The Honors Journal of Alpha Beta Gamma

ΑΒΓ

Virtus Et Umbra

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

Canada · United States · Mexico

Spring 2013

NATIONAL LEADERSHIP CONFERENCE HELD IN PENSACOLA BEACH, FLORIDA

The 2013 Alpha Beta Gamma National Leadership Conference was held March 21-24 in Pensacola Beach, Florida and was attended by over 60 students and advisers.

The conference opened with registration on Thursday evening followed by an ice breaker event and a pizza party host by the Alpha Alpha Chapter of Pensacola State College.

The Friday session included the following presentations:

- Return to Paradise, Richard Irvine, Pensacola State College
- Duties of National Officers, Rainah Chambliss, National Student President
- Business at the Speed of Thought, Wayne Martin and Kayla Ballew, Chi Zeta
- Living Life to the Fullest, Liz Faires, Alpha Alpha
- Interviewing Tips, Susan Gadberry, Gamma
- The Rising Risk of Investment, Nathan Singleton, Alpha Pi
- Effective Business Presentations, John Haley, Chi Zeta

Students and Advisers had lunch at Flounders Chowder House and were free to enjoy the afternoon in beautiful Pensacola Beach. The adviser meeting was followed by a meeting of the Executive Board and then dinner at Crabs.

The Saturday sessions included:

- Easy Peasy Lemon Squeezy, Rainah Chambliss, Eta Sigma
- The Power of Collaboration, Cory Ng and Tamra Chase, Eta Sigma
- Operation Smile, Heather Lindsay, Julio Conseco and Dakota Spires, Gamma
- You, Inc., Desilava Pavlova, Andes Lopez, Yvonne Ellis, Eta Sigma
- Using Your Emotional Intelligence to Succeed, David Ramos, Alisa Schaefer, Christian Parra and Antoinette Nrekic, Delta
- Social Media and Operations Security. Naomi Howard, Alpha Alpha

Students and advisers enjoyed lunch before being dismissed for the afternoon. The Awards banquet was held on Saturday evening at the Hilton's Emerald Coast room. Attendees were treated to a video recap of the conference by John Haley which was enjoyed by all. Dr. John Christesen provided some words of wisdom in his opening presentation followed by announcement of the Chapter awards and essay scholarship winners.

SEE LAST PAGE FOR GREAT GIFT IDEAS FOR GRADS!

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NATIONAL STUDENT PRESIDENT, 2013
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Brittany Klovski, Delta Phi (Marketing)
Yvonne Ellis, Eta Sigma (Recruiting)

Special Features This Edition

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Meet the National Student Officers..... pgs 12-13

Award Winning Essays..... pgs 6-7, 10-11, 14-16, 18-26, 28-37

Resources for Success ..... pg 9, 27

Great Gifts for Grads .....pg 40

Plus as always look for

- TIPS AND HINTS ON HOW TO SUCCEED
- HUMOROUS QUIPS AND QUOTES
- RESOURCES FOR MEMBERS OF ABG

...AND MUCH MORE!

LETTER FROM THE EDITOR

Greetings! As another school year draws to a close let us all congratulate our graduating Alpha Beta Gammans and wish them much luck and success as they begin the adventure of their futures and start to turn dreams into reality. We hope that our alumni stay in touch and remain active in our society. Successful graduates can be wonderful mentors to current members and can help to create a vibrant network of ABG members past, present and future.

Please take the time to check out our new line of frames with which you can display your diploma and ABG regalia. These items will make awesome graduation gifts (to give and receive). Go to www.abg.org for a link to the site—you will be impressed with the collection of frames and jewelry items we had added.

We hope that you enjoy this issue of the Honors Journal . Please remember that we welcome news from all chapters—let us know what you are doing (and send photos).

Have a great summer.

LEADERSHIP CONFERENCE 2013

Each year at the Annual Leadership Conference, Alpha Beta Gammans are selected for exceptional contributions. The 2013 award winners in each of the categories are listed below.

Chapter Awards

The Brooks College Golden Key Award - Beta Omicron, Northern Essex Community College

Excellence in Financial Management - Delta Phi, Art Institute Of California

Excellence in Recruitment - Lambda Beta, Penn Commercial College

Excellence in Campus Service - Gamma, Vincennes University

The Professor Donald Bertram Community Service Award - Chi Zeta, Athens Tech

Nominations

The Hausman Siegel Distinguished Chapter President Award - Wayne Martin, Chi Zeta, Athens Tech

The Professor Steve Graham Memorial Award - Bruce Loring, Beta Omicron, Northern Essex Community College

The Prof. C. George Alvey Distinguished Fellowship - Richard Irvine, Alpha Alpha, Pensacola State

Best Chapter Website - Chi Zeta, Athens Tech

The Zagara Competitors Award - Jarvis Castro—Beta Omicron, Northern Essex Community College

The Ginny Fastje Best Student Presentation- Delta Chapter, Westchester Community College

The Harold Tepool Award - Gamma, Vincennes University

The Pamela Donahue Award - Liz Faires, Alpha Alpha,Pensacola State

Gaye Andersen Award of Excellence - Carla Rich, Alpha Alpha, Pensacola State

Excellence in Administration - Dr. Yancey Gulley, Chi Zeta, Athens Tech

The Eva Bobrow Memorial Medallion of Excellence Award *(Those in attendance)*

--Kayla Ballew, Chi Zeta, Athens Tech Community College

--Thomas Scranton, Alpha Alpha, Pensacola State

--Dakota Spires, Gamma, Vincennes University

--Mae Warnagivis, Kappa Beta, Broome Community College

--Nicholas Olson, Delta Phi, Art Institute Of California

Essay Competitions

Read the award winning essays throughout this edition of the Honors Journal.

My Best Day in Class - Amy Valente, Cayuga Community College

The Cornelia Blackwell Essay - Eugene Smith, Alpha Pi, Georgia Perimeter

--Bruce Loring, Beta Omicron, Northern Essex Community College (Alumni)

The Paul V. Cunningham Essay - Heather Lindsay, Gamma, Vincennes University

--Nathan Singleton, Alpha Pi, Georgia Perimeter (Alumni)

The Marc Napolitano Memorial Essay - Danielle Yakovetz, Gamma Gamma, Davenport University (Alumni)

The Keith Ulich Memorial Essay - Skylar Saxton, Gamma, Vincennes University

--Tracey Russell, Gamma, Vincennes University

--Susan Gadberry, Gamma, Vincennes University (Alumni)

The Dr. Mary Bone Competitive Essay - Kayla Ballew, Chi Zeta, Athens Tech

--Eugene Smith, Alpha Pi, Georgia Perimeter

The Francis Cunningham, Esq. Essay - Tesla Carty, Gamma, Vincennes University

--Scott Andersen, Gamma Gamma, Davenport

LEADERSHIP CONFERENCE 2013

University (Alumni)

The Peter J. Gleason Essay - Jessica Quinn, Beta Omicron, Northern Essex Community College

--Bruce Loring, Beta Omicron, Northern Essex Community College (Alumni)

The Nathan Ancell Award - Guenevere Gonzalez, Beta Omicron, Northern Essex Community College

--Wesley Chadwick, Alpha Alpha, Pensacola State (Alumni)

The Steve Perri Award - Eugene Smith, Alpha Pi, Pensacola State

--Bruce Loring, Beta Omicron, Northern Essex Community College (Alumni)

The Ester-Cross Carter Essay - Julio Conseco, Gamma, Vincennes Univerity

--Susan Gadberry, Gamma, Vincennes University (Alumni)

The Sophia Abeles Essay - Christopher Peña, Beta Omicron, Northern Essex Community College

--Wesley Chadwick, Alpha Alpha, Pensacola State (Alumni)

The David Pope Essay Award - Susan Gadberry, Gamma, Vincennes University (Alumni)

--Liz Faires, Alpha Alpha, Pensacola State University (Alumni)

John Christesen and Ivan Usrey, Leadership Conference 2013

2013 National Student Officers

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Wayne Martin
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Vice President:
Julio Conseco
Gamma, Vincennes University

Executive Committee:
Winona Meddings
Chi Zeta, Athens Tech
Brittany Klovski
Delta Phi, Art Institute Of California
Yvonne Ellis
Eta Sigma, Philadelphia Community College

CHECK OUT THE NATIONAL STUDENT OFFICER BIOS ON PAGE 12!

Winners of the Sophia Abeles Essay Award

Learning: A Life's Long Journey
By Wesley Brian Chadwick (Alumni)

Through the past fourteen years, I have learned that an education is invaluable. As a teenager, I thought I knew it all. I dropped out of high school because I thought I didn't need it if I was already able to work and pay all my own bills. I didn't even consider that I wasn't paying any rent or utilities. Two years later, I signed up to join the armed forces and had to take the GED and ASVAB tests in order to be qualified to join. I was asked if I wanted to pay into the G.I. Bill each month and I declined because I planned to make a career out of the military. After spending only two years in the military, I was discharged because of a back injury sustained during airborne training. I was sent home unemployed, disabled, and not eligible for education benefits.

> **"I have never been happier in my life than I have been since I started bettering myself through education."**

I spent the next ten years jumping from job to job, trying to find something I could do well enough to move up with the company. I made it to a foreman position with a paint company finally in 2006. I held that position until 2008 when the economy plummeted and the wife and I were both laid off one month before we got married. The wedding was already paid for so we continued with the plans. Struggling to pay the bills, I went to the VA hospital and asked for a job. I informed them that I didn't care if it was just cleaning toilets because I desperately needed work. I was directed to VA Vocational Rehabilitation and Employment (VR&E), where a counselor informed me that I should not be doing physical labor with my disability and approved me for education benefits. At the VR&E office, there was a sign on the wall for the Veterans Upward Bound Program (VUB) at Pensacola State College (PSC) that stated that their classes were free for disabled veterans. The classes were not college level courses, but rather remedial courses used for bringing veterans up to college level in preparedness for the college placement test (CPT).

I was extremely nervous about trying to go back to school after being out for nearly ten years. VUB starts with an assessment test to assess the present skill level. To my dismay, I scored a 44% on the Algebra section but aced the rest. 44% put me in the level two math class. These classes were two months long and entailed two two-hour sessions a week. On the first night of class, the teacher gave us fifteen problems to work and forty-five minutes to do them. I finished in five minutes and asked to be excused. I went back to VUB and told them that the work was too easy and that I would like to try the highest level of math they offered. After two months, I retook VUB's assessment test and scored 100%, which boosted my confidence and eased the tensions and worries of returning to school. Then I took the CPT again and scored near perfect on every section and was placed in all college level courses in August 2009.

In December 2011, I graduated with an A.A. Degree from PSC with a 3.79 overall g.p.a. and went on to pursue a bachelor's degree as well. I am currently in my last class in my bachelor's degree at PSC with a 4.0 overall g.p.a.. I plan to open my own business by January 2014. Doing charity work for Volunteers of America landed me a resident manager position at the Pensacola Veteran's Home. It is a non-paying position, but allows me all day to focus on my new business venture, while also giving back to other veterans to ensure they don't waste ten years of their life looking for a purpose.

Needless to say, I was spiraling down a

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dead-end road until the day I walked into that VA looking for work. That simple sign offering free classes was a major turning point for me. The VUB program had a group of teachers that bred confidence, and I owe them my life for what they have done for me. I have never been happier in my life than I have been since I started bettering myself through education. This learning experience has shown me that learning is a life's long journey.

