The Honors Journal of
ΑΒΓ
Virtus Et Umbra
Alpha Beta Gamma
International Business Honor Society of Community, Junior, and Technical Colleges
Canada · United States · Mexico
Spring 2017

# Student Shares Leadership Conference Experience

*By Rebecca Verhine*

The 2017 National Alpha Beta Gamma Conference was held in Myrtle Beach this year. The weather was beautiful, the view was breathtaking, and the people were amazing. During the conference ABG members were able to give presentations about topics they were passionate about, run for national officer positions, and hang out with some of the coolest Alpha Beta Gamma members in the country.

I had the opportunity to give a presentation at the 2017 Alpha Beta Gamma National Conference. I was very grateful for everyone's consideration and support through the whole process. Outside of the classroom, I have not been placed in a room full of strangers in my adult years. At first I was very nervous but as I looked out at the crowd, I was soon relieved of my fears and felt as if I was talking to my closest friends on a topic I was passionate about. I was also given the opportunity to learn about topics other ABG members were passionate about. Topics ranged from overcoming failure to the economic impact of a college on a community to the different pieces of technology available to the world. It was very exciting and educational. I was fortunate to walk away with a first place award for my presentation. I learned that my hard work was appreciated.

*Continued on page 27*

*Rebecca receives the Steve Graham award*

*Listening to presentations by other Alpha Beta Gammans*

MYRTLE BEACH
SOUTH CAROLINA

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# Special Features This Edition

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## Letter from the Editor

Greetings!

Another school year is coming to a close, and many of you are ready for graduation. Congratulations to all of our graduates—your future looks bright and your Alpha Beta Gamma membership will stand you in good stead as you prepare resumes and ready yourself for interviews.

As for our members that have classes remaining, you still have time to fine-tune your skills and focus on what employers are looking for in new hires.

The good news for all is that your major is probably on the top list of what employers are looking for. A recent survey by ABC News (May 6, 2013) lists the top majors as Business, Engineering, Computer Sciences, Accounting, and Economics. The skills and qualities most desired, according to the same source, are the ability to communicate verbally (did you present at a National Leadership Conference? Hold a chapter or National Student office?); the ability to make decisions and solve problems; the ability to process and obtain information (did you submit /win a scholarship essay?); the ability to plan, organize and prioritize work (mention your successful chapter projects and any work done on the National Student Project); the ability to analyze quantitative data; technical knowledge; proficiency with computer programs; the ability to create/edit written reports (did you submit an Honors Journal article? Scholarship entry?); and an ability to sell/influence other people (did you run for a national office?).

Remember to take advantage of, and publicize, your ABG activities and successes. Also remember that your honor society membership will get you higher status when seeking government jobs—use the things you learned from being a successful college student and an honor society member to get your dream job.

Congratulations and good luck!

--Gaye

# LEADERSHIP CONFERENCE 2017

*Each year at the Annual Leadership Conference, Alpha Beta Gammans are selected for exceptional contributions. The 2017 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** - Chi Zeta, Athens Technical College

**Excellence in Recruitment** - Eta Mu, Bunker Hill Community College

**Excellence in Campus Service** - Delta Sigma, Lee College

**Donald Bertram Community Service Award**- Alpha Pi, Perimeter College at Georgia State

**Best Chapter Website** - Chi Zeta, Athens Technical College

**The Harold Tepool Award -** Chi Zeta, Athens Technical College

Congratulations!

Individual Awards

**The Hausman Siegel Distinguished Chapter President Award** - Winifield Field, Beta Omicron, Northern Essex Community College

**The Professor Steve Graham Memorial Award -** Rebecca Verhine, Chi Zeta, Athens Technical College

**The Ginny Fastje Best Student Presentation**- "Make Space in the Workplace" Linda Key, Chi Zeta, Athens Technical College and Joe Rane, Kappa Beta, SUNY Broome Community College

**The Ginny Fastje Best Student Presentation (alum)** - "Technology and the Role it Plays with the Visually Impaired" Rebecca Verhine, Chi Zeta, Athens Technical College

