hilton North Raleigh. Shown with them are Dr. Donald L. Reichard, president of the N.C. Association of Community College Presidents (on the left) and the Hon. H. Martin Lancaster, president of the N.C. Community College System.

This is the second year in a row that officers from the Kappa Eta Chapter of Alpha Beta Gamma at Martin Community College have received this honor.

# Congratulations!!

## Latin America Art

*Sergio Serrato, Westchester Community College*

The critique of colonial culture within the artistic discourse, strongly affirmed itself in the 1980s, although it had been an important issue since the Independence of the colonial nations. It specifically addressed the questions of cultural marginalization, the issue of the center versus the periphery and multiple identities. These discourses are present in the discussions concerning modernism and postmodernism in Latin American art and they have emerged from geographical and cultural displacement. Traditionally, colonialism in the visual arts ranged from depicting the native inhabitants as “other” in relation to Europeans, to the representation of settlement of territory. Therefore, there arose a need for Latin America to define itself and its art. Nelly Richard affirms that Latin America’s “peripheral modernity”, which she conceives as a copy of the metropolitan center’s self-image as a universal foundation for its dominant western rationality, was the source for Latin America’s long search for identity. For that reason, one can see a desire to determine a postcolonial identity. During the 1970s and 1980s, many Latin American artists considered institutions, language and representation as critical agencies in the formation of identity. These aspects were important since they enabled them to create their own identity and to counter the ever present Western domination. Gerardo Mosquera suggests in his essay, “The Marco Polo Syndrome”, to break out of this bind, the artists must adopt postcolonial “impurity” through which they will be able to free themselves and express their thoughts. He goes on to add that this requires rejection of the West’s demands for “authenticity”, tradition, and “purity” in favour of decentralization, and a move toward adopting artistic strategies of appropriation, recycling and recontextualization. Consequently, a postcolonial definition of a Latin American identity takes shape in the visual arts in the denouncing of imperialism through appropriation, in the representation of the Latin American reality (i.e. the center versus the periphery) through recycling and finally, in the affirmation of heterogeneous culture through recontextualization.

To begin, there exists a complexity in the affirmation of Latin America’s identity since during the 1970s and 1980s, there was still a form of colonial or

neo-colonial relationship to Europe and North America. Despite being unofficial, it still affected South America’s social, political and economic reality since it continued to apply the same myths of patriarchal authority, the settler and the noble savage. For instance, during the 1970s, the United States interventionists politics in Latin America helped define the oppressive regimes that were to dominate political life across Chile, Argentina, etc, and all the way up to Central America. Furthermore, not only were they present on a political level, they also dominated the economic reality through the increased presence of multinational corporations such as Coca-Cola. The beginning of globalization of the international economy and the ongoing deterritorialization of Latin America, that is the control and order of a place or land already established, profoundly destabilized the questions of identity and national sovereignty.

As a result, the need to counter this imperialism was an essential concern for many artists of the time. The insistence of an anti-imperialist content and the affirmation of a Latin American culture opposed to the dominance of the North was an important development that helped forged the Latin American identity. One of the artists preoccupied with counteracting this phenomenon was Cildo Meireles (1948- ), a Brazilian printmaker and conceptual artist whose work was strongly influenced by Brazil’s social reality. During the 1960s and onwards, Meireles worked mostly under strict government censorship. He explains that by 1969 and 1970, for example, the military regime was strictly monitoring all the standard means of communication- television, radio, book publishing, and galleries. Therefore, he had to come up with an alternative way to create and be militant against the U.S. policies in Latin America and the corruption of his own nation. Conceptual art proved to be practical as a cryptic means of communication since it didn’t convey any direct statements as painting would have done. For that reason, it became prevalent in countries under strict military dictatorships (1970s-1980s), such as Argentina, Brazil, Chile, Colombia and Uruguay.

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*Meireles, Cildo, Inserções em Circuitos Ideológicos: Projecto Coca-Cola (Insertions into Ideological Circuits: Coca-Cola Project), 1970, Coca-Cola bottles, transferred text, 18 cm, Collection New Museum of Contemporary Art, New York*



*Meireles, Cildo, Inserções em Circuitos Ideológicos: Projecto Cédula (Insertions into Ideological Circuits: Cédula Project), 1970, Rubber stamps on banknotes, Dimensions variable, Collection New Museum of Contemporary Art, New York.*