Learning
By Christopher Peña

Learning is the knowledge or skill acquired from practice or study. From learning how to ride a bike or learning how to build a telescope, the human mind stores that ability and it cannot be taken from us. The knowledge and skills we have are our greatest assets. In a world where change is the only constant, learning is the only tool we have to adapt and advance.

The world and people around us are always changing whether it is for good or bad. If we are not changing ourselves it seems like we will be left behind. Like the only way to keep up is to change as well. I believe that change can only come through learning. Through education, people can better themselves as well as the people around them. Education obtained not only through school but experiences too. Education is what aids people in making everyday decisions. Without learning, we would make the same mistake over and over and expect a different result.

Learning is important for many reasons. Some reasons may seem obvious, other not so much. Learning is important because through college you can gain knowledge and experience in a field where you might find a career. Through a college education you can find a career that allows you to provide for yourself and loved ones financially while being able to afford luxuries. It is also important to understand discussions and arguments between people who have knowledge. Learning can open up an entirely new state of thought.

Learning is equally important for the global good. I once read about a young man named Ludwick Marishane, who created a lotion specifically designed to substitute a bath. This young man created this lotion so his friends and neighbors wouldn't have to commute a few hours each in an attempt to retrieve water. Through his education, he was able to provide a product that can help people who don't have access to water, as well as save thousands of liters of drinking water for those who have a limited supply. In a world where natural resources are not infinite, a young man's invention can help the environment as well.

Similarly, I have found a passion in aiding others. While visiting my grandmother in the Dominican Republic a few summers ago, I realized that electricity is not always available to people in other countries as it is in the United States. The power went out every day almost like clockwork. In a place where the temperature averages over 90 degrees in the summer, the people have to rely on the fans or air conditions. Once the power goes out they are forced to go outside to deal with the intense sun rays during the day or the plethora of mosquitos at night. Through learning and education, we can build a source of electricity such as windmills or solar panels that can aid people in such countries.

Through learning, I wish to better myself. I want to become a more knowledgeable person. I want to advance in a world that doesn't stop changing. I want people to learn the importance of learning, so they can better themselves. Just like the saying goes, "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime."

ASSOCIATION OF COLLEGE HONOR SOCIETIES PRESS RELEASE

East Lansing, Michigan. Gaye Andersen of Alpha Beta Gamma attended the annual council meeting of the Association of College Honor Societies (ACHS) in Arlington, Virginia, February 14-17. Ms. Andersen and more than 60 other leaders from honor societies across the country met to discuss mutual concerns and issues centered on the theme of United We Stand—Strengthening Member Societies through Organizational Cooperation.

The program provided a variety of sessions and discussions centered on themes of importance and interest to the attendees. Belle Wheelan, President of the Southern Association of Colleges and Schools Commission on Colleges challenged member honor societies to encourage students from all backgrounds and especially first-generation college students to take advantage of the programs and services of honor societies. A session on technology's impact on higher education was given by Sue Frantz of Highline Community College near Seattle, and Cindy Pease and Steven Booker of USPS shared Mailpiece Design with Pricing in Mind. Eric Fingerhut of Dykema-Gossett helped honor society leaders understand the fundamentals of building and protecting strong trademarks. Deborah Tippett, of Meredith College, offered Challenges and Opportunities of Working with Different Generations in Honor Societies. Clint Wilkins and Bryan Dickerson of the Heroic Imagination Project and Jerald Rudmann (Psi Beta), shared a New Paradigm for a Service Learning Project. Marisa Peacock of The Social Peacock explored How Membership Organizations Can Maximize Social Media with interaction of a panel of students: Tiffanie Thomas of George Mason University and Andy Li of Georgetown University. Each morning of the council meeting began with round table discussions on a variety of topics of interest to society leaders.

In addition, the ACHS Board of Directors met in several sessions throughout the council meeting to discuss ACHS business and directives. Dennis McSeveney (Alpha Kappa Delta), ACHS Board President, shared an update on strategic planning initiatives. Among the items of business for the council was the acceptance of two new member societies: Phi Beta Delta for international scholars and Alpha Eta Mu Beta for biomedical engineering. Donald Driemeier (Sigma Beta Delta) and Wesley Crawford (Sigma Lambda Chi) were elected to the board of directors. Gaye Andersen (Alpha Beta Gamma) completed her term on the board of directors. The following officers of the board of directors were elected for 2013-14: Martha Zlokovich (Psi Chi) as president, Jerald Rudmann (Psi Beta) as vice president, and Ron Wolfe (Lambda Sigma) as secretary.

The Association of College Honor Societies is dedicated to its 68-member council and its mission to build a visibly cohesive community of national and international honor societies that promotes the values of higher education; fosters excellence in scholarship, leadership, service, and research; and adheres to the standards of honor society excellence. The national office is located in East Lansing, Michigan.

ACHS
Founded 1925

ASSOCIATION of COLLEGE HONOR SOCIETIES

The Standard for Honor Society Excellence

THE UNSTOPPABLE POWER OF SMALL STEPS

One of the great tragedies is to dream but take no action, or ineffective action, to make your dream come true. To die with your dreams and aspirations still inside you, waiting for another time, another day, or a "big break" is the greatest of failures. As I get older, I'm learning that we cannot wait!

Literally everything you see and every tool you use, even the chair you're sitting on, began as nothing but thought. Someone had an idea for a chair. Henry Ford had an idea that cars could be in every garage. Your computer began as an idea and a series of huge, crude devices in the 1940's. The computer you are using right now began as someone's idea that they could manufacture and sell computers better, faster and cheaper than anyone else.

Everything starts with an idea. It always has, and always will. The life you are now living is the result of all your thoughts and decisions to this point. Your future will be--it must and can only be--what you imagine for yourself.

Many people have observed that "ideas are things." Thoughts and words have the power to move us, to change us, and to become living, breathing, tangible things! In a sense, our world is made up of nothing but thoughts and words!

But there is a gulf between an idea and its fulfillment.

Most "things" are actually still-born and never come to fruition because we fail to span the gulf between potential and reality. That gap can only be bridged with daily action.

How many times have you thought of an invention or process that could be worth a fortune, done nothing about it, and then found that same (or a similar) product for sale a few months later? We've all had that experience. Someone got rich off "your" idea and the difference is that they took specific, concrete ACTION. Their product is in the store, making money, and your idea is still inside you, accomplishing little. Don't let that happen again!

Here are some basics, some essentials to make your dreams come true:

1. Plan your days. Every evening, plan the following day. First thing in the morning, plot your priorities. Leaders have always done this! This is not new! But only about 4% of the population does it. Write down your priorities and choose your daily actions. In advance. Every day.

2. Keep a list of big things. On your desk or on the dashboard of your car, keep a list of your most important projects, goals and commitments. Keep it where you see it, and read it, every day. Keep it current. What we think about, gets done.

3. Keep a list of small things. Keep a list of 5-minute tasks, phone calls or notes that you can do any place, any time. When you wait for an appointment, make that call. When you have a minute, send a note or read a few pages. Always know "what's next" and take lots of small, effective actions, every single day.

4. Take magnificent care of yourself! Healthy, happy, energetic people get the most done. It takes time and energy to achieve greatness. If you "don't have time", or are "too tired" or too distracted or too busy with small things, you will not achieve your dreams. Take care of yourself. Manage your life.

We've all heard the phrase, "Rome wasn't built in a day." We know that "a journey of a thousand miles starts with a single step," and we've heard the Serenity Prayer that God, "Give me the courage to change the things I can."

You cannot often achieve great things overnight 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 and make phone calls. We check email, 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.

If you would achieve great things, do little things and pile them one on top of another, until you reach the stars.

Start today.

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Winners of the Cornelia Blackwell Essay Award

The Importance of Teaching Business
By Bruce Loring (Alumni)

After working for more than twenty years in the manufacturing industry I have held many titles including, department supervisor, group leader, area manager and process manager. I thought I knew a lot about business from working, but imagine my surprise when I went to college to get a degree in business management. The management knowledge I had from working turned out to be nothing that potential employers thought of as tangible experience.

When I started my first classes in entrepreneurship, marketing and accounting, I realized that I really didn't have enough knowledge to be in a management position. I didn't know about target markets or using stocks and bonds to finance a business, and I felt like I was lost. Thanks to a great group of business professors; I was shown how to not only find a target market, but how to verify if there was a market for a business idea.

When it came to things like accounting, I thought it was all about what was being spent and what was being earned. I had no knowledge of debits and credits, doubtful accounts, or even what closing the books really meant. I felt like there was a lot I didn't know, and I ended up taking a few additional accounting classes just to learn as much as possible. I think that because I had professors who knew how important it was to know this information; I ended up learning enough to feel comfortable in a management position.

I also think that because most of my professors had business experience; they were able to steer me in the right direction when I wasn't sure what courses to take as electives. Because of the business knowledge of my professors; I was told to take courses such as advertising and managerial accounting. I think that by taking these courses I'm a little better off now.

I have also tried to share as much knowledge as possible with my classmates, because the majority of them are just out of high school, and they don't have any working experience. Even though my knowledge might not be at a management level; I have been able to teach my friends about things to look out for in business. I have seen things go wrong, and I know what kinds of things have led to them happening. I have found that my professors ask me to explain what I have experienced as well, and that makes me feel smart. I like knowing that I can help people learn with what I know, because not everyone is willing to share their experiences or know-hows with other people.

We all spend most of our lives learning things, but the things we learn aren't always accurate. I have learned over the last couple of years that a lot of what I thought was management experience is nothing more than just life experience. I know now that when I tell a potential employer that I have management experience; what I actually have to offer is management experience, and I know that I'll be able to prove myself. I have had some management titles, but now I can say that because I have been taught by some great professors, I have management knowledge, and that makes me feel great.

The Importance of Teaching Business
By Eugene Smith

Without business in our classrooms, many facets of life would change for the worst. Corporations would not have the centralized structure needed for efficient and effective operations. Students would suffer an impact because every individual living on earth figuratively owns a business. In other words, your life is a business. Just as corporations and small business owners seek growth and sustain

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in ever-changing technological environments, students do the same—at least the ones who want success. To achieve growth as an individual, people must establish a network and follow the laws of the land, which means adhering to rules, regulations, and ethical standards. Individuals must invest in skill-building activities in order increase output for future references. Business is essential to the values instilled in humans, the operations of individuals, small businesses, and corporations, and the standards placed upon all facets of entities.

In order to conduct business, the values that come with business require commitment. An important characteristic of business is building and maintaining relationships. Building relations require involvement in as many areas possible to establish a solid network. After building these relationships, entities must adhere to universal ethical standards, which means considering all partners when making decisions. An attribute of building and maintaining relationships is providing truthful and accurate information as well as adhering to regulations. Without teaching these values alone, society would become corrupt with selfishness being the flaring motive behind business activities. Planning would lean towards devious acts against rivals to sustain, and sabotage ruins competitive markets. Once competition leaves the market, the innovation that the entrepreneurial ability creates gets tarnished. When there are no values guiding ethics, opportunity is missed or disappears completely from selfishness of doing anything to succeed.

"In order to conduct business, the values that come with business require commitment."