**The Pamela Donahue Award** - "Alpha Beta Gamma Jeopardy" John Haley, Chi Zeta, Athens Tech

**The Eva Bobrow Memorial Medallion of Excellence Award -**

Jalidiris Then, Beta Omicron, Northern Essex Community College

Linda Key, Chi Zeta, Athens Technical College

Allen Conti, Kappa Beta, SUNY Broome Community College

Rebecca Verhine, Chi Zeta, Athens Technical College

Monica Chavez-Lozano, Alpha Psi, Del Mar College

Jessica Greer, Alpha Epsilon, Ventura College

Edgar Lopez Jasso, Alpha Pi, Perimeter College at Georgia State

Kris Locklin, Gamma, Vincennes University

# LEADERSHIP CONFERENCE 2017

Essay Competitions

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

**The Cornelia Blackwell Memorial Essay** - Timothy Miles, Beta Omicron, Northern Essex Community College

**The Francis Cunningham, Esq Memorial Essay** - Alyssa Pike, Beta Omicron, Northern Essex Community College

**The Keith Ulich Memorial Essay** -Heather Thomas, Beta Omicron, Northern Essex Community College

**The Dr. Mary Bone Competitive Essay** - Sheri Carter, Beta Omicron, Northern Essex Community College

**The Nathan Ancell Award** - Hunter Griffith, Beta Tau, Mississippi Gulf Coast Community College

**The Ester-Cross Carter Essay** - Caitlin Corbin, Kappa Beta, SUNY Broome Community College

**The Steve Perri Memorial Essay** - Annabel Dryden, Beta Omicron, Northern Essex Community College

**The Sophia Abeles Essay** - Alora Mann, Beta Omicron, Northern Essex Community College

**The Don Christesen Memorial Essay** - Joelvi Gonzalez, Beta Omicron, Northern Essex Community College

National Student Officers, 2017

**President:** Arthur Leatores, Alpha Pi, Perimeter College at Georgia State

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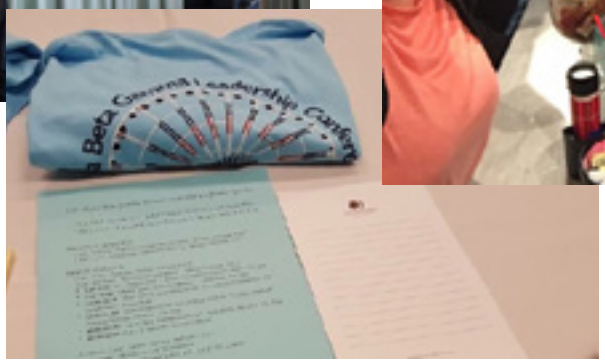
**Executive Committee:**
Issac Milleson, Gamma, Vincennes University
John Willaimson, Beta Omicron, Northern Essex Community College
Edgar Lopez, Alpha Pi, Perimeter College at Georgia State

# Leadership Conference 2017

## Myrtle Beach, South Carolina



***Do you have an idea for a conference location for 2018?***

***Send suggestions to:***
***Gaye.andersen@abg.org***

## *Winner of the Dr. Mary Bone Competitive Essay Award*

**What Alpha Beta Gamma Means to Me**
By Sheri L. Carter, Beta Omicron

My initial thoughts of being inducted as a member of Alpha Beta Gamma were of wonder and appreciation. As I reflect on this accomplishment, I thought what an amazing journey I am on. The beginning of my education started many years ago. I'm excited and proud to finish the first leg of my academic quest by attaining my Associates Degree. With the support and assistance from my professors and school mentors, I have maintained a 4.0 GPA. It has triggered in me a contagious motivation and a desire to succeed. Classmates have approached me to be their mentor. This is amazing to me to be able to give back what I have been so graciously given by Northern Essex Community College. Continuously networking and engaging in conversations with my professors has helped shape my career path. Striving to continue to grow and develop leadership skills, I realized I have had to be a leader my entire adult life. I raised four beautiful children on my own, and needed to have a can do attitude. At times it may have felt as though I was in survival mode. Having lost my young husband in 2002 and then entering a very abusive long-term relationship, I knew in time of complete despair we had to continue to move forward. It is my hope that my journey will encourage my children to become leaders that they have inspired me to be.

*This award recognizes the outstanding contribution that Dr. Mary Bone, Adviser Emeritus at Pensacola Community College has made to her chapter and to the national organization.*

Alpha Beta Gamma represents and believes in Scholarship and Leadership. They are two pillars that I feel complement each other. Without the educational resources scholarships offer, fewer leaders would be developed. A scholar is open minded and naturally curious. A scholar constantly strives to learn and better themselves through education and personal experience.

Leadership is one of the most important traits to have both in and outside of school. Leadership means exemplifying a positive attitude and demonstrating reliability and dependability. To be a leader one must be confident, know what is expected of him or her, assertive yet understanding, a motivator, mediator and a team player.

In February, I was nominated by an NECC professor to be a part of the Leadership Development Program. Within this program I will broaden my view of leadership, continue to develop myself (self-awareness, self-confidence, interpersonal skills and new motivations), enhance my positive group and developmental influences and continuously change the view of myself and of others from dependent to independent and finally interdependent.

