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 2014

NATIONAL LEADERSHIP CONFERENCE

Alpha Beta Gammans found themselves in sunny and historic San Antonio, Texas April 17-20, 2014 for this year's Annual Leadership Conference. The conference was held at the Drury Plaza hotel on the famed San Antonio Riverwalk. Approximately 60 students and advisers attended the conference. Registration began on Thursday evening and was followed by Meet and Greet activities. Students who were interested in running for national office positions met with Wayne Martin, 2013 National Student President. Wayne was available to describe the duties of the various officer positions and answer any questions from interested parties.

Friday's presentations began after breakfast and included the following:

- Nominations were accepted for National Student officer positions
- Welcome to San Antonio—A Historical Summary of the City and its Culture was presented by Denise Schirmer, Julie Rodriguez, Remy Abraham, William Schultz and Analise Lopez of Chi Omega
- Up: Rise by Lifting Others—Elisabeth O'Quinn and Kathy Moreno, Sigma Chapter, Abraham Baldwin Agricultural College
- Dressing to Success—Heather Lindsay, Julio Canseco and Ivan Usrey, Gamma Chapter, Vincennes University
- Sitting Down on the Job—Susan Gadberry, Gamma
- Golden—Lindsey Partridge, Lexi Spradley, Eliceo Soto, Colleen Leu, and Melody Harper, Sigma Chapter, Abraham Baldwin Agricultural College
- National Student Officer candidate speeches

Lunch was enjoyed at the Iron Cactus on the Riverwalk and provided some relaxation before the afternoon sessions. The afternoon sessions included:

- Defying the Odds—Wayne Martin, Chi Zeta, Athens Technical College
- The National Service Project was introduced and discussed by Julio Canseco, 2013 National Student Vice President
- What Would You Do?—Karen Bennett and Kim Anh Vu, Alpha Pi, Georgia Perimeter College
- The other Side of Business-Entrepreneurship—Erika Lawrence, Yvonne Ellis and Renee King Hudson, Eta Sigma, Community College of Philadelphia
- Doing More With Less—Omari Byfield and Drayvon Carmichael, Delta, Westchester Community College
- National Student Officer elections and Presentation voting

The Award Banquet was held on Friday evening. Following a wonderful dinner, chapter awards and scholarship essay winners were announced and all in attendance were treated to an amazing video of the 2014 conference compliments of Professor John Haley.

Saturday morning was reserved for adviser meetings and then attendees went on a sightseeing bus tour of San Antonio. The bus tour allowed passengers to get on and off at various points of interest for self-guided tours. Many chose to visit the Alamo at the conclusion of the tour day.

Departures varied widely with some students and advisers leaving to be with family for the Easter holiday.

All in attendance agreed that the 2014 National Leadership Conference was a huge success!

ABG National

CHIEF EXECUTIVE OFFICER
Professor John D. Christesen
Westchester Community College

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

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Danielle Lovely

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Professor Becky Rutz, Mississippi Gulf Coast Community College
Professor Dixie Towers, The Art Institute of California-Orange County

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

NATIONAL SCHOLARSHIP COMMITTEE
Professor Pamela Donahue, Chairperson - Northern Essex Community College; **Professor Gaye Andersen** - University of Phoenix; **Professor Carla Rich** - Pensicola Junior College; **Professor Rebecca Rutz** - Mississippi Gulf Coast; **Professor Renee Summers-Akers**, Hinds Community College; **Professor Harold Tepool** - Vincennes University; **Professor Kathleen J Moreno**, Abraham Baldwin Agricultural College

NATIONAL STUDENT PRESIDENT, 2014
Lindsay Partridge, Sigma
NATIONAL STUDENT VICE-PRESIDENT, 2014
Drayvon Carmichael, Delta
STUDENT EXECUTIVE COMMITTEE, 2014
Colleen Leu, Sigma
Melody Harper, Sigma
Almin Ronnie Thakkar, Beta Rho

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LETTER FROM THE EDITOR

Greetings! As another school year draws to a close we must congratulate all of our graduating Alpha Beta Gammans and wish them much luck and success as they begin the adventure of the next phase of life 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.

This is also a time to look over the successes of the past year which culminated with our National Leadership Conference in beautiful San Antonio, Texas. It was a pleasure to welcome our new chapters—especially Chi Omega (our San Antonio Chapter) who introduced themselves to us with a presentation on their beautiful city. Congratulations to our new National Officers—we look forward to a productive year under their leadership. Please take time to read over the winning scholarship essays and contributions and congratulate the winners.

We also can take great pride in the collective accomplishments of all of our chapters who worked hard at the local campus level and who contributed so much to their communities. Alpha Beta Gamma members have contributed many hours of labor individually and as a group to make our world a better place. This is also a good time to thank all of our advisers who put forth so much effort promoting scholarship and leadership and who worked ceaselessly to make Alpha Beta Gamma an awesome organization. A special thanks, as always, should go to Dr. John Christesen for his leadership of our society. 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 2014

Each year at the Annual Leadership Conference, Alpha Beta Gammans are selected for exceptional contributions. The 2014 award winners in each of the categories are listed below.

Chapter Awards

The Brooks College Golden Key Award - CHI ZETA, ATHENS TECHNICAL COMMUNITY COLLEGE

Excellence in Financial Management - BETA OMICRON, NORTHERN ESSEX COMMUNITY COLLEGE

Excellence in Recruitment - BETA RHO, LAMAR STATE COLLEGE

Excellence in Campus Service - GAMMA, VINCENNES UNIVERSITY

The Professor Donald Bertram Community Service Award - BETA OMICRON, NORTHERN ESSEX COMMUNITY COLLEGE

The Joseph Perry Creativity Award - DELTA, WESTCHESTER COMMUNITY COLLEGE

Best Chapter Website - ZETA BETA, CITY COLLEGE OF SAN FRANCISCO

Best Poster - CHI ZETA, ATHENS TECHNICAL COMMUNITY COLLEGE

National Student Service Project - CHI ZETA, ATHENS TECHNICAL COLLEGE

Individual Awards

ABG College President of the Year Award - DR. SAM MONROE, BETA RHO, LAMAR STATE COLLEGE

The Hausman Siegel Distinguished Chapter President Award - KAYLA BALLEW, CHI ZETA, ATHENS TECHNICAL COMMUNITY COLLEGE

The Professor Steve Graham Memorial Award - PATRICIA KETABCHI, BETA OMICRON, NORTHERN ESSEX COMMUNITY COLLEGE

The Prof. C. George Alvey Distinguished Fellowship - HAROLD TEPOOL, GAMMA, VINCENNES UNIVERSITY

The Ginny Fastje Best Student Presentation- SIGMA CHAPTER, ABRAHAM BALDWIN AGRICULTURAL COLLEGE (LINDSEY PARTRIDGE, LEXI SPRADLEY, ELICEO SOTO, COLLEEN LEU, MELODY HARPER)

The Ginny Fastje Best Student Presentation (Alum) - SUSAN GADBERRY, GAMMA, VINCENNES UNIVERSITY

The Harold Tepool Award - GAMMA, VINCENNES UNIVERSITY

The Pamela Donahue Award - ELIZABETH O'QUINN AND KATHY MORENO, SIGMA, ABRAHAM BALDWIN AGRICULTURAL COLLEGE

Gaye Andersen Award of Excellence "Best Up and Coming Chapter" - BETA RHO, LAMAR STATE COLLEGE

Excellence in Administration - TOM NEAL, BETA RHO, LAMAR STATE COLLEGE

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

BRITTANY KLOVSKI, DELTA PHI, ART INSTITUTE OF CALIFORNIA

HEATHER LINDSAY, GAMMA, VINCENNES UNIVERSITY

JENNIFER MERCIER, BETA OMICRON, NORTHERN ESSEX CC

EMILY NIX, CHI ZETA, ATHENS TECHNICAL COLLEGE

MARGARITE WILHELM, ALPHA PSI, DEL MAR COLLEGE

KIM ANH VU, ALPHA PI, GEORGIA PERIMETER

LINDSEY PARTRIDGE, SIGMA, ABRAHAM BALDWIN COMMUNITY COLLEGE

OMARI BYFIELD, DELTA, WESTCHESTER COMMUNITY COLLEGE

DRAYVON CARMICHAEL, DELTA, WESTCHESTER COMMUNITY COLLEGE

UZAIR HAFEEZ, ALPHA PI, GEORGIA PERIMETER COLLEGE

LEADERSHIP CONFERENCE 2014

Essay Competitions

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

My Best Day in Class - JULIE POWELL HALL, CHI PSI, NAPA VALLEY COLLEGE

The Cornelia Blackwell Essay -DANIELLE LOVELY, GAMMA GAMMA, DAVENPORT UNIVERSITY (ALUM)