The entrepreneurial ability has been necessary for the success of students. When students understand how to manipulate the factors of production, they can better operate their own lives. Without adequate resources, individuals cannot maximize output. Corporations need skilled workers to successfully execute the cycling of land, labor, and capital to receive favorable returns. Students encounter these factors in the classroom setting as well. The amount of study time is labor, the books are capital, and the schools and libraries are on land. With effective use of these resources, the student will probably come out with a favorable return, which may mean a better grade in class or knowledge of a subject.

Business sets the standards for entities to provide and improve satisfaction. Effective methodologies and processes assure execution of prior planning. When organizing these plans, individuals predetermine attainable goals from prior operations. With the information from previous operations, individuals and management teams can focus on the areas in need of improvement. The repetitive reengineering of methodologies and processes creates premier quality goods and services. Business teaches students to develop and examine procedures to improve outcomes. Students can analyze previous methods of time management to get more accomplished to cope with the scarcity of time. For example, rather than reading textbooks word-for-word, many students save time by grasping the important points that are frequently mentioned in class lectures.

Business classes have a strong correlation with many attributes useful in everyday society. The subject guides the ethnics that make humans capable of interaction with little or no conflict. Businesses, individuals, and corporations use business concepts when examining the causes and effects of innovative ideas. Teaching business helps entities learn how to properly use resources in the most efficient manner. Students manage time much better when they understand the factors of production and apply the most efficient methods. When conducting business, standards are set to meet the satisfaction of consumers. The development of more efficient and effective processes opens other avenues, which may have been unattainable. Knowledge of standardization gets students to set

MEET THE 2013 NATIONAL STUDENT OFFICERS

PRESIDENT
WAYNE MARTIN

Greetings my fellow Alpha Beta Gammans, my name is Wayne Martin and I am currently a member of the Chi Zeta Chapter at Athens Technical College in Athens, GA. It is an honor to have been elected to serve as your National Student President for the 2013-2014 year. Since I became a member of ABG I have had the honor of serving as my Chapter Executive Vice President in the 2011-2012 school year and as the Chapter President for the 2012-2013 school year. I have learned so much by being part of ABG and have had opportunity to be involved in many different activities. The aspect that I have really been drawn to is that of service. I hope that as part of my tenure as National Student President I will have the opportunity to share my experiences and love for service and make that a big focus for all ABG chapters.

VICE PRESIDENT
JULIO CANSECO

Hello Alpha Beta Gammans, my name is Julio Isaac Canseco Ramos. I am a 6ft'4in tall Mexican. I was born in Coatzacoalcos Veracruz, Mexico on June, 12 1993. I am very outgoing and truly believe that there is a good side to everything. Recently, I was awarded the honor of serving as Alpha Beta Gamma's very own Vice President. As Vice President and business major, I plan to see a growth and expansion of our club by stressing recruitment and making the benefits of joining Alpha Beta Gamma more widely known to the public. Communication, community outreach events, and the National Service Project can all be improved this year. As vice president, I will ensure that these areas are adjusted and that we have a smooth flowing year. I am really looking forward to seeing this year's ideas and accomplishments. Let's make it a great one Alpha Beta Gammas!!

EXECUTIVE COMMITTEE

BRITTANY KLOVSKI (MARKETING)

I am currently a Fashion Marketing and Management major at The Art Institute of California- Orange County. I also am the Director of Marketing/Media of Alpha Beta Gamma's Delta Phi Chapter. It has been an incredible honor to receive the marketing position on a national level. I will hold this position with respect, motivation, and dedication to give our members an unforgettable experience. I plan to engage our fellow members and communities through an innovative perspective with a lasting impression. This will be an amazing year and I am eager to see what opportunities it brings for us!

Continued on next page

MEET THE 2013 NATIONAL STUDENT OFFICERS

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WINONA MEDDINGS (SECRETARY)

My name is Winona Meddings and I am currently a member of the Chi Zeta Chapter of Athens Technical College. I am honored to serve you as your Executive Committee Secretary for the 2013 to 2014 term. After meeting many members from across the country, I aim on building our communication to bring us closer together. My goal for ABG for the upcoming year is to start the foundation for Annual Regional Meetings and encourage communication between chapters on both a local and national level. We have a lot of hard work ahead, but with your communication and support I know that our Alpha Beta Gamma FAMILY will grow closer over the next year.

YVONNE ELLIS (RECRUITING)

I am a non-traditional student studying for my associates in business and the current Marketing Officer for Eta Sigma chapter. I have worked for the Community College of Philadelphia full-time as an Administrative Associate for almost 6 years, responsible for day to day operations of the Center for Male Engagement while promoting our office to ensure that new students know about the center. Desktop publishing is something that I love to do but encouraging and awakening the royalty that lies within each one of us is my passion. I have been in the Customer Relations field for over 15 years. I possess extensive PC experience including MS Office programs and Windows Operating Systems. I am A+ certified, task oriented and result driven individual with a creative and an adaptive style of problem solving.

Welcome!

One minute TIP

Whatever you want in life, you can get it. Whatever your age or circumstance, other people have had similar dreams and made them come true. As long as your desires are moral and you are willing to play fair, you can have any future you want! The only questions are whether you have a good plan and whether you will pay the price. You CAN have the future you desire, if you sail your ship in the direction you want to go.

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Winners of the Dr. Mary Bone Essay Award

What Alpha Beta Gamma Means to Me
By Kayla Ballew

Having the opportunity to join Alpha Beta Gamma my first year in college has since opened a lot of doors. Who knew getting an email about being selected to join a business honor society would change a person's life so much. At first everyone told me to join, that it would be a nice addition on my resume but I knew that when I joined I wanted something more than just a resume enhancer. What I got from joining was far better than I ever expected; I gained not only lasting friendships but a family as well. From the very beginning, I was welcomed into the club and I felt so accepted that I knew I was a part of something great.

Since joining I have gone from an everyday member to Executive Vice President which I hold with pride and prosperity. I find that I have taken on a role not only as an officer but as a leader as well. Watching this club grow and prosper has been a great feeling. I try to tell everyone that asks about Alpha Beta Gamma, that it's not just an organization; it's an organization that cares. When you walk into one of our meetings, we hope everyone leaves with a sense of belonging, that they really are a part of something great.

Alpha Beta Gamma has taught me the importance of what it means to give back to the community. Through several of our community service projects, I have learned how one small thing can mean so much to someone else. For example our chapter has been collecting shoes for an organization called Soles 4 Souls which gives shoes to those in need all over the world. The things we take for granted such has having a pair of shoes on our feet, can be looked over as a dire need in other countries. The amount of support I have seen by our community has blown me away, with the amount of shoes donated for this organization.

Above all else, Alpha Beta Gamma has given me the ability to grow as a person and the confidence on being a better team player. I have seen myself grow within the last year and a half from a shy college student to an outgoing team player. If it wasn't for Alpha Beta Gamma, I would not have learned what it means to be a leader nor would I have enhanced my communication skills.

I owe so much to this organization for making me grow as a person. I will be graduating in May with honors and once I graduate I may not be involved on a daily basis but there's not a moment that will pass where I will not take the memories of this organization with me. So when someone asks what Alpha Beta Gamma means to me, it means pride, giving back, and the sense of lasting friendships.

What Alpha Beta Gamma Means to Me
By Eugene Smith

What does Alpha Beta Gamma mean to me? As president of my Chapter at Georgia Perimeter College, the position has allowed me to assume responsibility and understand how to be an effective leader. Alpha Beta Gamma interacts with Collegiate DECA, Business Club, and other clubs and organizations on my college campus. These interactions with different clubs and organizations have allowed me to improve as a networker and a server in the community. Recently, I and subordinates raised funds for a program called Court Appointed Special Advocates. This fundraiser helped foster children in the city of Decatur, Georgia with funds needed for various reasons, such as providing foster parents with the resources to fully provide for their children.

Alpha Beta Gamma has given me the confidence needed to become a successful businessman.

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After long hours of studying my Accounting and Economics homework, the hard work has been acknowledged through my ABG membership. My knowledge of the business environment has made a transition to a much broader prospective. After researching about how ABG expanded to become an international honors society, I see that building relationships are not just on a local or state level. If a fellow member were to travel to different parts of America, Mexico, or Canada, there is a chance that he/she may stumble upon one of the sixty two thousand members.

> **"Alpha Beta Gamma is not just a bullet point that employers skim over on a resume ..."**

Alpha Beta Gamma has given me various opportunities. The various scholarships competitions have allowed me research different facets of business. These scholarship competitions also prepare me for opportunities that may arise later on in my career. After finishing my research for the Steve Perri Memorial Essay scholarship contest, I truly understand entrepreneurship. In addition, ABG has given me beneficial networking opportunities by hosting the annual leadership conference.

Alpha Beta Gamma is not just a bullet point that employers skim over on a resume because it signifies that an individual values academics and the business environment. Since joining ABG, I have been able to assume various roles of leadership in organizations and clubs on my college campus. When my fellow students need to understand business guidelines for certain events, they do not hesitate to come to me for assistance. From the standards set to become a member of Alpha Beta Gamma, individuals are not skeptical of me as knowledgeable source. I am proud to say, "I am a member of Alpha Beta Gamma!"

Winners of the Ester Cross-Carter Essay Award

Helping Others
By Julio Canseco

If someone is getting robbed in a nearby alley and you hear a cry for help, do you help, or do you mind you own business? What would you do? Logically, most of us would turn the other way and avoid problems. Those of us that would help; why would we? Is it the satisfaction of doing a good deed that would encourage us to help? Would we do it because we feel obligated to do so? Or would we do it because it's the right thing to do? What if a friend asks you to help with his/her homework? Would you stop and help or would you go on with your daily schedule? Needless to say, we have all been in a situation when we, or someone else, needed help.

I come from a poor family of hard working Mexicans. Two years ago, I wasn't sure if I was going to finish high school. Today, I live with two seniors that have allowed me to stay at their house while I finish college. If they wouldn't have let me stay, I wouldn't have had the money to afford college because of rent expenses. They didn't have to let me stay, but they did. So why did they do it? It wasn't necessarily the right thing for them to do; I mean they could have just said no. However, they knew that by doing so, they could ensure a better future for me and my family. The way I see it, help needs to be given as much as it is asked for. When someone needs help, they cannot be ashamed to ask for it. Likewise, if someone is struggling with something we should all have the incentive to help that person. Helping others is an open-ended beneficiary. The helper will feel accomplished and prideful, while the receiver will learn from the experience.

Maybe running into that alley and tackling

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the offender is not the best idea; however, you can always dial 911. In accordance to the way of life, not everyone is blessed the same way. Every person has a different strongpoint. One may be great at math; another may be good at sports, while another may be good at video games. Make these three individuals help themselves and you have healthy, video game players that are good at math. By helping each other, we show care and concern for each other. Not to mention, we also build each other's knowledge and confidence. This concept can also apply on a larger scale. Remember when hurricane Katrina hit Florida, or when that earthquake hit Haiti, people from all over the world came to help their fallen brothers. Giving and receiving is an essential part of life. Without our incentive to help others the world would not be the same place. By helping each other we can better ourselves, add to a good cause, and strive to be the best we can be.