To be a member of this prestigious organization continues to be both an honor and an exciting challenge. I will continue to improve my mind as I embark upon my next journey of higher education. Alpha Beta Gamma International Business Honor Society has assisted me in promoting strong leadership and community activism. It has given me the values I have been able to encompass in my everyday life. Values such as leadership, service, and character. They are the foundations now embedded in me.

**Learning**

By Alora Mann, Beta Omicron

One should never stop learning, although we cannot be enrolled in a college or university for an eternity, we can each remain a student of life. The more we learn, the more open we are to the people and world around us. Learning goes far beyond a classroom, there are many moments in life that are opportunities to learn. The people that can see and take what they can from these learning experiences are better off than those that do not see these opportunities. Depending on the life and career path of an individual, one's existence can be rich with learning opportunities.

For me personally, learning is a lifelong endeavor while I am currently learning in an academic environment, it is not the only place where learning can occur. The knowledge I have acquired throughout my life in variety settings is giving me confidence to push through and chase my dreams both through receiving a formal education to teach me as well as hard work to give me practical knowledge and experience. All the things I have learned, give me the confidence not only to be comfortable in abilities but also comfortable in others testing those abilities. Academic learning while not always necessary in my chosen profession helps to give those who do have it a stronger foundation to build practical skills onto. I am an aspiring pastry chef that hopes to one day own my own business, while I can get there without a formal education I find that having the knowledge about business and other more academic areas it gives an advantage to those in my field, while I will not be able to do everything myself I will ultimately have a much greater understanding of the innerworkings of my business. Learning the things, I am learning about business and accounting will not only help me further my career but will also help me protect myself, all while heading confidently in the directions of my dreams. For those in similar career paths as me every meal can be an opportunity to learn something new be it a technique or a flavor profile, even if it is someone else's cooking a multitude of chefs have learned from watching their mentors and from the generations before them. Cooking is a very simple example of how an individual can continue to learn. In any industry, everything is constantly changing be it the trends or the technologies or regulations, continuing to learn within our career paths allows us to stay current allowing us to not become an obsolete worker. In life, we must learn to keep up with the world around us it goes far beyond our careers.

Learning academically, professionally, and personally not only keeps me on par with the people I surround myself with it also gives me very necessary confidence to live my life in a way where I am setting and achieving goals in an optimistic yet realistic way. Learning goes far beyond what many think it is, Learning is life. If I were to try to stop myself from learning I would be unable to live my life effectively. If we were to all stop ourselves from learning nothing would ever evolve or change the world we live in would stagnate.

*Mrs. Abeles was a distinguished benefactress of community college education. She truly believed that it is learning and education which advance society.*

# Three Skills of Extraordinary Genius

Great lives are built by ordinary people, doing ordinary things, extraordinarily well.

Do you remember the old cliche that even the rich and famous "put their pants on one leg at a time?" I've always loved that insight. It gives me great hope!

This week I read Stephen Ambrose' biography of President Dwight Eisenhower. "Ike" was one of the great heroes of World War II and arguably one of our better presidents. But he wasn't brilliant in terms of IQ. He was in the middle of his class at West Point, and no one saw him as a unique talent. Ambrose makes the comment that if one promotion had gone differently, "the world would never have heard of Col. Eisenhower." How true! And, in a wonderful way, how inspiring!

Eisenhower did have three great gifts, but they were "ordinary" gifts that we each have in abundance and that we can all leverage in our own lives.

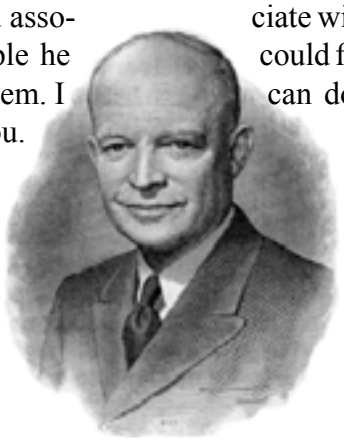
First, he worked very, very hard. He was up early, stayed late, immersed himself in each task until it was done right and on time. His genius was the "ordinary genius" of dedication, duty and discipline. I may not be able to copy that exactly, but I can certainly learn from it. I can do my best and appreciate the results of "outworking the competition."

The second of Eisenhower's great gifts was his ability to focus on things that mattered. He focused on the few things that make all the difference! Most of us work hard. In fact, I've argued that most of us work too hard because we "sweat the small stuff," and "major in minor things." Ike never did that. Even those who criticized him always acknowledged his gift for calmly assessing a situation and spotting the leverage point that made all the difference.