The Paul V. Cunningham Essay - ERIKA LAWRENCE, ETA SIGMA, COMMUNITY COLLEGE OF PHILADELPHIA

The Marc Napolitano Memorial Essay - BRUCE LORING, BETA OMICRON, NORTHERN ESSEX COMMUNITY COLLEGE (ALUM)

The Keith Ulich Memorial Essay - KALEB ANTRUP, GAMMA, VINCENNES UNIVERISTY

- WAYNE MARTIN, CHI ZETA, ATHENS TECHNICAL COMMUNITY COLLEGE (ALUM)

The Dr. Mary Bone Competitive Essay - LINDSEY PARTRIDGE, SIGMA, ABRAHAM BALDWIN AGRICULTURAL COLLEGE

- TIFFANY MENDIETA, BETA TAU, MISSISSIPPI GULF COAST COMMUNITY COLLEGE

The Nathan Ancell Award - JULIO CANSECO, GAMMA, VINCENNES UNIVERSITY (ALUM)

The Ester-Cross Carter Essay -ADAMARIS CORREA, BETA OMICRON, NORTHERN ESSEX COMMUNITY COLLEGE

- SUSAN GADBERRY, GAMMA, VINCENNES UNIVERSITY (ALUM)

The Sophia Abeles Essay - LEXI SPRADLEY, SIGMA, ABRAHAM BALDWIN AGRICULTURAL COLLEGE

2014 National Student Officers

President:
Lindsay Partridge, *Sigma*
Abraham Baldwin Agricultural College

Vice President:
Drayvon Charmichael**,** *Delta*
Westchester Community College

Executive Committee:
Colleen Leu**,** *Sigma*
Abraham Baldwin Agricultural College

Melody Harper**,** *Sigma*
Abraham Baldwin Agricultural College

Almin Ronnie Thakkar**,** *Beta Rho*
Lamar State College- Port Arthur

CHECK OUT THE NATIONAL STUDENT OFFICER BIOS ON PAGE 11!

Congratulations!

Winner of the Sophia Abeles Essay Award

Learning
By Lexi Spradley

Several years ago, my life drastically changed. I was a young, care-free housewife and mother. I had two wonderful step-children and two children of my own. I also had a bi-polar husband. After a night out celebrating my birthday, his mood switched and we began arguing. This led to him purposely wrecking our car, which flipped six times and ended up in a culvert in our front yard. This event, which ultimately led to my divorce, became a milestone in my life. It was at this pivotal point that I had to learn so many things. I had to learn how to be a single mom, how to become financially independent, and how to stand on my own two feet. None of this would have been possible if I hadn't turned towards education to find my solution and more importantly, myself.

After the car accident, I realized the best way I could provide a future for my children would be to further my education. I no longer had a wealthy spouse to provide all the things we were accustomed to. It would solely fall on me to ensure that all of our needs would be met. Education was to be my salvation. I knew that once I finished school, I would never be put in a situation which required me to rely on anyone else. Never again would I stay in an abusive marriage just because it ensured our children would not need nor want for anything. I would finally be able to make my own decisions based on what I felt was right, not what someone else felt was right for me.

Obtaining my education while trying to manage small children was a harder task than I had originally anticipated. My days would still start before the sun came up, but now my nights were much longer. It was not unusual to find me with a book in my hand and a child asleep in my lap. I was the typical sleep-deprived college student, only for reasons far different than those of the average 20 year old. Somehow, I learned how to balance my demanding school schedule and the demands of my household. I had a goal, and I was determined to succeed.

Today, I still manage a full school schedule along with the demands of being a full-time mom. I still struggle trying to effectively find time to study without missing out on everyday moments with my children. However, I find balance and comfort knowing that my goal is almost accomplished. I graduate in July……with honors. I plan to continue my education far beyond the degree I am obtaining this summer. I have learned that hard work, patience, and persistence will carry you beyond anything you thought was possible. Education can be so much more than just a "means to an end." For me, it was the guarantee of a new beginning, a beam of hope when everything else seemed so dreary. With every hour I spend enhancing my education, I know I am paving the road to a brilliant future and instilling a desire to learn in my children.

ASSOCIATION OF COLLEGE HONOR SOCIETIES (ACHS) ADVISER GRANT PROGRAM

The goal of this grant program is to encourage cross-campus collaboration and new initiatives among student organizations related to social responsibility. Six $500 grants are available for pilot projects to achieve the following objective: conduct initiative or pilot project related to social responsibility, or strengthen current social responsibility or sustainability initiative of individuals and the campus.

The project must address one of the elements of the "Seven Wonders of the Socially Responsible World" (listed below), include two or more honor societies on campus – other student organizations may be included in addition to at least two honor societies, and report on the plans and outcomes of the project conducted during the 2014--2015 academic year. Proposals must be received by October 15, 2014. 2008-2013 award recipients are not eligible. Funding is intended as an honorarium to the adviser for facilitating and reporting on the outcomes of this pilot project. The grant will be awarded after the project report is received. For additional information on the requirements and submission details please refer to http://achsnatl.org/social-responsibility/grant-program.asp. Submission date is October 15, 2014.

ACHS Founded 1925

ASSOCIATION of COLLEGE HONOR SOCIETIES

The Standard for Honor Society Excellence

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.

SUCCESS MAY REQUIRE WEIRDNESS

One of the paradoxes of life is that being "reasonable" often means settling for ordinary results, while success usually requires us to step outside our normal routines, be different and, sometimes, uncomfortable. Highly successful people are, by definition, unusual people!

All of us have been pressured to conform at one time or another. We've been told to "sit still" in school, to "stop interrupting" or "not make a scene." We've been criticized for dressing, speaking, acting or thinking "different." The subtle and not-so-subtle pressures to accept conventional norms are powerful. "To get along, you have to go along."

Well. Madame Currie, Florence Nightingale, Helen Keller, Amelia Earhart, Eleanor Roosevelt, and Oprah Winfrey are not admired because they were "average" people! Thomas Jefferson, Thomas Edison, Charles Lindbergh, Franklin Roosevelt and Bill Gates were not "conventional" people. Abraham Lincoln is widely regarded as the greatest American president, yet the thing he was most known for among his friends was his stubborn refusal to quit running for office, even after he lost thirty-two elections! That is not normal!

One of the things that has made America, and capitalism great, is our love of individuality. We have always admired our "mad inventors." The Wright brothers thought they could fly! Henry Ford thought he could put a car in every garage. Ben Franklin flew a kite in a thunder storm (didn't his mother tell him to come in out of the rain?). Mary Kay thought she could make a living selling make-up, while Mrs. Field tried to support her family selling cookies! That's just crazy!

Now, we need to tell the truth here. A lot of crazy ideas really are pretty crazy. We've all had brilliant ideas in the middle of the night, only to find that in the clear light of day they weren't worth pursuing. I've made many fortunes while taking my shower, only to see them go down the drain when I tried to tell my partners about them. Just because an idea is weird doesn't mean it's wonderful.

But many great ideas (and the fortunes) have been lost because the genius who thought it up was shy. Or lacked courage. Or got intimidated by a casual comment that, "You can't do that!"

All great ideas were crazy before they were brilliant. Alexander Bell thought he could talk over copper wires, and even worse, Marconi thought he could send messages through thin air! When David Sarnoff wanted to launch the first radio network (now NBC), one investor ridiculed him by asking, "Who would pay to send a message to no one in particular?" Jules Verne thought people might one day travel under the ocean or, even more ridiculous, fly in outer space. How crazy was that!?