Helping Others
By Susan Gadberry

A quote credited to Aesop says, "No act of kindness, however small, is ever wasted". Acts of kindness may involve costs, and while some acts may be rather costly, others may consist of nothing more than the cost of one's time. In my experience, I have witnessed that quite often the idea for helping others is born out of the gratitude of the help one has received themselves.

A local pastor and his wife, who had been married just a few months, recently felt the calling to become foster parents. With careful consideration and hours of conversation with each other and in prayer, Seth and Lauren Alexander made the initial phone calls and started the process. A little less than two years after having three children placed in their home, their family went to the courthouse to meet with the judge and sign the legal paperwork of adoption. Seth's parents had adopted his sister thirty years prior and now he and his wife stood before the judge and adopted three beautiful children.

While taking in foster children and adopting them helps others on quite a large scale, there are countless other ways, both big and small, to be of service. A ministry in Southern Indiana regularly collects blankets and warm clothes for the homeless. Soup kitchens and food pantries are in constant need of people to donate food and volunteer their time. The Stand-Up Foundation in my county gives grants to first-time foster parents to purchase needed items for the child or children placed in their homes. Participating in fund-raising events for groups like the Multiple Sclerosis Society, Relay for Life, United Way or the Red Cross is yet another way for people to reach beyond themselves and be of assistance to those in need.

Local and national organizations are plentiful and usually quite easy to find; however, helping others can also be done individually. Checking in on elderly neighbors, emergency babysitting for a young parent, providing a meal to a family dealing with tragedy or giving someone that needs a little encouragement a telephone call are all ways that individuals can help others.

The easiest way to help others is to be constantly aware of the needs that so many people in our country have today. When one see's a need, one should be ready to meet that need in a compassionate and humble way. When referring to acts of kindness, my dear family friend, the late Jane Smith would say, "Do it and disappear." Do not look for validation or applause, simply let knowing that you have helped lift the burden of another be enough.

"The easiest way to help others is to be constantly aware of the needs that so many people in our country have today."

Professor Harold Tepool and Gamma members Susan Gadberry, Skylar Saxton, Julio Canseco, Heather Lindsay, and Tesla Carty at the Student Government Association SGA awards banquet and Gamma chapter initiation dinner

We would like to share in your accomplishments.
Please submit any news you have of your personal achievements—Did you recently get married? Have a new baby? Graduate? Get a new job? Get a promotion on your current job? Let us know so we can share your good news! Send your "brags" to gayeandersen@yahoo.com for publication in the next edition.

Winners of the Nathan Ancell Memorial Award

Note: Due to space limitations, the following pages contain short exceprts from the full business plans as submitted for competition

Caring Comfort at Home
By Guenevere Gonzalez

1.0 Executive Summary

My name is Guenevere Gonzalez founder of Caring Comfort at Home, located in New Rochelle, NY. We are an in-home health care service, formed as a Limited Partnership providing health care services for seniors, ages 65 and older in the comforts of their own homes. We are a family owned company with 7 other share holders as my partners.

Our main service is to provide the same forms of health care that a nursing home would provide with the exception of having to be institutionalized. We provide these services at your daily convenience and also help out with any additional daily tasks that you might need help with. This will open up a lot of time to be able to get things done with out having to worry about waiting in a doctors office or being institutionalized in a nursing home. The services we provide become an even greater convenience when it comes to those days when its raining or the is a little more dangerous for seniors, we come to your house so that you won't have to go anywhere.

1.1 Vision

Building a home based business that provides a stable and loving environment for seniors, ages 65 and older which allows them to remain at home for as long as they live and not feel neglected or pushed away from the home they have known all their lives.

1.1.1 Goals

- To have three main clients confirmed and contracts in place by 18 months.
- To franchise my business within three years.
- To increase or maintain self-sufficiency of my customers.

1.2 Mission

Making sure all employees', as well as the patients' family, have up to date information and a good understanding on how to care for our patients, not just physically but also mentally so there is a better appreciation for both, and so that we could better service our clients'.

1.2.1 Objectives

Survey different areas for the perfect location for my establishment by January 1, 2013.

Meet with partners and investors to ensure that we are financially prepared to have contracts in place by January 15, 2013.

- Establish a location with all contracts in place by February 1, 2013.
- Meet with a web page designer and have a web page created by March 15, 2013.

Obtain order from physician for home health aide services that is reviewed every 62 (sixty-two) days by March 31, 2013.

- Begin interviewing nurses and try to find the best qualified to be hired by April 15, 2013.
- Set wages and get them approved before opening day on May 1, 2013.
- Make contact and meet with an insurance agent, to ratify contracts by May 15, 2013.

1.3 Keys to Success

- Education - Ensuring that all the employees' of the company are well trained in all aspects of home health care.
- Integrity - All employees will be subjected to a background check so that we may have honesty and doing the right thing while in the clients' homes.

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- Commitment and Passion - Having the commitment, fullness of the heart, and the excitement for what we do is the difference we're making.
- Motivation - Having the determination to help others is what drives us to work everyday to be able to make that difference.

2.0 Company Summary

My company is a start-up, a home health care company, that I plan to be starting in May 2013. I am starting up my company in the health industry, an industry that is constantly growing and in need of the availability of different services to be offered. I am going to introduce my vision, health care distribution in the comforts of their own home, to seniors in the New Rochelle community as well as the surrounding communities. A personal one-on-one form of care to suit the specific needs of that individual, which I feel seniors don't get if institutionalized. Caring Comfort at Home basically describes itself in the title and I feel is well needed in the city of New Rochelle, New York and those surrounding cities. I even plan on trying to expand my business, shortly after being started, to another large state such as California or Texas.

2.1 Company Ownership

I have chosen a Limited Partnership form of ownership. I feel that this is best because I plan on getting my family involved in the business, especially when it comes to raising the capital to get the business started. I really don't have much to start with on my own so I will be looking to them for help with some funding and then investors and commercial loans for the rest. With a limited partnership they might be more willing if I offer some form of partnership to them, especially with a partnership agreement in place that will limit their liability if anything goes wrong but that benefits them if not. At the same time I could use their opinions and expertise towards managing/running the company and how to make it better being that they are already in the health profession. In my family I have a Licensed Practical Nurse (LPN) soon to be a Registered Nurse (RN), a Medical Assistant (MA), and a Certified Nursing Assistant (CNA) all of which I plan to bring in as partners to this business as well as employees.

2.2 Startup Summary

My estimated start-up costs and total requirements came to $70,200. My biggest start up expense, is going to be legal expenses. Tied into these fees is going to be insurance for my location as well as workmen's compensation. I need to be able to be covered in any situation when it comes to the health industry. I chose to rent my location for at least six months with the intentions to potentially move or have my business built so the rent is included in my startup. Along with an office space I will need office supplies. I must be sure to include utilities when it comes to renting a location. Along with insurance you definitely will have, as every business should have, legal fees. These fees mainly pertain to lawyers that you may need to look over documents or have on stand by just in case they are needed for any reason.

When it comes to home health care, well any profession actually, you will always need back up so included in my startup are medical supplies. Next I will need to promote my business somehow so I am including brochures and website development in my startup expenses. The assets portion of the startup is where the big money comes into play. I believe every business startup should always have a little nest egg, some back up cash I should say, saved away in the bank so I have added my little nest egg to my startup assets. Finally the biggest lump sum of all will be my entire startup inventory consisting of all the office furniture and accessories needed to decorate my office space. The only long term assets I feel believe my business is going to need is two, fully loaded, desktop computers with a fully loaded printer. It takes a great amount to be able to get everything together, started up and ready to roll by the day you plan to open.

3.0 Services

My in home health services company is exactly that, health services in your own home. My company's goal is to bring to your home all the basic services that a doctor's office or a nursing

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home gives you without you having to make an appointment or sit in an uncomfortable waiting room. You would be able to get your blood pressure checked while your watching your favorite show in your favorite comfortable chair. You can get your blood drawn while you are relaxing or laying down on your couch. If the senior is living with a family member, that family member can go to work or to run errands without any worries of leaving their family members.

My company provides our clients' with their very own nurse/home care attendant to cater to their specific needs and wants. The client will also be able to put forth their input on the certain characteristics of the health care professional that they would like taking care of them. My services are beneficial in the sense that every aspect is at the clients convenience, and that is why my USP is "Care and Comfort Conveniently in your Home."

Big Juice's Smoked Meats & Catering

By Wesley Brian Chadwick (Alumni)

I. Executive Summary

1.1 The Opportunity

1) Demands for food trucks and street vendors has soared in the five years up to 2011, and revenue will continue to grow steadily during the next five years. With consumer spending back on track, firms will incorporate unique food options to entice customers.

2) There is a trend in today's society of 'eating out' because of the high paced lifestyles of the working public. The average household size in Pensacola is 2.27.[2] Trends show that the majority of families live in a two income house, meaning that both parents are working and earning money. With so much time spent working, and therefore producing disposable income, more and more families are buying prepared food instead of taking the time to cook.

3) In the barbeque industry, the options for quality barbeque are limited. There is a multitude of vendors, but the fast paced cooking methods destroy the quality of the food. Barbeque produces the best results when it is cooked low and slow.

With so many people working and needing lunch during their workday, lunch trucks and cart vendors are prospering. It is fairly easy to get started in the industry and also fairly inexpensive. With rising numbers of employees looking for the quick lunch options, the industry is destined to excel. The idea of being able to enjoy slow-smoked barbeque without having to spend the multitude of hours preparing it will attract sufficient clientele. Most barbeque options are very expensive, but the low overhead of a mobile food service allows a better quality meal at a lower price than traditional brick-and-mortar barbeque restaurants.

1.2 The Company

1) Big Juice's is a mobile barbeque vendor and catering company with a passion for the barbeque processes. We will open our first location in 2014, and possibly a second in the future.

2) The business will be window-order service with call-in and pick-up orders. Possible delivery service for orders over $50 dollars. Hours of operations will be from 11am-7pm, six days a week.

3) The company will offer barbeque favorites, cooked low and slow over pecan and peach woods for maximum tenderness, moisture, and flavor.

4) The target market will be students and working professionals from 15-49 years of age.

5) Initially, we will open in the parking lot of one of the veterans clubs in Pensacola, Florida, but will relocate as customer demand dictates.

1.3 The Growth Plan

1) We will start out selling 100-125 plates per day, with plans of selling up to 500 plates per day within the first 3-5 years. Depending on the success and the speed of the success, a brick-and-mortar will be considered for the future.

III. Marketing Plan

3.1 Marketing Objectives

Build brand loyalty with a website for comments and criticisms.

Create word-of-mouth advertising by being friendly and inquisitive.

Generate repeat customers by offering incen-

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tives.

3.2 Targeting

Big Juice's will target students and working professionals between ages 15 and 49 who are looking for a fast quality food they can taste the passion in. As a mobile food vendor, the location can change as necessary, offering an easier control over transparency.

3.3 Market Penetration

The business will locate itself in high traffic areas across the Pensacola area with close proximity to popular shopping and retail locations. Advertising is limited in the industry; therefore, attractiveness of mobile unit and locations of high visibility will be first priority.

3.4 Pricing Strategy

The average ticket price will be $7.00, several dollars below the going average of brick-and-mortar competitors in the same industry. This is allowable because of the lower overhead.