For months before D-Day, June 6th 1944, he met with his chief meteorologist every single day. He knew that guns and ships and strategy were critical, but ultimately the invasion would depend on the weather and he wanted to personally assess his chief meteorologist. In the end, on a stormy night with rain pelting against the windows, he made the decision to "go" because he trusted his weatherman. He knew he would get a 6-hour window of clearing weather (A 6-hour window for the greatest invasion in history!) and that was all he needed. The course of the war changed over-night because Ike focused on the weather and knew his meteorologist could be trusted.

Finally, Eisenhower had the gift of choosing the right people and relying on them. He refused to work with people who were unreliable or ineffective. He wanted the best people around him. Notably, after giving the order to "go" on June 5th, Ike went to bed. There was literally nothing more for him to do. All the orders, all the staff work, all the plans were in capable hands and his work was done. He didn't try to do it all himself. He chose good people, delegated responsibility and trusted that the right things would be done, in the right way, at the right time.

For me, there is great hope in this! Ike was not born a genius beyond my ability. To the contrary, much of his achievement came from knowing three skills that we can all master. He worked very, very hard. He learned to identify and focus on key leverage points. And he chose to work and associate with the very best people he could find, and he trusted them. I can do this, and so can you.



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# Life Hints

1. Life isn't fair, but it's still good.

2. When in doubt, just take the next small step.

3. Life is too short to waste time hating anyone.

4. Your job won't take care of you when you are sick. Your friends and parents will. Stay in touch.

5. Pay off your credit cards every month.

6. You don't have to win every argument. Agree to disagree.

7. Cry with someone. It's more healing than crying alone.

8. It's OK to get angry with God. He can take it.

9. Save for retirement starting with your first paycheck.

10. When it comes to chocolate, resistance is futile.

11. Make peace with your past so it won't screw up the present.

12. It's OK to let your children see you cry.

13. Don't compare your life to others. You have no idea what their journey is all about.

14. If a relationship has to be a secret, you shouldn't be in it.

15. Take a deep breath. It calms the mind.

16. Get rid of anything that isn't useful, beautiful, or joyful.

17. Whatever doesn't kill you, really does make you stronger.

18. It's never too late to have a happy childhood. But the second one is up to you and no one else.

19. When it comes to going after what you love in life, don't take no for an answer.

20. Burn the candles, use the nice sheets, wear the fancy lingerie. Don't save it for a special occasion. Today is special.

21. Over prepare, then go with the flow.

22. Be eccentric now. Don't wait for old age to wear purple.

23. The most important sex organ is the brain.

24. No one is in charge of your happiness but you.

25. Frame every so-called disaster with these words, 'In five years, will this matter?'

26. Always choose life.

27. Forgive everyone everything.

28. What other people think of you is none of your business.

29. Time heals almost everything. Give time, time.

30. However good or bad a situation is, it will change.

31. Don't take yourself so seriously. No one else does.

32. Believe in miracles.

33. Don't audit life. Show up and make the most of it now.

34. Growing old beats the alternative -- dying young.

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**Helping Others**

By Caitlin Corbin, Kappa Beta

Helping others is an important part of society, because you never know when you may need the help yourself. In addition to helping other people doing so just makes you feel better about yourself in general. There is no shortage of ways that you can help others, no amount of help to another person is too small.

Barack Obama has said; "The best way to not feel hopeless is to get up and do something. Don't wait for good things to happen to you. If you go out and make some good things happen, you will fill the world with hope, you will fill yourself with hope." Which I feel best exemplifies the way that I feel about helping others. Because I suffer from a rare pain disease I know what is like to need hope, so I make my own, helping myself and others in the process.

I help others as much as I am able if not in the financial way then I volunteer my time. In the past I have helped to organized and run fundraisers for sick children in my area, as well as care packages for local servicemen and women, and a great many other things. I enjoy helping others; it fills me with a purpose and pride to know that I am helping someone now and that in the future if I need support from someone else that I will probably get it from someone who feels the same way that I do. Currently I am working on a fundraiser to raise awareness and funds for research for the rare disease that I suffer from called; Complex Regional Pain Syndrome.

It is important for communities to come together and let each other know that they are not alone. Sometimes when you are down on your luck just to know that there is someone there that cares, and that you are not alone is enough to get you through. Often time's people don't realize what such a small thing can mean to another. Something as small as one can a food or one smile can make a world of difference in someone's life. There is no way to know what someone else's life is like, as tough as I feel my life is sometimes I know that there is someone else out there who is probably worse off than I am. I run my life knowing that no matter what I do to help someone else there will always be someone else out there who will still need help. As long as every day I try to help at least one purpose anyway that I can I will have fulfilled some purpose for that day. Helping someone and bringing a little joy or peace to their life makes me happy no matter what life throws at me for that day. Sometimes all it takes is one kind word and a smile to change someone's day for the better.