If you can read this, you are a genius. You have had thousands of wonderful, creative, brilliant ideas--most of which you've never pursued. And that's a shame.

Success is not achieved by being "ordinary." Nor is it achieved merely by being "different." Success is about following your own path and having the courage to intelligently pursue your dreams.

One of my heroes, Henry Thoreau, recommended "marching to beat of your own drummer."

To achieve your unique version of success, follow your heart. Yes, you'll want to learn from others. Yes, you'll want to obey the law and applicable regulations, but aside from those things, you become great by being exactly and uniquely yourself. This is a call for more eccentrics, more individuals, more creative, unrepentant adventurers. Go where you heart and your instincts lead you. Follow your dream. Instead of following the safe, "normal" highway, blaze a new path and leave a trail for others to follow.

WEiRD
(BECAUSE NORMAL ISN'T WORKING)

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Winner of the Cornelia Blackwell Essay Award

The Importance of Teaching Business
By Danielle Lovely (alum)

Before reaching adulthood, high school students are expected to complete a curriculum that often includes courses such as home economics, health, family planning, and basic financial management. Classes like these are often collectively referred to as "life skills courses." They are the foundation of knowledge that a young person needs to gain independence as an adult. Beyond this goal, what is next? Most individuals wish to start a fulfilling career, prosper and do well--whether their desire is to support a family, to earn recognition, to achieve self-satisfaction, or to build a legacy. Business courses provide the necessary "life skills" for those who wish to succeed in this endeavor.

> "Individuals who study business are learning to function as economically literate, socially responsible teammates and leaders."

As a computer programmer surrounded by others in the information technology field, many of my co-workers have degrees in science or applied science. I sometimes have the opportunity to discuss my educational background and it is curious to see the reactions of different people when I disclose my business degree; cohorts often recoil slightly, smile, and jokingly express condolences at such a "boring" curriculum. Managers and senior-level technicians perk up, nod, and encourage further conversation. Interestingly, we both perform our job functions well even though I've not taken quite so many science and theory classes. However my performance reviews also always include praise for my excellent communication, team work, goal setting, time management, organizational, project management, and leadership skills.

The fact is we are living in a world that runs on business. Whether or not a person is interested in wearing a suit and tie or obtaining an executive position someday, courses teaching business are preparing him or her to operate in an environment where the principles of business apply just as much as fundamental skills like running a household or budgeting for expenses. Individuals who study business are learning to function as economically literate, socially responsible teammates and leaders. The skills being stressed in a business curriculum are not just those that involve "pushing a pencil", but rather encompass a much broader spectrum of planning, organizing, and allocating resources--including methods of analysis and decision-making that carry over into personal and societal contexts. These individuals develop an understanding of interpersonal relationships that will apply in any field. As Lee Iacocca said, "Management is nothing more than motivating other people." Knowing how to inspire motivation in those around you is a great thing! In the same manner, marketing principles remain valid whether they are applied to a product on a shelf or an individual's job resume. Knowing how to communicate effectively, appeal to a target market, and understand the interrelationships of the different functional areas of a business are paramount to success no matter the individual definition of the word.

Though most of my job is technical in nature, I find it very valuable to consider the impact each component or project has on every other component of the business. Often I ask myself questions from a customer perspective, or think about the possible repercussions of an oversight in terms of company reputation. Perhaps the most useful tool I've honed through my education in business has been the foresight to see the tradeoff between risk and return as an inherent part of my thought

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process. I cannot imagine how frustrating it would be to work in any job without a basic comprehension of why management must carefully weigh their decisions, why customer relations are so critical, or how a company's image and reputation affect everyone who works there. If my attitude on the job was 100% based on an individual perspective, and I only considered my own responsibilities and accomplishments, I might feel like a "cog in the machine", with little or no agency. Instead, having other information to draw from allows one to feel a sense of involvement and personal responsibility. By understanding the importance of each role in a business, one is able to see how all are necessary components to achieve smooth and reliable operation.

Isaac Mophatlane, co-founder and CEO of Business Connexion Group, notes, "If you did not look after today's business then you might as well forget about tomorrow." The skills and knowledge taught as part of a business curriculum are what keep us connected to the world around us and grounded in reality. At a time when technology is advancing faster than society knows what to do with it, this is a valuable anchor.

Wit And Wisdom From Dogs

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

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

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

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

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

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

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

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

If I have any beliefs about immortality, it is that certain dogs I have known will go to heaven, and very, very few persons. --James Thurber

If you pick up a starving dog and make him prosperous, he will not bite you; that is the principal difference between a dog and a man. --Mark Twain

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

MEET THE 2014 NATIONAL STUDENT OFFICERS

President Lindsay Partridge; Sigma

Hello Alpha Beta Gamma members! My name is Lindsay Partridge and I was recently elected as your 2014-2015 National President. I am incredibly honored to have the opportunity to serve all of you this upcoming year. I am originally from Florida and currently attend Abraham Baldwin Agricultural College in Georgia. When I was inducted into Alpha Beta Gamma, the chapter at my college, Sigma, was completely inactive. Wanting to get involved and change that, I was appointed as President and this past year Sigma once again flourished on campus and in the community. I hope to bring the knowledge I gained from that experience to my position this year. I look forward to putting all I have into Alpha Beta Gamma, and alongside this year's officer team, I hope to make this organization even greater than it is now.

Vice President Drayvon Carmichael; Delta

Hello, my name is Drayvon Carmichael and I am a member of the Delta chapter and your National Vice President.! I am a non - traditional student from NYC. I am studying Business Administration and look forward to starting a consulting and leadership training firm.

I love ABG and look forward to connecting with the different chapters. As business students, we naturally love to network! I also look forward to making the Service Project awesome, as it is our way of saying we are more than just business students. The service project also shows our gamman unity and I am honored to serve as your National Vice president.

Executive Committee

Colleen Leu; Sigma

Hey y'all! My name is Colleen Leu from Abraham Baldwin Agricultural College in Tifton, GA and I am one of the members of the executive committee, specifically marketing. I am currently working on my associates in business administration, which I should finish come Fall. I then plan to transfer to master in accounting. Right now, I am an active member in the Sigma chapter at ABAC, along with others of my fellow officers. I love to be involved in the national service projects and to see what everyone can accomplish together. I am excited to see what the future has to offer for Alpha Beta Gamma in the future.

Continued on next page

MEET THE 2014 NATIONAL STUDENT OFFICERS

MELODY HARPER; SIGMA

Hey y'all!! My name is Melody Harper! From a small town Agricultural School in Georgia I am a proud member the Sigma Chapter! I have served as Sigma Secretary for the past year and have enjoyed working with everyone in my ABG chapter. As a member, I have been involved in Habitat for Humanity, been on the planning committee for a Christmas Bon fire and represented ABG on a number of other occasions. I have enjoyed my time as a member this far and am honored to serve on national board. I am looking forward to the following year!

ALMIN (RONNIE) THAKKAR; BETA RHO

Hello fellow Alpha Beta Gammans, my name is Almin "Ronnie" Thakkar, I was born in Surat city in Gujarat state, India on 11/28/1989, which happens to be Thanksgiving day that year. I am currently a member of Beta Rho Chapter of Lamar State College- Port Arthur. I am the immediate past president of the Stuent Government Association. I moved to United States approximately six years ago. This country has given me the opportunity to grow, to learn and to achieve everything I want to accomplish in my life, and for that reason I decided to run for the Executive office. I wanted to serve this country as a National Executive officer and assist my fellow students to achieve their goals in life. It's an honor to serve on Executive Committee for year 2014-2015. I am a very outgoing person, and will be working to make our honor society more active by recruiting additional members thereby making our chapters more beneficial to our community and to our fellow students.

One minute TIP

The key to productivity is knowing where and how you work best, then having the discipline to create your world exactly the wayyou want it. Set boundaries! Know your limits and your preferences. Notice what works for you and create an eco-system where you can thrive!