3.5 Marketing Mix

For the past four years, the owner has been involved in over a hundred charity cookouts in the Pensacola community and has built a loyal clientele who have expressed their desires for a daily location where they could purchase the product offered. The advertising restrictions on mobile food vendors limit the company to word-of-mouth and websites. I intend to capitalize on the previously mentioned clienteles and areas. I will emphasize and continue my community contributions in an effort to succeed with that capitalization.

IV. Operations Plan

4.1 The Location

The location will be a spot with good visibility and ease of access by car traffic and walking traffic. Higher traffic areas will be chosen for maximum profitability. As a mobile food vendor, there is an advantage as pertains to location. Big Juice's will relocate as demanded by clientele and as suggested by profit analyses.

4.2 Hours of Operation

We will open at 11am daily Monday through Friday and possibly Saturday and Sunday in the future as demand dictates. We will close at 7pm in line with city regulations spending at least an hour after close to clean and prepare for the following day.

4.3 Facilities and Equipment

Used equipment has all been located and priced. A personal friend has contracted to provide the necessary kitchen equipment for $2,500. Some specialty equipment (i.e. stainless steel grill for easier cleaning) is in the process of being built to custom specifications in line with industry regulations and owner preferences.

4.4 Suppliers

Initially, we will source our food supplies from U.S. Food Service and Sysco; however, eventually we will contract with a local meat company who is USDA certified and inspected for our meat products to reduce inventory costs.

Cleaning supplies will come from Sysco and Sam's Club depending on amount and time specificity.

Small wares will be purchased from Restaurant Supply Warehouse on an as needed basis.

4.5 Inventory

Inventory will be purchased with cash weekly because food must be fresh. All foods will be delivered to commissary weekly on Mondays at 7am. In the event of problems with deliveries, food supplies may be purchased at grocery stores, but will slightly increase costs for such inventory purchases. Inventory will be turned weekly to prevent wastes. Restaurant industry norms are that inventory makes up 30% of sales; however, the facilities used for mobile food vendors do not allow for so much inventory, and weekly food deliveries ensures freshness and lowers inventory losses due to waste.

4.6 Product Safety

All products will be stored at temperatures as dictated by regulations in the industry. I will personally oversee all deliveries to ensure product has been properly handled and stored.

Winners of the Paul V. Cunningham Essay Competition

Living a Life with Impact
By Nathan Singleton

Large businesses give donations for students to go to college; successful entrepreneurs sponsor non-profit events and projects, wealthy families offer their land for major functions in the community, but what does the ordinary individual like you and I have to offer? I believe that we invest into the future by connecting with people, learning from them, and then investing in them with your gifts, skills, talents, sometimes money, but most of all your time. I have been working in higher education for two years now and have learned the importance of getting to know the people around you. Recently, I had the good fortune of encountering an opportunity that reshaped the way I view life and others. As a college student in the Human Services & Counseling program at Lindsey Wilson College, I was able to participate in a community service project for a horse farm out in Hopkinsville, KY.

> **"People talk about helping others all the time, but how often do you they actually follow through and prove it."**

The manager of this farm was the recipient of our gifts and donations for the horses. As thanks for our support of the farm, she brought out some horses for us to see and feed treats to among other things like petting them. She gave a brief presentation about the horse farm, what she was doing to help soldiers and children with special needs in the community and also shared how thankful and grateful she was for our benevolent support. After she was done, I walked up to retrieve a business card from her. Touched by her story and the lowly estate of the farm, I reached out to her and asked when I could be of assistance. She said "just come out anytime." I came out the very same afternoon. She was shocked to see me. Later I found out why. "I don't really expect people to keep their word. People say all the time I will come out and help, I am really interested in donating, or I will spread the word about you are doing out there, but they never do, it never happens." It was sad to hear, but what she was saying was so true. People talk about helping others all the time, but how often do you they actually follow through and prove it. So I decided, I don't be in the "talking statistic." I want to be someone this woman can believe in and trust to follow through on my promises.

To make a long story short, I have been going out to the farm almost every day for the past three months and I've learned a lot from Susan, the barn manager. She's taught me how to clean stalls, ride horses, and how to apply bandages to minor cuts and bruises. She also taught me something that went beyond horses, which was kindness. She showed kindness to everyone that visited the farm, no matter how mean or irritating a person was, if they were a first time visitor or a long time boarder, no matter what she treated everyone with the utmost respect. I wanted to repay her back in some way. I was already giving up my afternoons to help, but I thought to myself, what else can I offer? During those three months, I got a new job closer to home, which put me further away from the pasture. I didn't come out as much, but I was always thought about Susan and how the farm was doing. I had lunch with her a few times and even continued to come out on the weekends to help clean stalls and bring horses in, but it wasn't the same. I didn't feel it was enough. I knew she was doing most of the work on her own during the weekdays. But finally a door propped open for me to help her.

Through my membership in Rotary, a club that is known for their outstanding civic engagement, I managed to get a meeting open for her to come speak. She knocked the members off their

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feet and out of their chairs. Person after person after person flew past me after the meeting to either share a story with her, sign up to volunteer, or give a financial gift to help keep the farm up and running. I couldn't believe it! For the first time in three months, I saw Susan's face light up with happiness and joy. She would finally get the support she had been waiting for.

I share this story to communicate the need for regular hard-working people like you and I to get out and make a difference. It's time for us to make an impact. It doesn't have to be something big like jumping in front of a train to save someone's life; it could be something as simple as spending some time at a shelter or mentoring the teenagers at your church. I personally, through my work in higher education, will strive to make a positive contribution by taking the time to offer my time to others and by doing so inspire any spectators to develop a heart of giving. It doesn't take much. All we have to do is do it.

By Heather Lindsay

Leading others in a way that people will remember is my goal for future management experiences. I believe I can create a castle of building blocks due to my Y-Theory view of the world, possession of a democratic style of leadership, understanding of Maslow's Hierarchy of Needs, and my moderate to high degree of delegation. I have a vision that one day; my actions WILL make a difference in the world. I have been called to lead whether it is in church, school, work, or even leading a traumatic catastrophe. I have a dream to change not only the appearance, but change the entire image of society.

I have a very high standard of how people should live their life. As a result, I perceive society through a Y-theory view. According to Douglas McGregor's Y-Theory, work is a natural activity. I do believe everyone should work hard. By wanting to work hard, making a better future for themselves and others is obtained. If people are committed to their objectives, then they are capable of self-drive and self-control. By seeing the inner good in everybody, I believe that everyone has an initiative to make a better future. Also, if people are rewarded in working hard, then they will work even harder to receive those rewards. I have faith that any average person can learn to both seek and accept responsibility. As a manager, I will see the imagination, ingenuity, and creativity of each and every subordinate. With all of these characteristics, I will see the world through this Y-Theory perspective and will continue to do so in my future management experiences.

Most people find my leading style time consuming, and even though that is true, this leading style is very effective. Unique is a great way to describe the democratic style of leadership. I plan to delegate a great deal of authority while retaining ultimate responsibility. I plan to divide work on a basis of participatory decision making. Communication is my middle name, with my outstanding interpersonal communication skills, having an active two-way flow of upward and downward communication is what I do best. In management, I will keep others aware of what needs to be done, when it needs to be done, and how it needs to be done. Although this seems harsh, I will consider the opinions of others and will negotiate if it betters the outcome. By enhancing personal communication through participation, being an exceptional leader will be the result. I volunteer at K.C.A.R.C, also known as Knox County Association of Retarded Citizens. Because of this, I communicate well with the consumers and take into account their feelings and opinions, as well as, what is right. I want others to succeed and I am willing to help subordinates with anything needing assistance. With the democratic leadership style, I plan to lead in a very effective way.

By understanding Maslow's Hierarchy of Needs, I recognize that unmet needs are what motivate people. If someone hasn't met their physiological and safety needs then they will not have a social ability with others, and as a result, not become self-actualized. As a manager, I will provide as much guidance and support as pos-

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sible to ensure my subordinates' needs are being met. Keeping that in mind, Herzberg's Motivation Hygiene Theory states that there should be a stable mix of employee satisfaction as well as happiness. When leading others, I will make sure to reward individuals with internal motivators and show value in their work. With my understanding of Maslow's Hierarchy of Needs, I feel I will lead in an outstanding way.

Lastly, having a moderate to high level of delegation will make a strong leader. My employees will investigate and take action. I will then advise on the action that took place. This means my subordinates will dig up facts, make decisions, take action, and then advise me on what took place. Many others think this is a risky way to delegate but I have a trusting heart and I believe that God will keep me safe in decision making as long as I seek him. Like Elmer Town said, "All great leaders have a common spiritual gift… faith."

In conclusion, leading others is what I was born to do. I like to keep this quote in mind, "True leadership must be for the benefit of the followers, not the enrichment of the leaders." With this in mind, I will lead others in an encouraging way so they can learn and grow along with myself. I feel that if I keep the Y-Theory view of the world, possess a democratic style of leadership, have an understanding of Maslow's Hierarchy of Needs, and obligate a moderate to high degree of delegation my business will be very successful. I believe my determination and strong drive is going to make significant, positive contributions to mankind. Like this famous quote states, "Real leaders are ordinary people, with extraordinary determination." As an ordinary person, I will use my extraordinary determination to become the most effective leader possible. This in fact, ensures the positive impact I will make to mankind by leading others in a way people will indeed remember.

Winners of the Steve Perri Essay Competition

The Pros and Cons of Entrepreneurship

By Bruce Loring (Alumni)

All of the choices we make in life come with a list of advantages and disadvantages, and becoming an entrepreneur is no different. The truth is that entrepreneurship involves lots of risk taking, but with the risks there are also rewards. If one is willing to devote enough time and energy to what they are doing; the payoff they receive will be the ultimate reward. There are a lot of reasons to put all of your effort into something you believe in, because some of the most successful businesses in the world were started this way.

Some of the bad things about entrepreneurship are, most of the time you'll have to work extensively, and you might find yourself without a paycheck or benefits. It might take a while of working under these conditions as well, and that means giving up on other things you enjoy doing. There will most likely be a lot of extra stress in the beginning, and that might make you feel easily annoyed. There is also the pressure that comes from worrying about potentially losing what you have invested, and from having to deal with incompetent people. The better you are at dealing with the pressure; the easier things will get for you. All entrepreneurs have to start somewhere, and the more you are willing to put into it; the more you will get out of it.

Stress might also come from having to be the one responsible for everything that happens with the business. You have to make all the tough decisions, and when things go wrong, you have to be the one to answer for them. The biggest problem with that is, you will have to depend on others to do their jobs correctly, and when they don't, you have to deal with the problem.

Some of the good things about entrepreneurship are, since you are the one making the decisions, you will not have to get have approvals from others to make changes to help your business grow. You will also know that you are doing something

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that you really want to do and not just what you have to do. Nothing is worse than spending your whole life doing something you don't enjoy, and knowing that someone else is getting rich off of your hard work. When your business becomes successful, you'll be able to reap all of the benefits, and then you'll be compensated for all the hard work you have done. This will mean total independence, and then you'll have plenty of time to enjoy life outside of work. Another good thing about entrepreneurship is, even if you're not a success on your first attempt, you will have a great place to start when you are ready to try again. Things might be little difficult in the beginning, but you will feel better knowing that all of your hard work is going to help make you a success.