*This competition honors a true supporter of the Eta Delta Chapter who took a very special interest in Alpha Beta Gammans by being their greatest cheerleader and supporter. The mother of adviser Nancy Rocky, Ester Cross-Carter attended chapter meetings and events and was proud of her affiliation with Alpha Beta Gamma. She was the wind beneath the wings of the Eta Delta Chapter.*

*Note: Due to space limitations, the following pages contain excerpts from the full business plan as submitted for competition*

Prepared by Business Owner
Hunter Griffith
**Mountain Top Realty, LLC**

1.0 Executive Summary

Mountain Top Realty is a start-up company in the Beckley area. It is the mission of Mountain Top Realty to provide real estate services in the newly established in the Eisenhower Retirement Community, located to the Southeast of Beckley, West Virginia. Mountain Top Realty is a full service real estate, mortgage, and title company.

A. The company's main clients will be retirement age couples looking for a community that can offer significant services for their age group and income levels. Since Mr. John McDonough is within this demographic group and knows and understands this market's needs, he believes that he can appeal to such clients far more than most other competitors.

B. Mountain Top Realty offers a premier position as the dominant seller of these new homes, condos, and retirement apartments. In addition, we will offer a full range of services to facilitate the purchasing and selling of real estate including the following:

*Continued on next page*

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C. Home search database, moving consulting, quotes, planning, mortgage consulting and loan preapproval, community information, title transfer, obtaining a comparative market analysis for potential sellers, and property preparation.

D. The retirement industry has been steadily growing over the past twenty years. The percentage of the U.S. population over the age of 55 is at an all-time high of21% and is growing at an average rate of 3% each year. This percentage is also expected to grow as the first of the "baby boomer" generation begins to reach retirement age in the next decade. It is estimated by the U.S. Census Bureau that the retirement industry, that includes homes, medical facilities, specialty equipment, retirement entertainment services, etc., accounts for 4.8 billion dollars each year.

E. Start-up expenses and funding required are modest. They include expenses and the rest in cash needed to support operations until revenues reach an acceptable level. Most of the company's liabilities will come from outside private investors and management investment,

K. Though Mountain Top Realty has many investors there will only be one primary owner

2.0 Mission, Vison, and Culture

A. The mission, vison, and culture of Mountain Top Realty, LLC are aligned for success. This is an organization in which doing well and being profitable is the main concern, along with being a great asset to the community

3.0 Company Description

Mountain Top Realty is a LLC real estate company specializing in appraisals and helping home owners find their dream home. This business will satisfy the needs of many first time home buyers as well as investors. An LLC was chosen due to taxation purposes. Based out of West Virginia, this business will be on Eisenhower Drive in Beckley. I Hunter Griffith will be the owner, and stockholders including my grandfather

Description of the Market

The target market Mountain Top Realty is going after is the retirement industry, along with investors or first time home buyers. Everyone needs a place to live therefor a vast majority of people fall under this particular target market.

8.1 Funding Request

The Mountain Top Realty, LLC requires initial fmancing at $600,00 for its start-up phase without any anticipated need for additional equity or debt except for as needed to complete the purchase of additional facilities or equipment.

| Funding Source | Equity | Debt | Gift |
|---|---|---|---|
| Devolpers | $200,000 | $12,000 | $0 |
| Investors | $107,000 | $0 | $0 |
| Bank | $315,000 | $0 | $0 |
| TOTAL START-UP INVESTMENT | $600,000 | | |

*Continued on next page*

*Continued from previous page*

| Fixed Cost | Amount | Description |
|---|---|---|
| Utilities | $550 | Water, sewer, power |
| Salaries | $3,200 | Commisson based but hourly pay for cleanup. |
| Advertising | $6,000 | Billboards and radio advertising |
| Insurance | $2,000 | Insure the building |
| Interest | $1,500 | Interst on money borrowed |
| Rent | $1,300 | Monthly rent cost |
| Depreciation | $2,300 | Accumulated Depreciation |
| Unexpected | $13,000 | Unexpected costs |
| TOTAL | $29,850 | |

Job Descriptions
Job brief

We are looking for a professional real estate agent to be an intermediary between sellers and buyers. Real estate agent responsibilities include marketing listings and providing guidance to buyers and sellers. This is a great opportunity for someone looking to grow their career in real estate.