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Winners of the Dr. Mary Bone Essay Award

What Alpha Beta Gamma Means to Me
By Tiffany Mendieta

The Alpha Beta Gamma International Business Honor Society is the first stepping stone on the path I want to follow. It is a reassurance that my hard work is recognized not only by myself, but by an organization which shares and promotes the same goals I wish to achieve. Alpha Beta Gamma also opens doors for future personal and business relationships. ABG offers me a strong start in pursuing a business degree, reiterates the importance of maintaining a good GPA, and supplies an interpersonal common ground environment for students interested in all aspects of business.

I moved to Mississippi from Nevada in the end of 2012, and I began attending junior college in January, 2013. Aside from the culture shock I experienced, being a stranger among a sea of students who were all considerably younger than me was challenging. After completing my first semester, I felt like I did well in my studies but did not have anything to compare to, nor have a chance to celebrate with any of my peers. The majority of them considered celebrating "going out" or "partying" while I was thinking about taking my kids out to dinner. In addition to feeling detached because of my age, it was also hard for me to find another student who was not pursuing a nursing degree. It seemed like every person I asked "what is your major?" replied "nursing". ABG gave me a sense of belonging. It gave me a place to feel proud of my achievements and hard work. It gave me security knowing I was heading in the right direction.

I believe that the importance of upholding a good GPA is under-rated. I remember walking down the hall after finals one day hearing "C's get degrees" and feeling disgusted. I think that if a person only aims to attain a C average in his or her education, then they either do not care if they learn the material or they have no pride. ABG understands that it is hard work to obtain a respectable GPA and promotes honor in succeeding.

ABG is an ideal place to meet and interact with people who share mutual goals. It is a great place to acquire potential business relationships. Working with advisors and students who share the same passions as me is especially rewarding. There does not seem to be much enthusiasm in pursuing a business degree outside of ABG, but inside it is the heart of a common objective. I am grateful for the opportunity to be a part of the Alpha Beta Gamma honor society.

What Alpha Beta Gamma Means to Me
By Lindsay Partridge

When I was first introduced into Alpha Beta Gamma, it honestly was not that important to me. It was just another club, another honor society, another smart kid group, another way to get involved and spend my time. When I was first introduced, it meant nothing more than everything else I was involved with. Now, over a year later, I am asked "What does Alpha Beta Gamma mean to me?" Now, it is much more important.

To me, Alpha Beta Gamma is more than just a club, or a Greek organization. It's more than just a group of the smartest and brightest young business minds. Alpha Beta Gamma is a home. It's a society living within each small college, whose existence is at times overlooked or even unnoticed. It's people that work together and thrive on each other's positive energy to make a difference. Its friends that wave on the sidewalks between classes, and share meals in the cafeteria, that before Alpha Beta Gamma weren't even aware of each other's existence. It is advisors encouraging the shy to step out of their shell and spread their wings. Alpha Beta Gamma is more than just the stepping stone of our college career. It is the foundation of our involvement and memories we

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earn while conducting different business ventures. It is the beginning of the impact we will one day have on this world. That is what Alpha Beta Gamma is, but that is also precisely what it means to me.

Alpha Beta Gamma means relationships. It means meeting people so similar to yourself, it's sometimes like talking to a mirror, and also so entirely different it reminds you how vast the world really is. It's being able to be an introvert, and still make friends because someone else will take the initiative of introducing themselves, and then encourage you to do the same. Alpha Beta Gamma means growth, both personally and professionally. For me, that was learning that a president doesn't do everything herself, but delegates and allows other members to get just as involved. It means meeting the "big wigs" of the business world and still making a good impression, regardless of your anxiety. It means learning about both the positive and the negative aspects of business, and still managing to become increasingly excited about soon venturing into it. Alpha Beta Gamma to me means giving back. It means giving your time to contribute to the construction of a home for a complete stranger. It means providing a night of relaxation and excitement during finals week for your fellow campus students, even if you should probably be studying yourself. It means making sure that everyone else has the opportunities you were given, and sometimes passing down your own opportunities knowing it will benefit a fellow member more than yourself.

Alpha Beta Gamma means a lot of things, but above all, to me, Alpha Beta Gamma means the opportunity to become the best person I can possibly be.

Winners of the Ester Cross-Carter Essay Award

Helping Others
By Adamaris Correa

"You should be good to others…period."
-Damaris Morales

The above quote comes from my life and professional partner. After researching books and the web for some insight information of what motivates people help others, and the "secret" behind it, I realized that my biggest and most useful resource was sitting right next to me watching an episode of her favorite TV show. I decided to look no further, sit down with a cup of hot cocoa and interview her.

The story begins ten years ago when I got hired at a former job for a non-profit organization to work with teen parents under the age of 21. Damaris had been working at the agency for about six years when I came aboard. I was fairly new to the world of employment and was in need of all the help I could get to learn the ins and outs of my new job. And there she was…always willing and able to go out of her way to help me.

On my first day of work I still didn't have a work desk nor computer to complete my data entry portion of my job. She was in the middle of doing her own data entry work when all of the sudden she said, "Come and sit. You can use my desk and my computer to do your data entry" and walked away. I was pleasantly astounded for she was the only person out of all the staff members willing to give her time and space for her new co-worker to feel welcomed and productive. And that was the first time that I realized helping others just came naturally to Damaris.

Over the years we became very close and I noticed that she would help everyone that needed her help, no questions asked. I kept thinking,

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"Could it be possible?" Could someone be willing to help others without ever expecting anything in return? Yes, she would always help others "just because" as she stated during our interview. "Just because it's nice to see people happy, and knowing you can do good for others feels good."

Research shows, between the ages of 3 and 5 we learn to become helpers. That's the age where we start wanting to help others in order to feel like "big boys" and "big girls". So during my interview with Damaris she made reference to mentioned growth milestone and I couldn't help ask myself if that was what helping others is about. I think it is.

Perhaps that's the secret to helping others; holding on to our inner child and doing it "just because it feels good", and because it is the right thing to do. That is how Damaris lives her life and how I work on living mine.

Helping Others

By Susan L. Gadberry (Alum)

It is easy to look around the campus of Vincennes University and find opportunities to help others. From something as simple as collecting canned goods to participating in short-term disaster relief, the variety of ways to help others is plentiful for the students, staff, and faculty.

Gamma Chapter has personally participated in several worthwhile causes this past year. Through the campus activities organization called, Student Volunteer Services Program (S.V.S.P.) Gamma chapter members have been working to make a difference. In the fall, S.V.S.P. approached all clubs and organizations with a challenge. "Rake & Run" was planned to help members of the community by raking yards and doing light yard work. Clubs were instructed to accept no monies for their services, but could mention that they were collecting donations of canned goods for the local food pantry. We were able to rake many yards and make a sizeable donation of canned goods. As we finished up the last few yards on that Saturday afternoon, we were rendered speechless by a disabled veteran who came out on his porch to talk with us. He thanked us for not only raking his yard, but also his neighbor's yard. He shared that his neighbors had been out of work for quite some time and would be thrilled to learn that we had volunteered to do their yard work.

During the holiday season, the Gamma chapter partnered with another campus organization, Generations. Generations provides information and services to older adults and also individuals of any age with disabilities. Many of those who receive services are especially in need during the holiday season. Generations put out a plea for help with their project, "Build a Basket" and the Gamma chapter was quick to respond. Paper goods, personal hygiene products, winter wear, and even small holiday gifts were piled high in a laundry basket trimmed with a huge red bow and a cheerful card signed by members of the Gamma chapter. I was especially touched knowing that even students who get by on tight budgets were so excited and willing to help add items to the basket.

Our campus is also blessed to work with a service organization called "Helping His Hands". Helping His Hands provides help when disaster strikes. Tornados are natural disasters that seem to hit our area hard. Helping His Hands has loaded up and headed as far as Joplin, Missouri while also assisting in relief to counties in our immediate area. Our chapter members have been known to make donations of bottled water, diapers, health and hygiene kits and even toys for families in areas that were devastated and lost everything.

It is a blessing and an honor to be a part of a university community that is so active in helping others. There will always be those in need and thanks to the Gamma chapter of Vincennes University there will always be those willing to lend a hand.