We are all entrepreneurs at heart, but it's the person who is willing to do whatever it takes to be a winner, that will be the most successful. There are good things and bad things about every part of life, but the person who knows how to deal with both ends up with the best of everything.

The Pros and Cons in Entrepreneurship
By Eugene Smith

After spending time in the workforce, many Americans discover that they would rather work for themselves than become a personnel number for the traditional profit maximizing corporations. In these corporations, many times leadership passes along through politics. Sometimes qualified employees get overlooked when they refuse to conform to in-groups and often face ostracism. The work environment can be quite disturbing when the head of operations does not know how to empower employees or incompetent about company policy. Some Americans find they would rather be an entrepreneur. Most would rather become an entrepreneur because the first thing that comes to mind is being the boss. By becoming an entrepreneur, every factor is critical to making decision, and critical thinkers thrive off the thought of operating at full capacity and receiving full recognition. Even though the idea seems like an offer no one would refuse, there are cons to this lifestyle, and only the right individuals can make the pros outweigh cons.

> **"By becoming an entrepreneur, every factor is critical to making decision..."**

Employees at corporations dream of the benefits entrepreneurship offers. Instead of waiting for schedule print outs, the entrepreneur makes his own schedule. Now, little Timmy can watch his father cheer for his baseball game on the sidelines instead of wonder about him in a work cubicle. In other words, entrepreneur can please the needs of his family, which means quality time with his wife Kate, Timmy, and Lassie, the family dog. In addition, business owners earn what they are worth after putting in the hard and productive work. Nobody else would be able to take credit or receive any recognition behind the individual's innovative thinking. By innovational thinking, business owners can create new markets and methods of work instead of partaking in highly structured corporation environments.

On the other hand, corporations protect employees from the costs of entrepreneurship. All individuals do not have the skills to be an entrepreneur, and corporations train and pay for classified job titles. These employees receive an almost guaranteed paycheck for labor. The entrepreneurs depend on the demand of consumers to receive profit. If the business owner cannot sustain when business is slow, he could possibly lose everything in his possession such as, his home, car, or any other personal property. Business owners face unlimited liability while employees are protected by well sustaining corporations and government agencies.

Depending on the individual, certain attributes of entrepreneurship can come as a benefit or a cost. Being the head of operations requires decisions making. Entrepreneurship differs from reporting to upper management and officials, and

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the business owner must embrace unlimited liabilities; however, the rewards are unlimited given that the owner can make effective decisions in an efficient manner. In addition, if the owner cannot determine whether personnel qualify in the hiring process, there arise even more costs. The business owner must conduct background checks as well as approve of proper certifications and degrees if the job requires a certain skill set. The flexible work schedule appears beneficial in certain circumstances, but sometimes particularly starting up a sole proprietorship initially requires longer work hours. Survival of the business depends on the drive that an individual has to succeed for the entrepreneur must first endure.

There are many pros and cons associated with entrepreneurship in comparison to more secure jobs offered by corporations. When the entrepreneur has established a steady income and less burdensome decision making, he can spend more time with his family from the convenience of a flexible schedule. The entrepreneur has ownership of all innovative ideas and decisions extracted from his thoughts; however, he must also take ownership of the unlimited liability if these ideas and decisions do not have successful outcomes. Entrepreneurs are highly motivated individuals who are willing to make risky decisions because they want recognition for what innovation and abilities are worth. Confidence such as that of an entrepreneur can create a legacy of innovative technologies and efficient methodologies.

Fascinating and Useless Stuff

- Every day more money is printed for Monopoly than for the US Treasury.
- Men can read smaller print than women can; women can hear better.
- Coca-Cola was originally green.
- The state with the highest percentage of people who walk to work: Alaska
- The percentage of Africa that is wilderness: 28% (now get this...) The percentage of North America that is wilderness: 38%
- 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) x (111,111,111) = 12,345,678,987,654,321
- Only two people signed the 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.

Q. Half of all Americans live within 50 miles of what?
A. Their birthplace

Q. Most boat owners name their boats. What is the most popular boat name?
A. Obsession

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THE FOUR ENGINES OF LIFE-LONG SUCCESS

Every human being wants to be successful. For many, success is measured in terms of power, fame or financial income, while other people measure it in less tangible ways. Whatever your criteria, I've never met a lazy person, so I assume you, too, are interested in success. The question then becomes, "What skills or traits are required for extraordinary success?"

For many years, social scientists have tried to measure the causes of success, and one of the most frustrating things as a Coach is the degree to which they have merely confused the issue. Many people have heard that successful people tend to be taller, prettier, younger or have some other characteristic over which they have NO control. What these studies fail to tell you is that all these factors combined account for less than 10% of the variables that drive long-term, repeated success!

Race, age, gender, family history, all of that COMBINED make almost no measurable difference! On the other hand, what's exciting is that the things that DO make a difference are almost entirely under your control! That's exciting, and tremendously hopeful!

What are the things that actually MATTER in long-term, repeated success? Here are some of my key observations from years of working with unusually successful people:

1. FIRST things first--Personal stability. High achievers usually live quiet, structured lives. They tend to settle down, have good relationships and mind their own business. They get to bed on time, eat well, get a bit of exercise and pay their bills. Their lives are organized and orderly, free from distractions and worry so their daily chores do not interfere with achieving their goals. To achieve great things, get organized! Get a good night's sleep and start with a good breakfast. Every single day. In the quest for success, boring is good!

2. SECOND--Positive Self-Direction. High achievers know where they're going and how to get there. For most, this means clear written goals, although many successful people describe it as an "inner confidence" or a "sense of purpose." Whether it's a list or a vision, successful people know what they want and permit few distractions. They are not tempted by short-cuts or get-rich-quick schemes. They have chosen their direction, goals or themes in life and like a compass, they always point straight ahead.

3. THIRD--Personal Urgency. I am not talking about impatience or jumpiness. Far from it! Successful people have "all the time in the world." They are patient, persistent, determined and resilient, but they do not waste time. They focus on things that make a real difference. They think in terms of priorities, progress, and action-steps, but they are not rude about it. They focus on priorities and have a healthy eagerness to move forward.

4. FOURTH--Constant Learning. Successful people are curious and learn faster than other people. They read more, ask more questions, take more classes, try more things. They make mistakes, but rarely make the same mistake twice. No one is born knowing how to walk, talk, or write software. Successful people LEARN to invest, invent and create. They have mentors, MasterMind groups, and coaches. They know that practical, immediately-useful knowledge is the key to solving problems and achieving their dreams.

The most important thing about these "engines" is that each of them can be learned! No one is born with a stable life, a sense of self-direction or urgency! These are habits that each of us can absorb and master, often with very little effort.

Success is not about luck or lucky genes; it's about learning appropriate skills, then using them to create the life you truly want. I've often written that a GREAT lifeis actually easier than living a complicated, confusing or mediocre life, and I'm convinced it's true. Keep it simple. Keep it focused. Play by the rules and learn towin the game of life.

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Winner of the Marc Napolitano Memorial Award

Corporate Growth through Social Media

By Danielle Yakovetz (Alumni)

Though often seen as the greatest indicator of success, the matter of whether a company is growing can be surprisingly ambiguous. A company can experience growth in one area while concurrently suffering losses in other areas. For example, strong sales growth means little when the company cannot turn a profit due to losing market share. Another company may be gaining market share but losing sales volume. Successful corporate growth therefore requires balance, planning, and strategic execution.

Traditionally, corporate growth is pursued in one of three ways (Samuelson, 1998): In a high-growth company, market share and/or sales volume are sought vigorously, even at the expense of short-term profitability. The company risks going bankrupt before it can achieve the desired market share or sales volume growth. A slow-growth company maintains profitability while pursuing smaller gains in market share or sales volume, to give emphasis to financial longevity. The third growth strategy is retrenchment--purposely sacrificing market share and sales growth at the expensive of achieving short-term profitability. Retrenchment establishes a basis for the other growth strategies by eliminating operations in markets where it has the fewest advantages, leaving a core business in which it has a solid advantage over competitors

The decision of which strategy a company chooses to pursue is largely one of resource allocation. Funds are limited and market research and advertising are costly—or at least, they can be. Thanks to social networking, these tasks have become easier and more cost-effective in recent years. Suddenly, an enormous amount of information about consumer's lifestyle habits has become freely available. Companies can follow posts and Tweets to discover industry trends; learn general opinions on products; observe competing companies' successes or gaffs; and even predict future trends in the market. Additionally, companies can create free social media profiles and provide customer service, interaction, and market research in ways they previously could not. This form of "indirect advertising" is a way of gaining repeat exposure, which can help build familiarity with a company's name, establish an identity, or create awareness of new products or ideas.

> **"Suddenly, an enormous amount of information about consumer's lifestyle habits has become freely available."**

Social media provides an unprecedented ability for direct advertisement as well. A major benefit of purchasing paid advertisement from social networking sites is these campaigns are highly targeted based on user data and demographics such as gender, location, interests and professional status. Theoretically, money spent on such advertising would be more cost-effective because it is reaching only a very specific, interested audience.

Each of the well-known social media sites has its own unique audience and opportunities. LinkedIn, for example, is geared toward business professionals. Fenot Tekle, senior manager of corporate communications at LinkedIn, expressed the following in a 2012 article published in e-Commerce online magazine: "It's the only place on the Web where marketers can engage such high-quality audiences, with relevant content, in the appropriate context." Facebook is a goldmine of demographic data, all of which can help companies get their message to just the right people. In addition to standard ads, "indirect" advertisements on Facebook, such as posts from a company

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profile, show up in users' news feeds. "With the ads on the side you can have 'banner blindness,'" said Fredrik Skantze, CEO of Qwaya, in the same 2012 article. "News feed ads are effective because … they're reading the news feed, and these ads are in the stream of the news feed. They just happen to be a brand." In short, "brands want to be where consumers are, and consumers spend a lot of time on Facebook."

A challenge of using social media to foster corporate growth is maintaining a distinctive image and voice across multiple platforms. Marketing on social channels requires a lot of oversight. Because communication on social media sites is expected to be dynamic and ongoing, a lot of relevant, engaging content is needed. Companies may therefore invest significant time in coming up with new content. Flexible, creative campaigns are critical if social presence is expected to flourish.

While film and the media have long provided ways to interact with consumers, the unique features of social media have fundamentally changed the way companies achieve market growth and sales and have therefore altered the dynamic for corporate growth. In an environment where market share and sales volume can be heavily influenced by a company's social profile, will emphasis on these areas have a negative or positive affect on overall profitability? It will be interesting to learn what is possible for companies using these new media outlets to pursue corporate growth.

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Winner of the "My Best Day in Class" Essay Award

My Best Day in Class

By Amy Lee Valente (Faculty)

As I pondered the creation of this essay, one particular day stood out in my mind as "my best day in class." When I think about why this day stood out to me, I realize that it's because the students had fun, but the light bulb in their minds went off at the same time. I wanted the students to grasp the concepts of project management and the intricacies involved in managing clients, management and staff, as well as project requirements, resources, and risks. I chose to use the concept of building with legos to impart this knowledge, based on other learning activities that I was familiar with from a PM4Kids program. When I was a child (and subsequently when my children were small), I remember using legos to build imaginary places. It was amazing… building whatever you wanted for whatever purpose.