In the case of Cildo Meireles, his contribution to defying the global circulation of commodities and of currency was exemplified in this work *Inserções em Circuitos Ideológicos: Projecto Coca-Cola* (Insertions into Ideological Circuits: Coca-Cola Project), (1970) and *Inserções em Circuitos Ideológicos: Projecto Cédula* (Insertions into Ideological Circuits: Cédula Project), (1970). The Coca-Cola project consisted of using empty Coca-Cola bottles and then, placing silkscreen text saying “Yankee Go Home” on the glass surface. The bottles were then placed back in circulation, and the text would be visible once they were full. This was of great importance since in 1970s South America, Coca-Cola bottles were among the most obvious symbols of North American imperialism, and by filling them with messages of a highly political nature Meireles reinforces this association. The Cédula Project was made up of paper money of various denominations from Brazil and the United States, which was then stamped with resistant slogans. There

was again “Yankee Go Home” but also “Quem matou Herzog?” (Who killed Herzog?). More precisely, this referred to the notorious case where a journalist, was accused of being a “communist” and was brought into questioning but then, apparently hung himself in prison. The case was “investigated” and reported as a suicide when in fact, it was widely known that he had been tortured. These bills, and the message they were carrying and representing, were travelling rapidly around the country. Meireles would pay things with them and then, when people would come across the money, they would spend it right away since they didn’t want to hold on to it nor did they want to report it, by fear of accusation.

It is interesting to note that these “insertions” remained in the social circulation rather than being placed in the artistic circulation. This further emphasises the works’ investigation of the mechanism of the dominant ideology and the issue of American imperialism, which now controlled the masses through capitalism. David Joselit, from the New Museum of Contemporary Art, explains that Meireles brought into focus the fact that there existed a paradox with commodities and money since despite their mobility; they were actually founded on a centralized and repetitive base produced by the concentration of economic and artistic power in imperial centers such as the United States.

Furthermore, the main aspect of this work is the notion of insertions but also, it is linked to the notion of appropriation. In Latin America’s version of modernism/postmodernism, appropriation served to counteract the ethnocentric discourse of the West; that is, the idea of viewing the world from one’s own culture’s perspective. More specifically, as Luis Camnitzer states, it is “a process of enrichment that can generate syncretic work, helping to absorb and digest the impact of the imposed (or dominant) culture”. In other words, appropriation acts in a positive matter and serves as a way for artists such as Meireles, to shift away from the established conventions. In a way, it is a mechanism to resist the power of the North, and it is also a way to create Latin America’s own artistic culture which in turn, helps form its’ own identity. In the work of Meireles, the strategy of appropriation in the Insertions removed the seductiveness of the commodity

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and resignified the mode of address to neutralize the ideological underpinnings. By using existing Coca-Cola bottles and banknotes and applying his own political text on them, Meireles provided a counter message to the Brazilian dictatorship and to American Imperialism. This appropriation and resignifying was critical to Meireles since it helped destruct the power mechanism at a play and it broke down the hierarchies between the original and the “copied” version. In a way, this could also be seen as a means of shattering the hierarchy between the center (The United States) and the periphery (Latin America). In other words, it aims to break down that distinction. Finally, Cildo Meireles observed that Marcel Duchamp’s contribution “has the merit of forcing the perception of art, not as perception of artistic objects but as a phenomenon of thought.” Similarly, Meireles found his own original way to apply Duchamp’s linguistic and intellectual games, especially in his ways of challenging logic and existing order.

Latin America’s formation of identity was historically, heavily link to the notion of center versus periphery. This element was essentially developed by the Euro/ethnocentric approach towards Latin America since the continent was inscribed in Western civilization as a result of European expansionism and then cast by the failure of European Colonial policy into the role of “the other”, existing in “the periphery”. As a result, Latin America, in the visual arts, became viewed and constituted in the context and terms of the Center (Europe and North America). This could be seen in modern representation through Latin America being constituted as “primitive”. That is to say that as James Clifford’s discusses, Indigenous cultures are aligned to nature and therefore, are viewed outside of the movement of humanity that is, characterized by death. This notion prevented Latin America to form a clear identity for itself and to take part in the contemporary discourse concerning cultural practices. Now, with postmodernism, there was a possibility to re-think the critical position of modernity and to establish a Latin American identity not based on primitiveness but rather, on the mixture of different languages (i.e. Indigenous and Spanish) and cultural heritage. As a result, many artists wanted to expose the reality they were experiencing and show the affects of the center/periphery.



*Berni, Antonio, Juanito in La Laguna, 1974, Collage on wood, 160 x 105 cm, Collection Lily Berni, Buenos Aires.*