Responsibilities

- Provide guidance and assist sellers and buyers in marketing and purchasing property for the right price under the best terms
- Determine clients' needs and fmancials abilities to propose solutions that suit them
- Intermediate negotiation processes, consult clients on market conditions, prices, mortgages, legal requirements and related matters, ensuring a fair and honest dealing
- Perform comparative market analysis to estimate properties' value
- Display and market real property to possible buyers
- Prepare necessary paperwork (contracts, leases, deeds, closing statements etc)
- Manage property auctions or exchanges
- Maintain and update listings of available properties
- Cooperate with appraisers, escrow companies, lenders and home inspectors
- Develop networks and cooperate with attorneys, mortgage lenders and contractors
- Promote sales through advertisements, open houses and listing services
- Remain knowledgeable about real estate markets and best practices

Requirements

- Proven working experience as a real estate agent or real estate salesperson
- Proven track of successful sales record
- Ability to work independently combined with excellent interpersonal skills
- Strong sales, negotiation and communication skills
- Pleasant and trustworthy

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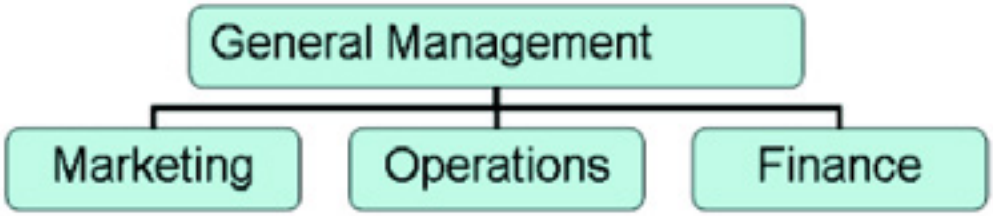
**6.0 Management and Operation**




| Employee Role | Qualifications | Compensation | Contribution | When Hired |
|---|---|---|---|---|
| Receptionist | High school diploma or GED equivalent | N/A | Answering phones, data input | Fall 2016 |
| Realtor | Real estate license | N/A | Make sales by showing off houses and property. | Spring 2014 |
| Loan officer | Bachelor's Degree | Medical and Dental | Run loans to make sure buyers qualify. | Summer 2013 |
| Closing assistant | 1-year real estate 1-year law firm | Dental | Closes pending properties | Fall 2013 |
| Personal assistant | High school diploma or GED equivalent | N/A | Runs errands, and does as asked of. | Spring 2013 |
| Executive assistant | High school diploma or GED equivalent | N/A | Runs errands, and does as asked of. | Winter 2013 |

*This award honors the memory of member Nathan Ancell, founder of Ethan Allen, the nation's leading furniture company.*

# *The Time of Your Life*

We humans are remarkable in our ability to cope with change. Our brains process trillions of bits of information, our nervous systems monitor hundreds of relationships, and our bodies can even adapt to fast food and airline seating. We have grown accustomed to hurrying, to living with stress, and coping with enormous pressures.

But that doesn't mean we were designed to live this way. In our rush to keep up, I suspect we often miss the most important and most powerful opportunities life has to offer.

In terms of human history, we live in a very strange time.

It is hard to imagine, but until World War II, it was unusual to see an orange in winter. Except for the war, few people ever traveled more than a few miles from home. Telephones were new, televisions were rare, and there was no such thing as health insurance. In 1947, Tom Watson, founder of IBM, predicted that the entire world market for computers would never require more than a handful of the expensive, complicated machines.

What does this suggest when it comes to designing the environments in which we work and live our lives? We are in charge of creating our Personal Eco-Systems™. We design our homes and our offices. We choose the furniture, the music, the colors and the pictures that decorate our offices.

We either fill our Personal Eco-System™ with things that inspire and encourage us, or we allow ourselves to be surrounded by stuff that "just shows up." This truth has important implications for all of us who prefer to live our lives on purpose:

1. The need for peace and quiet. I don't think it's any coincidence that we see a tremendous interest in meditation, spirituality, and "the simple life." There are many ways to slow down--some of us read a book, others take a hot bath, some go for a run. But if you would achieve your goals and live the life of your dreams, create time for peace and quiet.

2. The need for traditions. We seem to like rituals. We have holidays and we celebrate a lot. We exchange gifts and have built an industry out of greeting cards. For some, tradition is about religious celebrations or ethnic heritage. For others, traditions come from family and personal experience. Whatever traditions and rituals are important to you, take time. Make time.

3. The need for wisdom. Never has it been easier to access data. We are swamped with information, but wisdom, insight and balance seem rare. I think reading helps. Time for conversation, thoughtful debate and listening to our elders seems to help.

4. The need for persistence. I am convinced this is one of the essential requirements for success, and one of the greatest casualties of our high-speed society. Some things take time! To raise a child, takes time. To build a life together, takes time. Building a business or learning a profession, or nurturing a fortune, takes time.