As a Project manager, often times, you don't have the luxury to build what you want to build. You must build what your client wants, according to his or her specifications, whether it be a building, a software program, or a new soccer stadium. The point is, as a project manager, it is not necessarily about imagination, but more about project completion and client satisfaction, within project budget, timeline, and quality.

On this particular day in class, I brought in the well-used legos from days-gone-by. I explained that the students were part of a matrixed organizational structure. The objective of the ficticious project was to create a lego structure based on customer requirements, in a certain timeframe for a negotiated fee. I obtained student volunteers for each of the project roles – one client, one project manager, one functional manager, several project "implementers," and several observers to watch as the process unfolded. I gave each student instructions on what to do. The client was to explain to the project manager what he or she wanted and negotiate a fee with the project manager. The

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timeline was pre-determined as 10 minutes. On this particular day, the student client wanted a building with a pink first layer, windows along the front of the structure, trees along the outside, and at least five bedrooms. As an outsider, you can imagine the ambiguity of these requirements – where do the windows go? How do you want the trees located? How should the bedrooms be positioned? How many floors do you want?

It didn't take long for the project manager to realize that he or she needed further definition on the requirements. Once the requirements were finalized, the project manager instructed the project team members on how to build the structure. Everyone was working along diligently until the client came in with some changes. Then, the functional manager pulled one workers to a more important project. One of the team members had a death in the family. All of the possible risks happened on this project.

Those students observing, quickly took note of the issues that were occurring. After the project failed, we then had a debriefing on what could have been done differently to manage a successful project. I view this as "my best day in class" because the students were actively learning. I could have explained the project management concepts to them as a lecture, but this approach to learning with legos was much more fun, but at the same time, genuinely helped them to understand the role of a project manager. Students still bring up this class to me as a real learning experience.

Fun Quiz
True or False?

Let's see how good you are...some are tricky! Answers are at the bottom of the page.

1. Apples, not caffeine, are more efficient at waking you up in the morning.
2. Alfred Hitchcock didn't have a bellybutton.
3. People do not get sick from cold weather; it's from being indoors a lot more.
4. When you sneeze, all bodily functions stop .... even your heart!
5. Only 7% of the population are lefties.
6. 40 people are sent to the hospital for dog bites every minute.
7. Babies are born without kneecaps. Kneecaps don't appear until we're 2-6 years old.
8. The average person over fifty has spent 5 years waiting in lines.
9. The toothbrush was invented in 1498.
10. The average housefly lives for one month.
11. 40,000 Americans are injured by toilets each year.
12. A coat hanger is 44 inches long when straightened.
13. The average computer user blinks 7 times a minute.
14. Your feet are bigger in the afternoon than the rest of the day.
15. Most of us have eaten a spider in our sleep.
16. The REAL reason ostriches stick their head in the sand is to search for water.
17. The only 2 animals that can see behind themselves without turning their head are the rabbit and the parrot.
18. John Travolta turned down the starring roles in "An Officer and a Gentleman" and "Tootsie."
19. Michael Jackson owned the rights to the South Carolina State anthem.
20. In most television commercials advertising milk, a mixture of white paint and a little thinner is used in place of the milk.

ALL OF THE ABOVE ARE TRUE.....

Winners of the Keith Ulich Memorial Award

Living Life to Its Fullest
By Susan Gadberry (Alumni)

Living life to the fullest is something that I was not doing four years ago. In 2009 I was going to be 40 years old. It was a time for some reflection on my life and time to think about what my future could hold. At that time my future didn't look all that inviting. Through the years my weight had climbed so high that I was asking my 5'2" frame to carry around 225 pounds. I had been on medication for high blood pressure for several years and I had recently been diagnosed as having Type II Diabetes. Dealing with constant knee pain and fatigue had become a daily part of my life. Needless to say, I was not in a place where I felt good about myself and as a result my self-esteem was at an all-time low. With a daughter in high school and a son in junior high, I felt depressed knowing that I wasn't being the kind of mom to them that they needed. My highest education was one semester in college before I withdrew to move to Florida and marry my husband. I spent the school year working as a substitute teacher, which I enjoyed, but also knew that it was all the further I'd climb on the job ladder.

I think everyone comes to a point where they deal with a situation that is considered, "make or break". For me, it was the spring of 2009. The same month I was sent to the hospital for a scan which revealed a fatty liver, my sister delivered my nephew by emergency surgery. When Bryn was delivered, he weighed only 3lbs and 14oz. Holding him and seeing him fight to live was the wake-up call I needed. When my sister went back to work, I quit substitute teaching to be Bryn's caregiver. When he napped, I got on the treadmill. When he was big enough for a walker, he chased me around while I did workout videos. By the time he was 9 months old, I was 50 pounds lighter and also much healthier.

With this new found confidence, I made another big decision. I applied and was accepted to Vincennes University. I would discover that I was able to achieve more than I ever thought I could. I was thrilled to find out that after my first semester, I had made the Dean's list! Some of my accomplishments included: being invited to join Alpha Beta Gamma, winning two additional scholarships, and receiving an honors certificate for best student in my field of study. I walked across the stage at graduation proudly wearing my honor stoles of ABG and magna cum laude.

After graduation, my dream of working for the university became a reality. I work in the Center for Career & Employer Relations. I find great joy in being able to help those who are searching for what they want to do in their lives. Now my life includes white water rafting trips, teaching at women's conferences, and even doing stand-up comedy skits. I feel like I truly have a whole new lease on life and am living it to the fullest.

Living Life to the Fullest
By Skylar J. Saxton

Everyone has told me that I need to live life to the fullest as though today might be my last day on this Earth. Many things could happen in life that are unexpected. An accident could occur, or a sudden death could be completely unexpected. Moments like these can instantly change your life as you know it. I was naïve enough to believe that such a change or a tragic event would never happen to me. Frankly, most people seem to be that naïve that until something happens to them. I had to learn this lesson the hard way.

In 2007, my life and the life of my family changed forever. My uncle fell during a construction accident, causing him to become paralyzed from the shoulders down. It was a devastating and life altering moment for everyone in my family. My uncle had two small children and was the financial provider for his family. Their world was

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forever changed. It became the responsibility of our entire extended family to take care of his daily needs. Looking at all the equipment he needed from physical therapy to being able to function in the house or achieving mobility was difficult to comprehend. It was not only a physical change to the family but an emotional one. Imagine having to wake up every morning and get him ready for the day, to make sure he gets to and from appointments, tend to his basic needs, and to try to make his life as normal as you could. It was difficult for everyone. Then in 2011, my uncle stopped breathing in his sleep and passed away. This was yet another emotional blow to the family. Witnessing and experiencing the hardships of what happened to my uncle showed me that something could happen to you at any point in time. It showed me I needed to live life the best way that I could and be grateful that I wake up every morning healthy and happy. What happened to my uncle was devastating, but he showed me the strength and courage that I needed to explore and fight for what I want to do in life while I am still able.

"I have so many life goals to achieve that distract me from worrying about what may happen to me in the future."

In order to live my life the way that I can, I plan on finishing college. I have so many life goals to achieve that distract me from worrying about what may happen to me in the future. I take my schooling very seriously. I will enjoy my college life while ensuring that I take full advantage of what I can as a student at Vincennes University. My life goals drive me to achieve what I want in order to reach my full potential. I hope to one day find the perfect one to settle down with kids while living, what would humanity have to look forward to? How would you set your goals and desires? How would you appreciate the good things in life?

I have always wondered how the average person feels about these issues. Does everyone feel the same as I did back when I was in high school? Back then I thought, "Will this get any better?" All of the negativity around me soared through my mind like black crows in the sky. I never seemed to think positively back then. It, in turn, led me to a life of misery and despair. Instead of thinking positively and seeing white doves soaring through my mind instead of incessant crows, I just could not shake myself into believing that there was more to life than wishful thinking.

Fast forward ten years and things have begun to change for the better. I met an amazing woman who taught me that life is not all that bad, and I have been stuck under a rock for most of my life wondering what went wrong when I should have been thinking "Hey, I can do this!" The truth of the matter is that nothing is going to get better if I do not take the initiative to fix it. I should have grabbed my life by the hand and ran with it. Carpe Diem - seize the day.

I learned that every moment in my life I should try to live by that Latin phrase. Everyone knows there are troubles in life, but if you waste it worrying about the small things then you tend to miss out on the much bigger things. When I married my wife, I knew what it was like to seize the day. I obtained my GED, and that allowed me to enroll in college. I strived to make the best grades that I could and to be the best that I could be. I even made it on the Dean's List on several occasions and joined the honors society. Also, together my wife and I created a plan and paid off all my debts that were left over from my past life.

Next, I plan on graduating college and heading off to Virginia with my amazing wife and pos-

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By Tracey Russell

Everyone knows that life is full of ups and downs, but what do you do when things start to go side to side? The truth of the matter is, no one is perfect and life will throw you a curveball every now and then. If life were nothing but easy

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sibly creating a business of my own or finding a job that not only makes great money, but is something that I truly enjoy. From this day forth, I plan on living my life to the fullest and never looking back at those gloomy days. Even though life throws several curveballs at you and you feel as if you are on a rollercoaster, just remember that everyone has a purpose in life and there is so much to look forward to in this world. If it had not been for my amazing wife I never would have learned how to truly enjoy life each day to the fullest extent. I do not know where I would be or who I would have become. One thing I do know is that I do not have to let my past define me. There is always another chance for me to seize every moment of the day.

Carpe diem indeed! With the sky as my limit, I can always be grateful that I am alive and well. There is no reason to walk out on what life has to throw at me. I need to look it square in the eyes and face it as if it were my worst enemy but my best friend because life is full of both negatives and positives, but overall I must take what is thrown at me and turn it into the best achievements possible. Do not just seize the day! Seize every waking moment that you can and enjoy the world as if each day could be your last.

Winners of the David Pope Essay Award

The Impact of Emigrants in the United States

By Liz Faires (Alumni)

Immigration is very important to the United States (US) and the impacts are felt throughout the country. Many states have immigrant populations that have made great positive economic and cultural impact on the local and regional area. Many of our foods, entertainment, and celebrations were brought here by immigrant families moving to America.

In recent years illegal immigration has become the hot topic in many states. Some states have created their own immigration laws to help reduce the number of illegal immigrants and their impact on the local economy and work force. This has caused a rift between the illegal immigrants, legal immigrants, natural citizens, local officials and the companies that hire legal/illegal immigrants.

Having lived in several states where farming is a large part of the local economy, I have seen the impact of immigration up close. Immigrants work tirelessly in the fields in all types of weather, poor working conditions and low pay. Immigrants will do jobs that most US citizens feel are menial and below their station in life. Yet the jobs they do help feed millions of people every year in the US and around the world. Not all jobs that immigrants do are in the farm fields, many are high paying jobs in science, education, medicine, and politics.

Immigration has changed the racial demographics in the US. In the early 1960's mixed racial relationships were considered an affront to society. As immigration has increased over the last fifty years so has the mixed racial environment. It is no longer as simple as White, Black, or Hispanic. The new racial demographics are a mixture of all cultures which in turn changes the political dynamics of the community at the local, state and federal level.

Immigrant and racial dynamics in politics is hard to estimate at the local level, but at the state and federal levels it is much easier to interpret. There are 50 states in this democratic nation which means there are 50 governors. In 2011 there were 45 white governors and 5 minorities holding office. While this doesn't show much diversity because of immigration the makeup of the federal level of government does.