Antonio Berni (1905-1981), an Argentinean painter, sculptor and printmaker was especially concerned with exposing Argentina’s social reality. Born in Rosario, he first started exhibited his pieces at the age of fifteen but one of his most important work can later in his life; it was titled, *Juanito in La Laguna*, (1974). During the 1960s and 1970s, his work gained greater recognition since he created two great narrative series, each with its own protagonist, which were composed of large scale works that combined painting and collage. The two characters created were the rascal Juanito Laguna from the slums of Buenos Aires and the prostitute Ramona Montiel from Rosario and they were represented in various situations. In the painting/collage of 1974, Berni presents Juanito Laguna in an actual Laguna. The composition shows him, at the bottom of the canvas, trying to get through the slums of his environment while holding his dog tightly. The Laguna is so dark and dirty that it would be difficult to determining what it actually is without the title. In fact, this emphasizes his impoverished environment, composed of garbage of all sorts (bottles, cans, paper, boxes, bits of fabric, metals parts, etc.). Furthermore, these materials that is the discard of industry, symbolize the subservient position occupied by Latin American in relation to the developed world. This positioning of the periphery in relation to the center is further accentuated by the contrast between the top and the bottom of the canvas. As mentioned previously, the bottom is dirty and full of trash but as the viewer looks up the canvas and follows the sign with the arrow placed in the center, one sees a different environment, one that is cleaner and perhaps representative of a better life. This juxtaposition shows a world that Juanito will never know because he himself is on the “periphery” of the city of Buenos Aires, living a slum. In this work, Antonio Berni exposes the fact that Juanito is

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the social residue of the city, much like the waste itself. Through this, Jorge Glusberg, in his essay “The Artist as Cultural Worker”, notes that Berni moves from downtown (or Center) to the periphery, to re-evaluate the periphery using the beings and things that the downtown has used to construct and consolidate the periphery. This important contribution helped Latin America break away from the Center and create freely, its own identity that celebrates its complex, mixed and rich heritage.

Another important aspect that shapes Latin America’s identity in a postcolonial reality is the affirmation of a heterogeneous culture through recontextualization. Particularly, in the 1980s and 1990s, there emerged a questioning of the crisis of the dominant political and cultural models of the time. More importantly, there was a concern to conceive an art that was representative of the Latin American countries, which would aim to avoid stereotypical generalizations. To reformulate the identity of South America, one had to understand that it was the result of heterogeneity. That is to say that the population and culture of Latin America is the result of a particular structure; it is composed an Indigenous population that had been subdued if not exterminated, it encompasses both African and European populations and finally, it is the culmination of the intertwining of all these cultures together. This particular diversity has often reinforced the notion of Ethnocentrism and Eurocentrism. That is to say, it has placed Latin America on the periphery and it has defined it as “other” in relation the Euro-North American artistic production and culture. Therefore, in order to reaffirm South America’s identity and heterogeneity, the artist had to take part in the recontextualization of past experiences. This would permit the break from hegemony and help create a notion of “self” without prejudices.



*Jaar, Alfredo, This is not America (A Logo for America), 1987, Photograph documenting a computerized animated projection on Spectacolor lightboard in Times Square, New York.*

An artist who was concerned with the notion of a postcolonial identity and the power relationships at play against Latin America was the Chilean photographer and installation artist, Alfredo Jaar (1956- ). Like many Latin American’s of his generation, Jaar immigrated to the United States and moved to New York in 1982. His concern for first and third world dynamics was further emphasized during this period. Moreover, the growing number of immigrants arriving to the United States raised the issue of multiculturalism; that is the struggle of racial and ethnic minorities to defend a space for cultural and political equality within North American society. One of his works addressing these dynamics and this issue was titled *This Is Not America (A Logo for America)* (1987). It consisted of a sequence of computerized and animated projections on a spectacolor light board shown above the advertisement strip in Times Square, New York. First, “This is not America” appeared over the map of the United States, then “This is not America’s Flag” showed up over the U.S. flag and finally, the sequence dissolved into the map of both South and North America with the text “America” on the corrected image. Jaar appropriated himself of the commercial space reserved for advertisement and put it into the new context of political art. He took over a place traditionally reserved for U.S. advertisement to convey his message. With this, he was able to draw attention to the false messages generated by the power center and the media.

The tools used in this piece are all linked to the formation of identity, such as words and language, maps, and flags. Therefore, through this work, Jaar

## 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



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

[www.ABG.org](http://www.ABG.org)

## "Student Officer Liaison" appointed at National Meeting

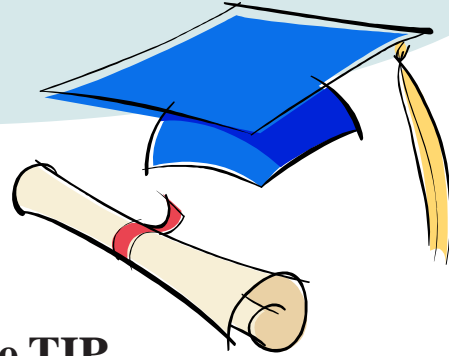


Dr. Christesen, CEO is pleased to report that Professor Kathleen Moreno was appointed to the newly created position of Student Officer Liaison at the National Leadership Conference held in Corpus Christi in March.

Her role will be to define the duties and responsibilities of the National Student Officers (President, Vice President, and Executive Board) who are elected each year at the Conference; by clarifying their roles and creating a timeline, she will help enable them to make a more significant contribution to the society.

A listing of the duties and responsibilities of the National Student Officers will be posted shortly on the ABG website. Professor Moreno will be conducting virtual meetings with the officers throughout their tenure.