Leadership Conference 2014
San Antonio, Texas

Winner 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

By Julio Canseco (alum)

Executive Summary

Ruby's delivery! is a new business with a unique approach to helping people enjoy home cooked meals at work for low reasonable prices. Customers will make agreements with Ruby's delivery and have homemade foods delivered to job sites at scheduled times. By focusing on quality meals, on time performance, and customer based menus, Ruby's Delivery! will increase sales to a point that exceeds 300,000 in two years.

Ruby's Delivery! will be owned jointly by Julio Canseco and Rubicelia Ramos (mother and son). Having seven years of entrepreneurial experience in this field of delivery, they know the kinds of food preparation that are widely consumed with field and migrant workers. These seven years have allowed Rubicelia to establish over 12 different contacts with local and out of state farmers who currently need consistent food distributors. This knowledge combined with her cooking abilities and her son's business background will allow for a profitable first year of operations. Ruby's deliver offers several advantages to its target market:

- Relatively inexpensive meal prices.
- Convenient: meals are delivered to job sites at owners desired times.
- Saves time: workers no longer have to drive long distances during lunch time.
- For those who don't want the traditional meal, meals can be premade and pre ordered.
- Customers are promised a quality healthy serving of authentic food
- Same food and serving is provided to all customers, unless otherwise requested.

The purpose of this plan is two-fold. The first is to acquire funding of 150,000$. The second is to lay the foundations of the company's vision, philosophy, and strategy, to ensure that we know where we are going and how to get there.

Mission

Ruby's Delivery! is a specialized business that provides a variety of people with the opportunity to have quality foods delivered to them at their job site. The purpose of this idea is to both optimize the time and investment that workers spend on lunch time by providing quality homemade "on the job" delivered meals at a low price. Ruby's Delivery! will be known for its plentiful meals and on-time deliveries.

Ruby's Delivery! will provide unique and distinctive services that provide great breakfast, dinner and lunch meals and on time delivery that will attract a growing repeat customer base. Ruby's delivery will allow farmers and field specialists to have steady, homemade meals delivered to work facilities at appropriate break and or lunch hours, at a low cost.

Our goal is to be a self-sustaining delivery company within 2 years from the company's inception. We will begin expanding our menu offerings within 3 months and our location offerings within 2 years. Ruby's Delivery! Will employ up to 12 individuals full time within 3 years, and will hit net profit goals of 300,000 by the end of its second year of existence.

In short, we will be in the business of helping our customers to relieve their daily stresses of going on a short lunch break and driving several miles to get a meal. This will be accomplished by providing customers with a great menu choice of meals that our cooks will prepare and our distributors deliver.

Keys to Success

The keys to success in this business are:

- Creating a high level of customer satisfaction in our service and products, which will lead to customer growth and corporate prosperity.
- Marketing: getting our name out to the public, primarily through an intensive marketing campaign driven by our customers (word of

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mouth). We will also advertise on company vans and posted flyers.

- Great tasting meals and a happy workforce dedicated to maintaining schedules and standards of meals.
- Finance: as our customer base increases we will be better able to finance our supply by buying more in bulk foods.
- Variety of menus offered based on seasons, trends and customer preferences.
- Exceeding our customers' expectations by offering them a higher quality of food for a competitive price.
- The Ruby's Delivery! website will be an efficient and convenient place where farmers may request our services and have food delivered to their locations.

Market Analysis Summary

The Florida meal preparation and delivery service is needed in the Florida region. Though there are no exact replicas of our company, there are some that we would have to consider to be indirect competitors. These include service professionals such as caterers and current "lunch distributors" that do not have the proper licenses and permits to handle food.

Ruby's Delivery at this time, has no direct competitors, with exception to area restaurants and your basic food stores.

At the inception of Ruby's Delivery! there will be no company like ours in the Florida area, thus giving us the great competitive advantage of first entry.

Ruby's Delivery! Market is scattered all through the Florida area, mostly in locations where field workers and farmers plant and pick crops. We will be focusing on jobsites and places that have more than one group of people working in the area. We will focus on, worksites,(fields) that are away from cities and in need of a food delivery service. As a secondary target market, we will market to companies who would like to have food delivered to their job sites. Initially, the greater portion of our customers will be busy, working class field workers, but with prosperous activity we may develop a catering service and bring in revenue this way as well.

Market Segmentation

Ruby's Delivery! has two distinct target populations:

1. Field workers. This group of people is generally busier than others with their time split between work, home and their children's activities. This group may be single parents, husbands and wives, and even those who just emigrated from other countries to work in the USA. They are usually given an hour of lunch break, half of witch the use to drive and get food. The locations where these individuals work are mostly away from cities and they are usually forced to drive a few miles just to buy a cold frozen meal or an unhealthy snack. Then they have to rush back to work to get there in time to work the rest of the day. Our services help these individuals by delivering a hot homemade meal directly to their jobsites. This saves their time and allows them to enjoy their break a little more subtle.

2. Companies and Corporations this group of people is our secondary target market because they also have to travel to get food on their lunch breaks. This group has a need for our services, as hectic schedules, professional careers, and daily demands call for a quicker easier way to have lunch. Depending on their work schedules, this group of people would have the same benefits as field workers. Our services would mean, more time spent on lunch and less time spent on driving and shopping for an adequate meal.

Sales Strategy

In the food service business, the way in which we present ourselves to our customers and deal with the public will determine our success. The food service industry empowered buy return customers and referrals. We cannot expect to have happy customers if they don't come back more than once. Thus: we will make the best attempt to give our customers the most amount of convenience for the least amount of price. It is much more expensive to acquire new customers than to keep the customers you already have. This is why it is critical that our business not only satisfies, but ensures to our customers; that we are the best option when it comes to food. We will push

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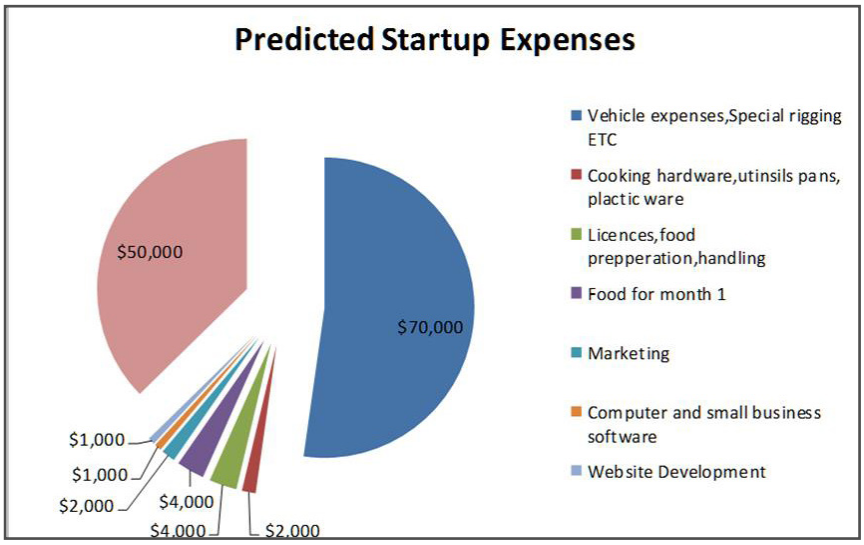
close knit relationships between our clientele and distributors so that they engage in friendly established business.

Here are just a few of the ways we will sell to our customers:

- High levels of customer service; friendly, comforting, understandable
- Good food delivered every day
- The best quality of foods and ingredients
- Creating a professional and friendly atmosphere, so customers want to return
- Focus a specific portion of our advertising campaign on getting our repeat customers to come back and visit us
- Enlist a comprehensive and highly e-commerce initiative to help to accommodate our customer's payment and scheduling options.



Ruby's delivery! website will serve as a productive and consistent informative tool. Our website will be set up to explain what we offer and the many benefits customers will receive for using our meal delivery services. The website will be more of an informative tool simply because from experience we've learned that our customer base usually pays in cash. However; Farmers and company leaders can register for delivery and set up what types of food they want online. We will try to keep our customers registration personal, but if the online mediums are more convenient we will have online registrations available.