At the federal level the highest office of the US is held by Barack Obama a mixed race individual who was born in Hawaii, and can tie his family history to Kenya and Ireland. The US Congress also shows how immigrants are influencing our democracy. The Congress is comprised of the House and Senate. The 112 Congress had 445 men and 93 women. The racial mix was 457

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Whites, 44 Blacks, 27 Hispanics, 9 Asian and 1 American Indian.

The US has been called the melting pot because of the diversity of our population. This is the only county that has a minority indigenous people. As immigrants continue to filter into our society and enter the gene pool the contributions of immigrants will only continue to increase. This country will continue to exist because of the diversity of our population.

The only true non-immigrants in the US are the American Indian tribes. Without immigration the US would not be the country that it is now. My great-great grandparents arrived in New York City prior to World War I, my background is Irish, English and German.

The founding fathers of the US were immigrants from England and others parts of Europe. When the laws that govern this country were drafted the idea was to create a self-governing country and to move away from a monarchy. Emigrants have impacted the democracy of the

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America's Past, Present & Future
By Susan L. Gadberry

Although photos were not taken, I have vivid images in my mind of my ancestors from the stories I was told. My great-grandmother, along with her mother and several siblings traveled to England from Hungary and boarded a ship for America in the year 1913. My Great-great grandfather, John Takash, had already made the journey two years prior with his two oldest sons. When the men arrived, they worked tirelessly at any and all jobs they could garner. Their vigorous labor compensated for their poor English language skills. Just enough money was kept for living expenses and the rest was sent back to Hungary. John's dream of a better life for his family in America became a reality in 1913 when his wife and the rest of their children boarded the ship, not in second or third class in the belly of the vessel, but on a top deck in First Class. They would possibly never again know such pampering, for a lifetime of hard work was soon to follow.

Through the stock market crash and the great depression, the Takash and Vash families not only survived, but thrived. On their farms they raised crops and livestock. Their orchards produced ample fruit for them to consume and sell. Even their chicken coops overflowed with enough eggs to make a small profit. All of this was in addition to working in the dangerous underground coal mines. In later years they would see their granddaughter, my mother, graduate from a four-year university with a Master's degree in education. From a small village in Hungary to college graduates, their family had surely come a long way.
This incredible work ethic was not exclusive to my ancestors. The countless emigrants that went before and after them have made our country what it is today. According to an article published in 2011 by Forbes magazine, 40 percent of the 2010 Fortune 500 companies were founded by either emigrants or children of emigrants. No sector of our economy has been untouched by the tenacity and industrious spirits of emigrants. The following table lists the areas in which emigrants have made a huge impact on our democracy:

Resources and Energy	Consumer Products
Financial Services	Manufacturing
Healthcare	Insurance
Communication	Aerospace
Electronics	Other

According to the article in Forbes magazine, "The 'New American' Fortune 500", seven of the ten most easily recognizable brands in the world were founded by either emigrants or their children. IBM (International Business Machines) is one such company. Herman Hollerith made a huge contribution to the company with his tabulating machine in the early 1900's. Mr. Hollerith was the son of German emigrant Professor Georg Hollerith. Another top company is Bank of America Corporation. A.P. Giannini was the son of an Italian emigrant. He loaned monies to emigrants when most banks refused. Because of his diligence, he created a banking corporation that would

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thrive by serving ordinary people according to the PBS on-line history page, "Who Made America."

Because so many innovative ideas of emigrants have helped shape the United States into the country it is today, I cannot help but wonder what the future holds with the concern over emigration laws. The ideas of the past continue to drive the economy of our present and will hopefully endure well into the future.

Alpha Beta Gamma International Business Honor Society

Eligible Disciplines

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Aviation Management
Baking & Pastry
Banking
Broadcasting, Radio, TV
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Business Economics
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Business Statistics
Casino Management
Civil Construction Technology
Communications
Communication Technology
Computer Aided Design/Drafting
Computer and Electronics Service
Computer Information Systems
Computer Network Technology
Computer Programming
Conservation & Regulation
Construction Mgmt. Technology
Culinary Arts
Culinary Management
Dairy Management
Data Processing
Digital Photography
Electrical &Electronics Engineering
Electrical Technology
Electronics Servicing Technology
Environmental Design
Economics
Entrepreneurship
Fashion Design
Fashion Marketing & Management
Fashion Merchandising
Finance
Fire Science Technology
Game Art & Design
Graphic Design Technology
Health Insurance Claims Management
Health Information Technology
Health Services Administration
Horticulture Technology
Hotel Management
Human Resource Management
HVAC
Industrial Design
Industrial Management
Interior Design
International Business
International Studies
International Public Relations
Industrial Relations
International Public Relations
Investments & Securities
Legal Secretary
Library Science Assistant
Management Information Systems
Management Science
Market Research
Marketing Management
Media Arts & Animation
Medical Assisting
Medical Secretary
Mortuary Science
Motor Vehicle Technology
Office Technologies
Operations Research
Paralegal
Personnel Administration
Postal Services Management
Public Administration
Public Relations
Range Management
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Small Business Management
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Textile Engineering
Theatre Management
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Word Processing

Winners of the Francis Cunningham Essay Competition

Ethics in Business

By Scott Andersen (Alumni)

It is extremely hard to come up with a concise definition for the word "ethics". Oh, one can tersely define the word, but in reality an ethical code is determined by being able to follow your moral compass and determine the difference between right and wrong. Every person has his/her own code of ethics based on their background, how they were raised, perhaps a religious influence and an understanding of the legalities involved. It is easy to say if something is legal or illegal, but defining morality is extremely hard to do. It seems today that cheating is an accepted practice: corporate executives cheat, athletes cheat, people cheat on their taxes, kids cheat in school. Especially in a down economy when people feel that they are being taken advantage of, they seem to feel that anything goes to help "even the playing field" We all know of someone who has taken items from work, or padded an insurance claim, and if they had a chance, probably would buy stolen merchandise if it was cheap enough. With such confusion about personal morals and ethics it is no wonder that the topic of business ethics becomes even tougher to define.

Business ethics is the development of an ethical code of what is right and wrong according the company—which, of course, arises out of the ethical conduct of the officers of that corporation. According to Merchant, "business ethics manifests both as written and unwritten codes of moral standards that are critical to the current activities and future aspirations of a business organization." Business ethics can, and do, vary from corporation to corporation—the problems arise because (1) there is no agreement about morality, (2) there may be conflict between personal morality of the officers or directors and corporate morality (3) in many cases the bottom line financial decisions can clash with "morality" and decisions can be made with dollar signs in mind.

Business decisions are sometimes made based on what is in the best interest of the owners—how to maximize profits. It can be argued that it is right and just to conduct business in such a way that the owners (stockholders) are rewarded for their investments in the business. This was the case of Enron Corporation where the huge scandal that arose from falsifying financial statements to show a profit rather than a loss resulted with the collapse of the company.

A better way to conduct business ethically is to consider the needs of all that will be involved. This would include the owners, the employees, the community, the environment, and both national and global concerns. Doing what is right for all and doing no harm will result in an enjoyment of long term goodwill, tryst and profitability of the corporation.

How do you determine what is ethical? One only need answer the question: what if everybody knew about this decision? If none of the stakeholders would be harmed, and would ultimately benefit from the decision, it is probably an ethical one. An acid test to just the ethicality of any decision is to ask yourself, "what if my mother found out"? If your mother would be proud—go for it!

By Tesla Carty

Ethics in business are one of the many building blocks of a business. Ethics are a company's values and beliefs. It can also pertain to moral duties and obligations. This is what drives each and every owner's decisions. There are good ethics and bad ethics. It can affect a company's image positively or negatively. It all depends on the owner and how they were raised. A person with good ethics would choose

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to pay more to dispose of wastes properly in order to better the environment. Someone with bad ethics will most likely care more about cutting costs and making money rather than caring about people and the environment.

Good ethics in business can bring upon some worthy benefits. When it comes to customers, it's important to have good ethics in order to show customers a business cares about them. A good image will attract customers to buy from the company. This will improve sales and thus increase profits. Employees will want to continue working for a company if they have good ethics. This is a benefit because a business will save money by reducing labor turnover rates. Without employees wanting to leave a business, the company won't have to hire and train new employees. More employees will be attracted to the business if they believe the business has good ethics. This could reduce the cost for recruiting new employees and increase the chances of the business to get the most talented employees. With the best employees, the business will be more productive.

When a business has bad ethics, it will have a very negative impact on the business. If customers notice a business does not deal with issues in a good ethical way, the business could lose the customer's trust. A customer isn't going to buy from a company that isn't trustworthy. If customer's refuse to buy a company's product, the business won't be successful in the future. Any company that doesn't believe in something is a company that believes in nothing. Bad ethics can be the cause of civil lawsuits and criminal liability. These instances could be very expensive. A company could avoid this by having good ethics established.

Most businesses have a written set of guidelines issued to its workers and management to help them conduct their actions in accordance with its primary values and ethical standards known as a code of ethics. Each customer and employee must feel like they are treated the right way. The most typical components of a code of ethics would include competence, credibility, confidentiality and integrity. Each employee in the company must follow the guidelines in place. The code of ethics should be published in each company's policy and procedures. It is especially important because everyone in the world has their own values and views in certain situations. A code of ethics will provide employees with the basic idea of how each situation should dealt with.

Potter Stewart once said, "Ethics is knowing the difference between what you have a right to do and what is right to do." It reflects a company's philosophy and way of doing things. Company decisions are based on what they feel is the right thing to do. If a company feels that the right thing to do is make money and that's all the company cares about, the company won't have a very long life span. Bad ethics can affect employee morale and customer response. If customer's feel they aren't the main concern of the company, they may decide to shop at a business that cares about the customer. Employees may decide to work at another company if they aren't being treating the way they feel is the right way. Good ethics will only produce positive effects on a business. It will make the business's image look respectable. A good image will attract customers and employees thus producing favorable profits. Good ethics are good business.

VERY PUNNY...

*** Two vultures board an airplane, each carrying two dead raccoons. The flight attendant looks at them and says, "I'm sorry, gentlemen, only one carrion allowed per passenger."

*** Did you hear that NASA recently put a bunch of Holsteins into low earth orbit? They called it "the herd shot round the world."

*** Two Eskimos sitting in a kayak were chilly, but when they lit a fire in the craft, it sank--proving once and for all that you can't have your kayak and heat it, too.

Alpha Beta Gamma National Scholarship List

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Brenau University
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Central Wesleyan College
Charleston Southern U.
Chatham College
Clark Atlanta U.
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Drexel University
Duiquesne U.
East Tenn. State U
Eastern University
Eckard College
Elizabethtown College
Endicott College
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Iona College
Jackson State U.
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Lees-McRae College
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Limestone College
Lincoln Memorial University
Linfield College
Livinston University
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Manhattan College
Marian College
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New Mexico Institute of Mining
New York School of Interior Design
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Northeast Missouri State U.
Northeastern State University
Northeastern University
Notre Dame College of Ohio
Nova Southeastern University
Pace University
Polytechnic University, L.I. Campus
Rensselaer Polytechnic Institute
Robert Morris University
Rust College
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