# Congratulations 2007 ABG graduates!



## **The one-minute TIP**

*Phillip Humbert*

There are several keys for achieving one success after another, but the first foundation is an unshakeable commitment to personal development. No one is born knowing how to live well. NO one is born knowing how to talk or walk or balance a checkbook. But we have the ability to learn. Winners learn the art of living well. They learn to be great parents, great loves, great listeners, great people. Winners are committed to personal development, and that makes all the difference.

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## Transferring - Which School is Right For You?

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*(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�e 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 State 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	Pacific Lutheran University	The University of Texas at Arlington
The University of Memphis	University of Pennsylvania – Wharton	The University of Texas at Austin
University of Miami	The Pennsylvania State University	The University of Texas at El Paso
Miami University	University of Pittsburgh	The University of Texas at Pan American
The University of Michigan	University of Portland	The University of Texas at San Antonio
The University of Michigan – Flint	Portland State University	Texas A&M University
Michigan State University	Purdue University	Texas Christian University
Middle Tennessee State University	Radford University	Texas Tech University
Millsaps College	Rensselaer Polytechnic Institute	University of Toledo
University of Minnesota	The University of Rhode Island	Towson State University
University of Mississippi	University of Richmond	Tulane University
Mississippi State University	Rider University	University of Tulsa
University of Missouri – Columbia	University of Rochester	University of The Pacific
University of Missouri – Kansas City	Rochester Institute of Technology	University of Utah
University of Missouri – St. Louis	Rollins College	Utah State University
University of Montana	Rutgers University – Camden	Valdosta State University
Montana State University	Rutgers University – New Brunswick	Valparaiso University
University of Montevallo	Rutgers University – Newark	University of Vermont
Murray State University	Saint Cloud State University	Villanova University
University of Nebraska - Lincoln	St. John’s University	University of Virginia – McIntire
University of Nebraska at Omaha	Saint Louis University	Virginia Commonwealth University
University of Nevada, Las Vegas	Salisbury State University	Virginia Polytechnic Institute
University of Nevada, Reno	University of San Diego	Wake Forest University – Wayne Calloway
University of New Hampshire	San Diego State University	University of Washington
University of New Mexico	University of San Francisco	Washington University
New Mexico State University	San Francisco State University	Washington & Lee University
University of New Orleans	San Jose State University	Washington State University
New York University – Stern	Santa Clara University	Wayne State University
Nicholls State University	Seattle University	Werber State University
Norfolk State University	Seton Hall University	University of West Florida
The University of N. Carolina, Chapel Hill	Shippensburg University	West Georgia College
The University of N. Carolina, Charlotte	University of South Alabama	West Virginia University
University of N. Carolina at Greensboro	University of South Carolina	Western Carolina University
University of N. Carolina at Wilmington	University of South Dakota	Western Illinois University
North Carolina State University	University of South Florida	Western Kentucky University
University of North Dakota	Southeastern Louisiana University	Western Michigan University
University of North Florida	University of Southern California	Western Washington University
University of North Texas	Southern Illinois University at Carbondale	Wichita State University
Northeast Louisiana University	Southern Illinois University at Edwardsville	Winthrop University
Northeastern University	Southern Methodist University	University of Wisconsin – Eau Claire
Northern Arizona University	University of Southern Mississippi	University of Wisconsin – La Crosse
University of Northern Colorado	Southwest Missouri State University	University of Wisconsin – Madison
Northern Illinois University	SUNY Buffalo	University of Wisconsin – Milwaukee
University of Northern Iowa	Stephen F. Austin State University	University of Wisconsin – Oshkosh
University of Notre Dame	Suffolk University	University of Wisconsin – Whitewater
Oakland University	Susquehanna University	Wright State University
The Ohio State University	Syracuse University	University of Wyoming
Ohio University	Temple University	Xavier University
The University of Oklahoma	The University of Tennessee at Chattanooga	
Oklahoma State University	The University of Tennessee at Knoxville	
Old Dominion University	The University of Tennessee at Martin	
University of Oregon	Tennessee State University	
Oregon State University	Tennessee Technological University	
Pace University		

# The Passionate Pursuit of Your Personal Best

*Philip Humbert*

For over 20 years, I've looked at why some people have "all the luck" while other people work just as hard and yet struggle. I know we can use gentler language, but the fact is some people are successful in life, while others fail. True, most of us fall somewhere in the middle, but there is no getting around the truth that some of us do much better than others.

Sometimes there are obvious explanations. One starts off with incredible talent, while someone else starts with illness or poverty or abusive parents, but those "extremes" don't account for most of the results we see in life. Routinely, we see one child in a family do well, while another can't hold a job, or fails in some other way.