Sales Forecast

From our personal experience and past customer base we conclude that in a period of 3 months our business can grow from 20 customers to 75 + customers per distributor. When owner Rubicelia Ramos was selling, she sold to over six fields and 100+ different people, making over 4,000 dollars a week. If we can get all of our distributors to sell this much we can see revenues up to 75% more than our projected revenues.

Ruby's Delivery! management team will initially consist of the founders/owners themselves (Julio Canseco and Rubicelia Ramos). We do not anticipate the need to hire anyone else on a full time basis during the first year, because all of the services our small business will need will be outsourced. These services include the e-commerce infrastructure, accounting, marketing, and legal services. However: we do plan to employ five distributor employees to get the fresh prepared products to the acquired places.

Ruby and Julio have years of experience in the food service and business industries. Ruby used to sell food this way, and Julio is perusing his bachelor's degree in business. Until the second year, Ruby will continue to work as a recipe preparer and employee trainer for Ruby's Delivery!. Julio will assist her while at the same time manage the distribution locations, times, and schedules. We anticipate hiring 1 employee (Roberto Canseco son of Ruby and brother of Julio) to help Ruby with the employee training and menu buildups. Ruby's personal experience in this field of work and Julio's business background will provide the foundation for a profitable first year of operations.

Throughout the first two years we will conduct an aggressive cost analysis as to what our capabilities are as owners and with what activities we need assistance. By the second year we plan to have a cost and profit analysis with accurate numbers based on past business. In just three years we hope to have hired over 15 employees and have services available in all parts of the Florida region.

BETTER QUESTIONS GET BETTER RESULTS

Everyone had has heard the phrase, "if you want better answers, start with better questions." Too often we dismiss it as a cliché, but one of the most important services I provide for my clients is to help them ask better, more powerful, more solution-focused questions.

What are your most important projects? What one thing, more than all the others, will make a real and lasting difference? What should you focus on today? What can you do right NOW to move forward?

Most of the time, most of us ask really dumb questions. I don't mean to be insulting, and I certainly include myself as frequently falling into the trap of asking really dumb questions. This week, for example, I caught myself asking,

"Do I have to?" and the really mature, "Why me!?" I don't do that very often, and I'm always embarrassed when I catch myself, but it happens. The key to success is to catch yourself and replace dumb questions with better ones!

To a huge degree, the quality of our results equals the quality of our questions, and there is no escape. If you want to achieve more, have more, or be and do more, the quickest and surest route to success is asking better questions!

Practice asking yourself empowering questions. Write them on cards or put a list on your computer, but insist that everyday you will ask the BEST questions you can! Here are some of the questions I have on a list above my desk:

What am I grateful for in this situation?

What can I learn from this?

Who could help or advise me? Who has the answers I need?

How can I profit from this? What can I learn?

What will move me forward today?

What's the most important thing I can do today?

And then, of course there is the pesky truth that once you have asked good questions, you must be honest about the answers and take action! Once they have asked and answered powerful questions, high achievers immediately assemble the tools, time and energy to create the results they desire!

They take action and leave nothing to chance. If there are

projects they wish to accomplish, they organize around those outcomes. If necessary, they cancel appointments or skip meetings, they move money into the right accounts, and adjust their schedules so their most important projects get their best efforts of the day.

Unfortunately, I notice is that many people do exactly the reverse.

The errands, tasks, and "stuff" of the day get their best energy. Money goes to bills and "necessities." Time goes to work and friends and daily have-to's, and only what's left over is available for their goals. No wonder they spend their lives caught in the thick of thin things!

How about you? Too many of us are pursuing our most important goals with the â€œleft-oversâ€ of life!

This week, I suggest three key steps:

1. Thoughtfully review your most important goals and the most important projects on your dream list. What's on your list of most important things?

2. Ask yourself empowering questions about what's possible. What will move you forward? Who will help you? Where can you start? What's the next step?

3. Allocate resources so your most important projects get your best efforts. Do the most important things first! Do them when you are awake, focused and eager. Arrange you budget so there is enough money, time, space and energy to achieve your goals. First things deserve your very best!

Would you like help asking better questions? Do you need to define your values, clarify your priorities and plan your outcomes? Do you need better strategies for success?

Consider working with a professional coach! Coaching works and I have two openings right now. Email me. Let's talk about it and if appropriate, let's get to work!

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Winner of the Paul V. Cunningham Essay Competition

By Erika Lawrence

Traveling the world and experiencing new people and cultures has always been a passion of mine. Every time I go to a new country, I try to talk to the people from there and get a sense of what it is like to live there and their customs of life. It is a very eye opening experience and offers me a different insight on my worldview. I was able to do a study abroad program to Belize with my college and this trip solidified that working abroad was what I wanted to do. I had an amazing time getting to know our guides and some of the other locals that we encountered on our trip. I realized that there is so much to the world outside of the United States. These experiences and the ones before Belize have guided me to major in international business upon graduation from my community college. I then would like to offer the knowledge that I have learned from the countries I visit to those back in the states and try to find a way to allow others to experience visiting abroad as well.

> "If we are more familiar with a countries customs and practices in doing business, that gives a better opportunity to help stabilize the global economy."

Knowledge of other countries and their cultures is important to me because it offers insight to life outside of America. Since we are a country of immigrants, it is interesting to learn about where some of my other classmates are from. Often times I run into students that have not traveled out of the country let alone the state. I would like to try and come up with a way to allow kids the opportunity to travel before adulthood in order to have a broader worldview and help emphasize the realization that you can become anything.

I believe that understanding other cultures and learning this at a young age will allow people to see that we are more alike than different. But it is what makes us different that make us special. We can all learn from one another and work together to help make a better world. I believe that this will also allow us to conduct business better. If we are more familiar with a countries customs and practices in doing business, that gives a better opportunity to help stabilize the global economy. We can learn from other countries what innovative ideas they use to further their business or become more efficient in our businesses stateside.

It is my goal to cultivate relationships in the countries that I visit so that I can begin a non-profit organization to establish trips for students to travel and study cultures in other countries. This will encourage learning another language, trying new foods, learning about the country's history, and the country's customs. The knowledge gained on these trips can then be passed along to others after their return to the states. I believe that the excitement and enthusiasm of what was learned will encourage other students to travel to experience and gain knowledge. It's a continuous cycle that I believe will help inspire those who may not have otherwise had the chance to do so.

CHAPTER Spotlight: Delta Phi

Delta Phi Chapter National Service Project

Habitat for Humanity 2013-2014

Below is the photo taken the day we visited Habitat for Humanity in Santa Ana, California, to present them with checks totaling $500 from funds raised by Delta Phi Chapter that were donated by parents and faculty members from The Art Institute of California-Orange County. Pictured with the Director of the Santa Ana Habitat, who accepted the donation, is Brittany Klovski, National Student Marketing Board Member for Alpha Beta Gamma, and Nick Olson, Vice President of Delta Phi Chapter.

WE WANT YOUR NEWS!

Has your chapter done something that makes you proud? Share yours news with Alpha Beta Gammans and inspire other chapters to do amazing things!

T-Shirt Humor

1. I CHILD PROOFED MY HOUSE, BUT THEY STILL GET IN.

2. AT MY AGE, "GETTING LUCKY" MEANS FINDING MY CAR IN THE PARKING LOT.

3. MY REALITY CHECK JUST BOUNCED.

4. LIFE IS SHORT. MAKE FUN OF IT.

5. I'M NOT 50. I'M $49.95 PLUS TAX.

6. PHYSICALLY PFFFFFT!

7. IT'S MY CAT'S WORLD. I'M JUST HERE TO OPEN CANS.

8. EARTH IS THE INSANE ASYLUM OF THE UNIVERSE.

9. KEEP STARING. I MAY DO A TRICK.

10. WE GOT RID OF THE KIDS. THE CAT WAS ALLERGIC.

11. DANGEROUSLY UNDER-MEDICATED.

12. MY MIND WORKS LIKE LIGHTNING. ONE BRILLIANT FLASH AND IT'S GONE.

13. LIVE YOUR LIFE SO THAT WHEN YOU DIE, THE PREACHER WON'T HAVE TO TELL LIES AT YOUR FUNERAL.

Quotes for Success

"It is not enough to be busy, so are the ants. The question is, 'What are we busy about?'"
-- Henry David Thoreau

We must either find a way or make one." -- Hannibal

"Follow your dream. Take one step at a time and don't settle for less, just continue to climb."
-- Amanda Bradley

"Be bold. If you're going to make an error, make a doozy, and don't be afraid to hit the ball."
-- Billie Jean King

"Whatever you can do or dream you can, begin it. Boldness has genius, power, and magic in it. Begin it now."
-- Goethe

"Things which matter most must never be at the mercy of things which matter least." -- Goethe

"Entrepreneurship is a state of mind, a can-do attitude, a capacity to focus on a vision and work toward it."
-- Barry Rogstad

"We are what we imagine. Our very existence consists in our imagination of ourselves."
-- N. Scott Momaday

THE STEPS TO GREAT ACHIEVEMENT

One half of the year is over. Tax season has come and gone. Valentine's and Easter, Patriot's Day (and the Boston Marathon) are in the past, and Daylight Savings Time started weeks ago. The weather is warmer and the days are longer. So, how are you doing on your 2014 goals?