Too often we are like the farmer who plows and cultivates the ground, plants the seed, waits a week, and then impatiently digs up the seed, saying, "Where's my crop?" The hard work that could have yielded extraordinary riches, is destroyed. Impatience is the enemy of success.

In a world of instant communication and constant change, we need systems to slow us down. We need time to breath, time to rest, time to play, time to succeed. We need time to love, to grow, to enjoy our wealth. Defend your right to slow down. Create spaces and times to dance, and when appropriate, to cry. Cherish your most important relationships, allow time for community, for family, for friends and lovers. And allow time for your own success. Remember that most over-night successes are the result of many years of effort. Give yourself the gift of time. You deserve it!

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# Groaners

*Two peanuts walk into a bar.*
*One was a salted.*

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

*A sandwich walks into a bar.*
*The barman says, "Sorry we don't serve food in here."*

*A dyslexic man walks into a bra.*

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

*Two aerials meet on a roof, fall in love and get married. The ceremony wasn't much but the reception was brilliant.*

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

*"Doc, I can't stop singing 'The green, green grass of home'."*
*"That sounds like Tom Jones syndrome."*
*"Is it common?"*
*"It's not unusual."*

*Two hydrogen atoms walk into a bar. One says, "I've lost my electron."*
*The other says, "Are you sure?"*
*The first replies, "Yes, I'm positive..."*

# Quotes to Live By

"Happiness is that state of consciousness which proceeds from the achievement of one's values."
-- Ayn Rand

"If you want to get somewhere you have to know where you want to go and how to get there. Then never, never, never give up."
-- Norman Vincent Peale

"One can never consent to creep when one feels the impulse to soar."
-- Helen Keller

"People are not lazy. They simply have impotent goals, that is goals that do not inspire them."
-- Anthony Robbins

"Love the moment, and the energy of that moment will spread beyond all boundaries."
-- Corita Kent

"Dreams come a size too big so that we can grow into them."
-- Josie Bisset

"All successful men and women are big dreamers. They imagine what their future could be, ideal in every respect, and then they work every day toward their distant vision, that goal or purpose."
-- Brian Tracy

**Work for Myself**

By Joelvi Gonzalez, Beta Omicron

My goal is to be an entrepreneur. I know am not wealthy, so I have to start small. Professional Home Painting Company is the company will be my start-up. It will service the Merrimack Valley in the following fields: landscaping, flooring and painting. Professional Home Painting Company, will provide high quality painting to mainly residential customers, and will assure their continued loyalty by being on time and being reliable. We see our company as one of the top leaders in residential painting within the next five years of operations. We will build legitimacy, involvement in prospective operations, and proficiency through quality in current and future administration and service, promoting ethical behavior with both contractors and consumers. Our goal is to have long term clients to trust us and believe we are the best company to address their individual issues, provide long term rewarding benefits to our painters who enjoy working in our work environment, as well as to satisfy clients who are energized enough to call us their favorite painting company or group to consider our business as a role model. Lastly to perform business in surrounding areas in order to generate more revenues. Our goal is to acquire and keep our clients, as well as to expand our business within the next five years in order to provide other services such asroofing and plumbing.

*This award was established to honor the entrepreneurial talent of Don Christesen. This essay will consider the topic "Work for Yourself—Don't Have a Boss". Don Christesen, after earning his MBA at the Stern School of Business NYU, left a promising position at General Foods to establish his own firm.*

Professional Home painting is a start-up restricted risk organization which comprises Joelvi Gonzalez as Founder/CEO and the partner Victor Guerrero who has consolidated industry experience in other operations. The organization is framed to exploit the apparent shortcoming and insufficiencies of other local organizations as far as quality and consumer satisfaction. The standards in the organization will be contributing a critical amount of the partners' capital in order to develop the company and pay back start-up debts. The company's arrangements to perform at customer's homes will be detailed to employees with instructions and how to do the job right because at the end of the day customer satisfaction will be our greatest reward. Our long term productivity will depend on acquired customers through strategic alliances, advertising, and more importantly customer referrals.

We don't consider a job completed until customers' expectations have been met, because our painters are professionals. We provide individual courtesy and dependability to our customers. We concentrate on our client's needs to gain their admiration by building long term relationships allied by mutual trust and consumer loyalty. We provide valuable and pleasing support with any needed follow-up to our customers. We do landscaping and flooring but our strength is interior and exterior painting. We are committed to serve our customers best. On a daily basis we will perform business at different houses. Professional Home Painting Company will provide high quality painting to mainly residential customers, and will

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assure their continued loyalty by being on time and being reliable. We see our company becoming one of the top leaders in residential painting. We build legitimacy, involvement in day-to-day operations, and proficiency through quality in current and future services. We are committed to have long term customers to trust us and believe we are the best company to address their daily home issues. We perform business in surrounding areas in order to generate more revenue. Our goal is to acquire and keep our customers, as well as to expand our business in order to be successful.