Most importantly, almost all of us have the sense we "could" or "should" do better than we are. Most of us know we have potential we've never developed. Most of us know we could (should?) make more money, or manage our time or take care of our bodies better than we do. In fact, most of us can point to times and places where we HAVE done much better, but we have been unable to maintain that performance for the long haul. What's going on?

Many people have talked about the systems or "tools" of success, but in all of it, the first and most important essential is a passionate commitment to personal development.

People who do well in life are determined to do well. They seem to "study" life or take a different attitude towards things than those who fail. Personal development, the sense that they can learn and grow and get better over time is what sets winners apart from losers.

Here are four things I mean when I talk about a passionate commitment to personal development:

## **1. Winners learn from everything in life.**

Losers, too often, endure or merely accept life as it goes by. Losers tend to see failure as a final judgment on how they did. Winners, on the other hand, see failure as an unexpected or uncomfortable outcome, one of many in life, and one they will learn to avoid in the future.

**2. Winners take full responsibility for their lives.** Losers, too often, see themselves as victims or

as passengers in life. Winners see life as a set of skills or challenges and they are determined to play the game of life very, very well. Losers tend to think that life is out of their control, that things "just happen" and they complain or suffer rather than study.

**3. Winners are pro-active.** Winners imagine the future they want, they set goals and they take action. Losers also imagine a wonderful future, but it has a very different feel or sense about it. Winners are pro-active and they never quit, while losers have a passive, wait-and-hope, attitude. A commitment to personal development says, "I will do (or have, or become) this and I will never stop until I get it."

**4. Finally, winners invest more, losers spend more.** One of my favorite stories is from Jim Rohn who talks about investing 47 cents for a used copy of the book, "Think and Grow Rich." He always ends the story by exclaiming, "That taught me the difference between cost and value!" Losers tend to ask what something "costs" while winners ask what it's "worth." Big difference! Winners invest far more in books and audio programs. They attend seminars. They are never afraid to say "I don't know, but I'll learn from someone who does." Losers can't afford the cost of education, so they pay the cost of ignorance.

There are several keys to experiencing one success after another in life, but the first foundation is an unshakeable commitment to personal development. No one is born knowing how to live well. No one is born knowing how to talk or walk or balance a checkbook. But we have the ability to learn. Winners learn the art of living well. They learn to be great parents, great loves, great listeners, great people. Winners are committed to personal development, and that makes all the difference.

Make your commitment to personal development! Decide to "be all you can be!" Make the decision and take action!

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Dr Humbert is a professional coach, author and popular speaker. For info and over 250 pages of tips, tools, humor and resources for your success, visit:  
[www.philiphumbert.com](http://www.philiphumbert.com).





## Humor: Signs Seen Around Town

On a Septic Tank Truck in Oregon:  
Yesterday's Meals on Wheels

\*\*\*\*\*

On a Septic Tank Truck sign:  
"We're #1 in the #2 business."

\*\*\*\*\*

Sign over a Gynecologist's Office:  
"Dr. Jones, at your cervix."

\*\*\*\*\*

At a Proctologist's door  
"To expedite your visit please back in."

\*\*\*\*\*

On a Plumber's truck:  
"We repair what your husband fixed."

\*\*\*\*\*

Pizza Shop Slogan:  
"7 days without pizza makes one weak."

\*\*\*\*\*

At a Tire Shop in Milwaukee!  
"Invite us to your next blowout."

\*\*\*\*\*

On a Plastic Surgeon's Office door  
"Hello. Can we pick your nose?"

\*\*\*\*\*

At a Towing company:  
"We don't charge an arm and a leg. We want tows."

\*\*\*\*\*

On an Electrician's truck:  
"Let us remove your shorts."

\*\*\*\*\*

On a Maternity Room door:  
"Push. Push. Push"

\*\*\*\*\*

At an Optometrist's Office  
"If you don't see what you're looking for, you've come to the right place."

On a Taxidermist's window:  
"We really know our stuff."

\*\*\*\*\*

In a Podiatrist's office:  
"Time wounds all heels."

\*\*\*\*\*

On a Fence:  
"Salesmen welcome! Dog food is expensive."

\*\*\*\*\*

At a Car Dealership:  
"The best way to get back on your feet -- miss a car payment."

\*\*\*\*\*

Outside a Muffler Shop:  
"No appointment necessary. We hear you coming."

\*\*\*\*\*

In a Veterinarian's waiting room:  
"Be back in 5 minutes. Sit! Stay!"

\*\*\*\*\*

At the Electric Company:  
"We would be delighted if you send in your payment. However, if you don't, you will be."

\*\*\*\*\*

In a Restaurant window:  
"Don't stand there and be hungry, Come on in and get fed up."

\*\*\*\*\*

In the front yard of a Funeral Home:  
"Drive carefully. We'll wait."

\*\*\*\*\*

At a Propane Filling Station,  
"Thank heaven for little grills."

\*\*\*\*\*

At a Chicago Radiator Shop:  
"Best place in town to take a leak."