It is a serious, life-changing question. If you are on-track and on-budget, take tremendous pride in that! Pat yourself on the back and brag a little! You deserve it, and others will appreciate using you as a role model. Give them that chance! They need you as an inspiration!

And if, deep inside, you know you are not where you thought you'd be, it's time to ask some good, smart, hard questions.

Fundamentally, there are only a few reasons not to be on-schedule regarding your most important goals. Is the problem bad planning or poor scheduling? Were the costs or difficulties greater than you anticipated? Has someone been opposing or frustrating you? Or did you get sick, have an emergency, or change your mind?

Or, is the problem, basically, you? A lack of focus or self-discipline, a lack of patience, or a lack perseverance or persistence, or even good old-fashioned laziness can explain your lack of progress. While few of us take pride in such things, the good news is that all of these things are fixable!

If you are behind schedule, one of the most important questions you can ask is whether your 2014 goals were really and truly GOALS, or something less. If they were hopes or dreams, or fantasies or vague possibilities, be honest about that! There's no shame in having big dreams and keeping them out there, in the future, as dreams to inspire you. Some people are confused and honestly think they have goals, when what they really have are hopes or wishes or visions of what might be, someday.

Nothing wrong with that! In fact, I think there's something wonderful about having big dreams! But dreams are not goals.

To be achieved, all goals require a three-part foundation:

1. Specificity. Goals must be measurable and attainable. They must be feasible and realistic. They need a time-frame or deadline, and you have to know exactly what you're after! To be "fit" is an aspiration; to run next year's Boston Marathon in under four hours is a measurable goal.

2. Planning. Goals require budgets and schedules, and one of my favorite words, sequencing. "First, I'll do this, then I'll do that." Who will help you? Who has the skills you'll need, and will they teach you? Personally, I think calendars are one of life's most under-utilized tools.

3. Emotion. Goals require passion and excitement. Jim Rohn said, "Reasons come first, ways come second." When you have enough reasons, you'll find a way! When a child wants a cookie, even Fort Knox is hardly safe against their desires! Whether your goal is a new house or the universal desire to lose weight, determination and drive make all the difference.

There's an ancient story that I love. It seems a young woman once climbed a mountain to visit a wise old seer. Finding the guru, the woman asked for the gift of great wisdom. Without saying a word, the guru rose and led her to a near-by lake. Wading in about waist deep, the guru suddenly grabbed the woman and held her head under water. As you can imagine, she thrashed wildly, desperate for air. After a short eternity, the guru let her up and quietly said, "When you seek wisdom as clearly and eagerly as you sought that next breath of air, you will find it."

Whatever your goals, seek them as specifically and as passionately as you would seek one more breath of air. Be clear about what you want--measure it in dollars or numbers or whatever is appropriate. Then plan wisely. Schedule your time, eliminate distractions, cancel whatever might get in your way. Clear a path to success! Then, give it all you've got!

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Winner of the Marc Napolitano Memorial Award

The Use of Film and the Media to Foster Corporate Growth

By Bruce Loring (alum)

This morning I turned on the television when I got up and started watching a movie. While watching this movie I noticed all of the advertising that was added to the actual plot itself. That got me to thinking that these sponsors must have had a lot of faith in the success of this movie. They spent a lot of money to have their products not only visible in several different scenes, but they also made sure that their products were mentioned by brand name. It also made me think that they must have done a lot of market research to make sure that they were going to reach their target market with these advertisements. They must have guessed that they were going to increase their profits and then they could grow their businesses.

> **"There are a lot of ways to advertise using film, media, radio and the internet, but a business has to make sure that they are using are the proper channels for them."**

Then I got to thinking about the amazing amount of money which was being used by businesses to advertise during programs such as the Super Bowl. After hearing that each advertising spot during the Super Bowl cost a minimum of 3.5 million dollars and that some spots had a cost of more than 4 million I was shocked. These businesses must have done a lot of research to make sure that they were going to make more money than they spent, because I'm sure that they are looking to make their business grow by spending the money they'll have to by placing these advertisements.

Then I got to thinking about the advertisements I have been pummeled with over the years and the cost that the businesses sustained by placing them. I thought about how different businesses use different types of advertisements as well and how the smaller businesses use things like flyers instead of television to find their targets. That kind of makes a lot of sense to me, because these businesses are looking to grow with the help of people in the local area.

These businesses also tend to utilize the local radio stations to advertise, because they can use the demographics of the radio station to decide where to place their advertisements. It is such a good idea for them to do this too, because there isn't much business sense in buying air time if you aren't going to reach your target market. The point of any advertising is to make more money so you can keep taking your business to the next level.

The most prominent place for advertising lately is the internet and it seems like the advertisements follow you around from site to site. It's a little strange to see advertisements for things you have searched for, but I think that businesses are saving a lot of money doing it. Almost everyone is using the internet at one point or another and it's a great idea for businesses to utilize it for their advertising. They can get their market data much easier and they don't have to waste money targeting the wrong people. For a business to be successful today they must use some type of internet advertising to reach their customers.

There are a lot of ways a business to advertise to their customers, but the business that makes the most money from doing it is the most prosperous. There are a lot of ways to advertise using film, media, radio and the internet, but a business has to make sure that they are using are the proper channels for them. That will assure that they will get the biggest returns for the money they spend and then they can continue to maintain their advertising budgets. That will help them grow at a faster rate and be successful.

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

The "Love to Do" Business Plan Idea Day
By Julie Powell Hall

"I have to do a business plan? Are you kidding Professor Hall?" It's often challenging during the first couple of weeks of the semester to teach business planning to business students in my introduction to business course. As I begin to explain the assignment and gaze out into the sea of students, I often see blank stares and wrinkled foreheads. I constantly ask myself, "What would it take for me to convince my students to come up with everyday things that they love to do in order to turn their business planning fears into passions?" This challenging task of assigning business plans, however, turned into one of the best days in the classroom ever. So, how did I get the students to take their ideas and passions and turn them into real-world business plan opportunities? It all began by having each student write down three things that they "love to do."

I reminded them that they could not write down sleep or napping unless they were passionate about opening a mattress store or sleep clinic. With that statement, the classroom erupted in laughter.

Once the students had written down the three things that they "love to do," I asked them to turn around in their seats and form groups of four students. Each person in the group shared with the person sitting next to him or her, similar to a "think pair share," the three things they wrote down. Once every student in the group had shared his or her list, the entire group brainstormed to assist their peers with coming up with some type of business they could start integrating the three particular loves or passions.

Once the groups completed their think-pair-sharing, the classroom appeared to transcend itself from a nervous, jittery existence to a lively, fun-filled journey of exploration. For instance, one young man, Jonathan, wrote down that he loved playing video games, socializing with his friends, and eating great food. Once he shared his ideas with the rest of his peers, one of the students suggested that he open a gaming lounge incorporating all three loves. As I was wandering around the groups, I acknowledged Jonathan's excitement and walked over to the group. He asked me what I thought about the idea, and I affirmed there was a great need for this type of business—especially on the college campus. During the next few weeks, he explored the idea and invited another student in the class to join him in creating a plan for this business. It turned out that Jonathan had already been inviting friends over to his house for gaming on occasion and had been creating unique sandwiches to share with his friends during their hangouts.