## Humor: Word Play

\* I wondered why the baseball was getting bigger. Then it hit me.

\* Police were called to a daycare, where a three-year-old was resisting a rest.

\* Did you hear about the guy whose left side was cut off? He is all right now.

\* The roundest knight at King Arthur's round table was Sir Cumference.

\* To write with a broken pencil is pointless.

\* When fish are in schools they sometimes take debate.

\* A thief who stole a calendar got twelve months.

\* A thief fell in wet cement. He became a hardened criminal.

\* Thieves who steal corn from a garden could be charged with stalking.

\* We'll never run out of math teachers, because they always multiply.

\* When the smog lifts in Los Angeles, U C L A.

\* The math professor went crazy with the blackboard. He did a number on it.

\* The geologist discovered that her theory of earthquakes was on shaky ground.

\* The dead batteries were given out free of charge.

\* If you take a laptop computer for a run you could jog its memory.

\* A dentist and a manicurist fought tooth and nail.

\* A backward poet writes inverse.

\* With her marriage, she got a new name and a dress.

\* When a clock is hungry, it goes back four seconds.

\* A calendar's days are numbered.

\* A boiled egg is hard to beat.

\* He had a photographic memory which was never developed.

\* A plateau is a high form of flattery.



# Enhance Your Image Overnight

by Stephanie Bickel

**1. Find a neutral head position.** Hardly anyone has this! It is the fastest and easiest way to improve your non-verbal communication. Notice where your chin is placed. Are you lifting your chin to people when you speak to them, or are you pointing it at their feet? You should not be looking up or down at people. This weakens your image incredibly. If your chin is too far down, you look shy and surly. If it is too high and you are speaking with a taller individual, you will appear to be searching for their approval – even needy. If you are taller and are still tilting your chin up to people, you are giving a strong impression of negligence and distraction.

Also do not cock your head from side to side. You appear coy and indecisive when you tilt your head from side to side. It can also appear flirtatious! Watch out. You can be communicating something completely contrary to your intentions.

**2. Stop shifting your weight!** Stand centered over both feet. Bend knees slightly. Do not rock forward and backward. Do not cock the hips to the side. When you shift your weight, you appear distracted and agitated. You are giving the impression that you would rather be elsewhere. Do not lean on desks, walls, or chairs. You should appear strong enough to stand alone on two feet – unsupported.

**3. Stand Tall.** Sitting at desks leads us to slump, curving the upper middle back. Make sure your shoulders are not trying to meet each other in front of your body. Your spine should be properly aligned with your hips dropped – not tucked under you.

**4. Listen!** As we grow more accustomed to the onslaught of emails and media, we develop sharp skills in “tuning out” noise. A great leader is a great listener. You will find that improvements in listening are directly correlated to improvements in focusing. A great listener has incredible focus and control over her thoughts. A great listener can be overlooked, but a poor listener sticks out like a sore thumb.

**5. Relax the eyes.** Many of us are over-using our eyes. We are carrying all of our stress between or around our eyes. Observe yourself in the mirror. Try lifting your eyebrows ever-so slightly and relaxing your eyelids slightly. In between your everyday expression

and your best Marilyn Monroe impression, is a neutral and relaxed eye position. We spend so much time running about and staring into computer screens, that we forget to relax when we are not engaging in these activities. The ideal eye expression is relaxed, yet engaging.

**6. Relax your jaw.** When we are not tensing our eyes, we are tensing our jaw. Try smiling. Is your jaw clenched when doing so? Approach a mirror and try smiling while your jaw is relaxed. When your jaw is relaxed through your smile, you appear more confident and capable. Now try to relax your jaw completely, but keep your lips together. Put only a slight curve to the corners of your mouth. This should be your neutral facial expression: your business poker face.

**7. Slow down your movements.** A woman who moves slowly and decisively has become a rarity. We are so used to the Mary Tyler Moore, Calista Flockhart, and Jennifer Aniston behavior that we forget that deliberate, controlled behavior is admirable and desirable. Your walk should be solid and direct. Do not float or flick, but rather glide and press. There should be some weight to your walk. The heavier you appear in your movements, the more powerful you appear. If you like to be light on your feet, you will be treated like a “light-weight.”

**8. Simplify your gestures.** Do not overuse your hands when speaking. It is imperative that you learn how to walk with your arms relaxed at your sides. Stop putting your hands in your pockets or playing with your hands. When women put their hands in their pockets, they establish a very masculine image. It also draws a great deal of attention to the hip line. When women play with their hands, they appear extremely nervous and agitated. You do not want to distract the listener with your gestures. Let your hands rest! Women tend to play with their hands, and men tend to want to hold an object. Determine what it is that you do with your hands. Your hands are the most telling gestures. From a stranger's hand gestures, you can determine all of his or her physical insecurities. Don't let your hands project the wrong image!

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**9. Drop your pitch.** Unless you are a smoker or have an unusually low voice, you are probably speaking too high. Using lower tones commands your audience's attention instantly. Higher voices not only sound weaker than lower ones, but a higher voice is extremely grating and tiresome on the ear. Humming in lower tones on your way to work is a great way to lower your pitch. My favorite exercise is exhaling on a "z" which helps establish support for your voice.

**10. Say the ends of your words.** Try this for 30 seconds. Try to enunciate the ends of your words for 30 seconds to appear more confident. A less confident person will trail off at the end of statements instead of toning the ends of her words. A confident speaker will be proud of her final consonants. Word-completion exercises will greatly assist in enhancing your professional image. I recommend practicing for 30 seconds 3 times a day. The results are astounding!!!

**11. Don't look down!** Sometimes when we are listening to people or thinking, we lower our gaze to the ground. Try thinking up! When you are thinking and listening, a level or upward gaze is much more powerful and engaging. Looking downward only makes you appear shy, sullen, and doubtful. It never enhances the image.

**12. Lift the rib cage.** So many of us let the rib cage collapse. By lifting the rib cage, you improve your posture and assist your breathing. A lifted rib cage project a strong a confident person who is not carrying the weight of the world on his or her shoulders. Remember, your posture demonstrates to the world how well you deal with life's stresses.

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## Quotables

"Don't be afraid of the space between your dreams and reality. If you can dream it, you can make it so."

— Belva Davis

"Don't wait for a light to appear at the end of the tunnel, stride down there and light the bloody thing yourself."

— Sara Henderson

"In any moment of decision, the best thing you can do is the right thing. The worst thing you can do is nothing."

— Theodore Roosevelt





## The Four Lists

The Four Lists are the guide-posts to success. They are the foundation for achievement, peace of mind, and personal satisfaction. It's simple, really. So simple that we tend to forget them and in our desire for something more complicated, we often miss the oldest trick in the book.

Success is based on **The Four Lists**.

**List #1: Your Core Values.** Knowing what you believe, what you value, what you stand for, is essential. Your values are your compass. They are the touchstone against which everything else is measured.

There are hundreds of values that compete for your attention, and it is vital to know which ones are at the core of your life. If you aren't clear about your highest values, your chances for long-term satisfaction and success are greatly diminished. If you aren't clear about your core values, you'll wander forever, lost in a world of endless choices with no clear direction.

Among others, my own short list of primary values includes integrity, loyalty, and "putting in before you take out." I value persistence, consistency and reliability. Curiosity and creativity are high on my list. Encouraging people to fulfill their potential and pursue their dreams is at the core of who I am as a person.

What's on your list? Have you written it down? Have you reviewed it with loved ones, and up-dated it recently? Knowing your Core Values is List #1.

**List #2: Your Long-term Goals and Priorities.** Where are you going and what are you doing with your wonderful life? What are your 5- and 10-year priorities? What are the big pieces that get your time and your best efforts?

Have you written your goals down, and shared the list with your partners, family and friends? Have you reviewed it recently and up-dated it at least once a year? Do you know why you're working so hard

and how you'll measure success 10 years from now? Write your Major Goals down! List #2 is essential.

**List #3: Your Short-term Projects.** Do you have a spring campaign, or a 6-week project? Highly successful people know their priorities and they work on them every day. They have 30-day targets, and quarterly deadlines. They have a list of items to be completed by the end of the month. What are you working on? How much progress will you make by 5:00 P.M. Friday afternoon?

Highly successful people always work from a written list of short-term projects. They always know the next step, the most important piece of the puzzle, and they don't waste time. What's on your list of projects?

**"Highly successful people ... always know the next step, the most important piece of the puzzle, and they don't waste time."**

**List #4: Your Daily Musts.** High achievers maintain a personal list of "practices" they do every single day. These are things like exercise, meditation or prayer,

time to plan, and other daily actions that create the life they truly want. My personal list includes an hour to read, and touching base with at least one colleague or loved one, every day.

What's on your "Daily List"? Take care of yourself, every day. Have some fun, every day! Do the things that create and build the life you really want, and do them every single day.

These are the four lists that make life worthwhile. They are the lists that high achievers keep close to their hearts and on top of their desks. They are the lists that guide their actions and inform their efforts. They may be written on simple note paper, but they are fundamental to creating and living the life you truly want. What's on your lists?

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sicians, and limiting the amount of time insurers can go back for retroactive audits to the providers. However, the main body of the proposal, introduced during the 2006 legislative session, is still being wrangled over in Albany, where its many opponents hope to shoot it down.

A host of organizations - including the Employer Alliance for Affordable Health Care, a group made of individuals and small business owners that advocates for health-care reform, and the National Federation of Independent Business, a small-business advocacy association - wrote legislative memos opposing the creation of the Health Care Reinvestment Fund.