During the semester, Jonathan and his friend created a realistic business plan for the gaming lounge and were chosen to compete in the annual business plan competition held at the college each fall. They won second place. Two months later, they were approached by an investor who was interested in funding their venture and getting their location and lease secured. All of this occurred because of the initial exercise where Jonathan wrote down three things that he loved to do.

Business educators can use the "Love to do!" exercise not only in an introduction to business course but also in a marketing class where they could create a marketing plan that would involve products or services that they would love to create and market. Taking the fear and uncertainty out of creating a business plan can begin by having students think critically and reflect upon their everyday dreams and passions. This exercise will enable students to set goals and strategies to make those dreams and passions become a reality. Seeing the students' enthusiasm that one day in class, turned a daunting challenge into one of the best days ever in the classroom.

Winners of the Keith Ulich Memorial Award

Living Life To Its Fullest
By Kaleb Antrup

The phrase "Living Life Its Fullest" has many different meanings that vary significantly from person to person. To some people the subject may mean becoming successful in their professional lives, while to others it may represent a more intangible philosophy about surrounding themselves with those whom they love and developing an even closer relationship to them. Some individuals may see "Living Life To Its Fullest" as a creed to venture out into this world and fill their lives with rich experiences from mountain climbing to savoring cultures in far-away lands. Regardless of how an individual interprets this philosophy, many people, as they age and reflect on their lives, smile upon the lives they have lived and the accomplishments they have achieved and feel as if they have "Lived Life To Its Fullest." So, what exactly does it mean to have truly lived your life to its fullest?

To this author, this vague, yet powerful adage represents growing individually through living an adventurous life. In our personal lives, "Living Life To Its Fullest" motivates us to get outside of our comfort zones and seek to satisfy our primal urge to explore the world and everything it has to offer with an open mind. Living our lives with this outlook on life allows us to see that there is knowledge and interpersonal growth to be gained from everything, so long as we allow ourselves to witness that knowledge and growth. We should then take this wisdom, we are constantly deriving from the world in which we live, and apply it to our own lives to create more profound experiences for those around us.

"Living Life To Its Fullest" simply means gathering mentally enriching material from the world we live and then reflecting that material into the world in all facets of our lives. Through this process, we will develop deeper connections with those around us, and we will fill our lives with more fulfilling experiences. This outlook on life, "Living Life To Its Fullest," will allow us to see that we have gained everything we could gain in our lives. We are then able to reflect into the world what we have gained though our own lives. When our clocks are winding down and our time on this planet is drawing towards its close, having lived by this proverb, we will be able to see that we have grown through the world and our minds have transcended beyond many of the things people otherwise engross themselves with in life. Our actions will have left the world a better place than it was when we were brought to fruition.

Continually applying this axiom of "Living Life To Its Fullest" allows us to receive the most from this life in the best way possible. We will see that everyone around us is another individual with priceless thoughts, every new place we go has some wisdom to offer us, and every experience, good or bad, offers us a new opportunity to further develop ourselves. What we receive from our experiences we then use to assist others and to improve the world around us. In this essay, the author has characterized living life to its fullest as a phrase, creed, philosophy, adage, outlook on life, proverb, and an axiom. Regardless of one's definition of these powerful words, it is only through this journey of self-reflection that we will discover what it truly means to "Live Life To Its Fullest."

Defying the Odds
By Wayne Martin (alum)

In life, it always seems to be when we least expect things to go wrong that they do; yet it is how we react to these obstacles that sculpts us as humans. In late May of 2013, I was diagnosed with a rare form of skin cancer and was unsure on what to do next. The diagnosis made me want to give up and let everything run its course, but I was not willing to let cancer defeat me. Instead, I surrounded myself with an amazing support

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system. I also knew that I would have to stay as active as possible and I took efforts to maintain a positive attitude.

The first thing my doctor told me once the diagnosis was confirmed was to be sure I had a strong support system in my life. At the time, I assumed that I already had that in my life; but when something like this happens to anyone, we seem to learn quickly who is and is not truly our friend. After some careful consideration, I had to choose to no longer associate with some of the people that I had in my life. I also used the power of social media to reach out to several old friends that I had not been in contact with in a long time. I am so thankful that I took action to make my "support system" a better environment for me. Because without my amazing friends and family helping me through this difficult time, I am not sure how I would have been able to make it through the storm.

While going through radiation treatments, my doctors also informed me that I should try to stay active because it would help take my mind off of everything that I was going through. It was at that point that I knew I needed to immerse myself in more activities. At the time, all I had going on at that point was holding the title of National Student President of ΑΒΓ. Granted, I stayed busy with having our quarterly teleconferences, but I needed more to keep me occupied. I in turn reached out to the local American Cancer Society, asking if they needed any volunteers for the Clarke County Relay for Committee 2014. After speaking with the local director, I was appointed Team Retention and Mentoring Chair for the local Relay Committee. I then began spending lots of time communicating with teams and helping them get enrolled for the upcoming event. However, even though I was staying busy, I still found it hard to deal with many emotions that came along with my treatment. Thus I began to walk in attempts to clear my mind.

Some may say that maintain a positive attitude is often easier said than done for most, but it can be even more difficult for most cancer patients. I was lucky enough to stay at the Atlanta Hope Lodge, which would end up becoming like a second family to me while undergoing my treatments. Patients at the lodge vary in stage and type of cancer, but the one thing that brought us together was our compassion and love for one another. I met many amazing men and women who were struggling much more than I with their treatments. The staff of the lodge knew I wanted to give back as much as I possibly could while staying at their facility, so they put me to work helping with mailers and other things such as taking other patients to the store. It was through opening up my eyes and heart to my fellow fighters that I realized how much impact something as simple as a smile can impact another person.

The past year of my life may not have been ideal for a single 29 year old, but my father has always told me that all the obstacles that come our way will shape us as adults. I can honestly say now that I have made it to the other side of this diagnosis, he is undoubtedly correct. During my treatment, the changes I made seemed so small and minuscule to me, but little did I know that all the actions I had made where allowing me to live my life to the fullest.

Have you checked out this site?

This is an exciting new tool to keep in your job search "toolbox".

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Click on "Job Search"
Identify the type of job you are looking for, the city, and what level (entry, internship, etc.)
Select 5 job descriptions (hint: click on the + sign)
Click on "Job analyzer"

Results: most represented key words from your chosen job listings so that you can include these in your resume and cover letters to maximize your effectiveness.

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Theatre Management
Trade Management
Transportation Management
Travel & Tourism
Visual & Game Programming
Visual Effects & Motion Graphics
Web Design & Interactive Media
Wildlife Management
Word Processing

Caution -- Puns Ahead!

1. Two antennas met on a roof, fell in love and got married. The ceremony wasn't much, but the reception was excellent.

2. A jumper cable walks into a bar. The bartender says,"I'll serve you, but don't start anything."

3. Two peanuts walk into a bar, and one was a-salted.

4. A dyslexic man walks into a bra.

5. A man walks into a bar with a slab of asphalt under his arm and says: "A beer please, and one for the road."

6. Two cannibals are eating a clown. One says to the other:"Does this taste funny to you?"

7. "Doc, I can't stop singing 'The Green, Green Grass of Home.'"
"That sounds like Tom Jones Syndrome."
"Is it common?"
"Well ... It's Not Unusual."

8. An invisible man marries an invisible woman. The kids were nothing to look at either.

9. Deja Moo: The feeling that you've heard this bull before.

10. I tried to buy some camouflage pants the other day but couldn't find any.

11. I went to a seafood disco last week...and pulled a mussel.

12. What do you call a fish with no eyes?
A fsh.

13. Two fish swim into a concrete wall. One turns to the other and says "Dam!"

Alpha Beta Gamma National Scholarship List

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Manhattan College
Marian College
Mercy College
Merrimack College
Midwestern State U
Mississippi University for Women
Neumann College
New England Culinary Institute
New Mexico Institute of Mining
New York School of Interior Design
Niagara University
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Northeastern State University
Northeastern University
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