The groups argue that although mandates are created to protect those who are underinsured, in the end, it is small-business owners who are impacted by the costs these mandates create. They further claim that the proposed Health Care Reinvestment Fund is actually a health-care premium tax on small businesses.

Despite the opposition, WCA stands behind its brainchild, saying the fund is a way for the HMOs - who have long been criticized for being gluttonous middle men of medicine - to give back to local hospitals drowning in red ink.

“The HMOs are trying to label this as a tax,” said Amy J. Allen, managing director of advocacy and international business at WCA. “The purpose behind the initiative is that we’re trying to get health-insurance companies to reinvest back into the community, similar to the Community Reinvestment Act model that was done in the banking industry.”

But critics say comparisons to the Community Reinvestment Act is unfounded because the banks were required to provide loans to the underserved communities in which they did business, but in the end, they were loans that eventually had to be paid back.

Critics further assert the measure is redundant and unnecessary because more than \$50 million in hospital information-technology funding is available through the state-run HEAL-NY program, plus an additional \$1.5 billion in federal money (over the course of five years) has been set aside to help area hospitals fulfill the recommendations of the Berger Commission, a panel that recommended hospital closings.

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the opening canned speech, get directly to the point and ask something like, “Something to drink?” In this case his customers would have appreciated the waiters businesslike approach and felt good about their choice of restaurant.

There are a few things to keep in mind though when we use mirroring. First, mirroring does not mean “mimicking.” So, if the other person is sitting with arms folded across their chest, you may have yours crossed on your lap. Don’t mirror the person exactly; just similarly. That prevents people from thinking they’re being imitated.

It may come as a relief to know that you don’t have to mirror the other person for longer than a few moments. Once they become comfortable with you, you can actually start leading the nonverbal communication, and then they’ll start following you. So if you have a friend who’s tired or listless you need to start the conversation in a low slow manner. After a few minutes, you gradually pick up the tempo. Your friend will feel so comfortable with you, they’ll naturally do the same. This is great news particularly if you interact with lots of people.

Mirroring is easy and it works. When you use it properly, you’ll improve the impression you make on virtually anyone - regardless of their mood or the situation. You’ll also experience the personal satisfaction of making a stranger feel comfortable. That’s when you begin making truly important connections.

points to the fact that these elements can be used as propaganda and mostly, to maintain the dominant power exerted by nations such as the United States. To Alfredo Jaar, this form of power was seen through the use of language in the United States. When first arriving in the United States, Jaar, like many other South American's was shocked to find out that the United States, without letting use any of the other countries of the Americas, had appropriated itself of the term representative of the whole continent (i.e. "America"). To Jaar, this was an issue of semantics since English, like most European language, did not have a term for people from the United States ("United Statesian") while Spanish did, "estadounidense". To him, this form of arrogance was symptomatic of the Center perspective used by the United States and European countries in relation to the periphery, such as South America. Through his work, he also represented the question of hegemony and the uses were symbolic of real power relations. By exposing this reality, Jaar aimed to

reframe the discourse applied by the United States and imposed on South America.

In conclusion, in the visual arts, many forces come to play in critiquing the power center's established identity for the "other". As a result, a postcolonial definition of a Latin American identity takes forms through the critique of imperialism through appropriation, in the representation of the dynamics of the center versus the periphery through recycling and finally, in the assertion of heterogeneous culture through recontextualization. In the late twentieth century, postcolonialism was a significant part of Latin American art but it is important to position this within a postmodern discourse. It would be continuing the authoritative discourse of colonialism to categorize certain artistic productions or artists as simply "postcolonial". Therefore, for postcolonial societies, postmodernism becomes an instrument of decolonization which further helps define the identity.

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use such phrases – but do it SPARINGLY. An older executive using “cool” can be charming. Otherwise, eliminate the slang of yesterday! A younger professional using high school slang will appear less than experienced, less than mature, and less than articulate. Find substitutes for your habit words!

**9. Stop the Excessive MM-HM!** Do you have the need to show your agreement and attention by excessive head bobbing and humming agreement? This is an acceptable tool at a minimum. However, as a habit, it is distracting and reduces your power. Using excessive agreement in conversation gives your power away! Although you are putting your colleague at ease, the colleague may become too comfortable with you. Put all this agreement energy in your eyes! That will show your colleague that he has your attention, but you will maintain the power in the conversation.

**10. Stop bullying for support!** “Y’know?” “You know what I mean?” These are bullying phrases. People who abuse these phrases are seeking to gain instant support for poorly explained ideas. Instead of properly describing ideas or motivating others, these abusers care more about the ends versus the means. These people miss details and offend listeners who feel bullied into agreement. People who use these phrases tend to race through details and to lack patience and focus. This habit is an enormous turn-off to an audience.

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Website name: \_\_\_\_\_

URL: \_\_\_\_\_

Very brief description of site: \_\_\_\_\_

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