Our overall marketing and sales strategy will be our communication and professionalism. Communicating to make customers believe that we are the best company to solve their matters in a regular basis is important. Acquiring and keeping our customers will depend upon how well we service and communicate with them. Also our premium quality service will motivate our customers to recommend our facility to their colleagues. "Some of the most successful companies interact with their customers regularly, intentionally and purposefully to create meaningful, lasting relationships with them" (Intro Entrepreneurship). So our main key to the success of our marketing strategy will be the competitive advantage of servicing quality work and promoting great experience. Customer experience will be our best products by letting them know that they are our best asset and valuable to us.

We guarantee customers' satisfaction. Our main highlight is to provide quality painting service for both interior and exterior. Our greatest strength is our communication with customers, but more importantly completing the job on schedule. There are not geographic limits, which is convenient in order for us to do business in multiples cities and states. Our website is designed to provide customer evidence of who we are and how we perform. It is essential for us to give customers an idea of how their house will look before we start. Also, we will use our website to invoice and bill our customers, accept payments and schedule prospective estimates. We gather our customers from customer referrals and our website advertisement. We are competitive; we are our own competition. Thus, our premium quality service has to be professional in order to motivate our customers' fellow to do business with us. Customer experience is our best products since we never forget that they are our best asset. We don't consider a job completed until customers' expectations have been met; that is our top priority. We concentrate on our client's needs to gain their respect by building long term relationships allied by mutual trust and consumer loyalty. We provide valuable and pleasing support with any needed follow-up to our customer.

## One-Minute Tips

- 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.

- Obviously, we shouldn't try to be anyone but ourselves. Each of us is unique and our highest and best is to be precisely and fully who we are. But we can learn from others. Unfortunately, too often we learn accidentally and bad habits too easily find room in our lives. But we can also learn intentionally from the most successful and inspiring people we can find. Choose your models wisely. Your life depends on it.

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# ATTENTION
## Alpha Betta Gammans!

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

Please let us know what is going on with your chapters—we want to let others know about the great things you are doing.

*Send your submissions to*
*gaye.andersen@abg.org*
*for publication in the next Honors Journal.*

**The Importance of Teaching Business**

By Timothy Miles, Beta Omicron

Business is the cornerstone of America; it is what built, fuels, and runs America. Daily, we are exposed to businesses, whether we are paying our bills or seeing ads developed by marketing teams to convince us to buy a product. Businesses are involved in our lives daily; we can't go one day without seeing or dealing with something related to a business. Yet, somehow, people exist today without basic knowledge in financial literacy, let alone business.

I remember when I went to high school, business credits were not required to graduate and by the time I graduated, the business program had endured severe cuts and lost many of its courses. Fortunately, I was able to take the business course I wanted before they were removed entirely. However, I wonder what would happen to students younger than me who wished to take courses like mine, but no longer can't?

Many students graduate high school, and sometimes college, without an understanding of basic financial literacy, which results in many not knowing how the system works. Should they get a loan for college, their car, or anything really, they may not know what to do in those situations, unless someone with experience comes to their aid. However, some students do not get this luxury and are left in the dust.

Students need to take business courses, even if it is just a couple. The courses are vastly important, more important than what courses state curriculums decide. An understanding of business will help students grasp the basic principles of finance and what to look for as they engage in transactions. It will also help them understand what's involved when it comes to insurance, credit card purchases, or loans. Without this level of financial literacy, they will have a rough time making it in the world.

Students who further their education in business beyond the basics, will find the information useful should they decide to venture into the economy by buying stock, setting up their own business, or many other possibilities. They will find the information useful as they take on the many challenges that face them in these areas beyond basic financial literacy.

Business is important in today's world not just domestically, but internationally also. Having a good understanding of international business affairs is extremely useful for businesses who are looking to expand overseas. Although the current state of the world is shaky on this right now, international business experts are still important for companies looking for advice on when to expand and how.

Having knowledge in business is rewarding, it's something that can reap almost immediate rewards for those who pursue careers in this field,

*Continued on page 26*

*An essay competition entitled "The Importance of Teaching Business" was established by colleagues and friends of Cornelia Blackwell whose career in the Registrar's Office of Westchester Community College demonstrated incredible assistance to students and especially to Alpha Beta Gammans.*

# *Success Requires Weirdness*

One of the paradoxes of life is that being "reasonable" often means settling for ordinary results, while success 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 nuts!

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.

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**Ethical Rights and Wrongs in Business**

By Alyssa Rose Pike, Beta Omicron

Would customers go to a business that is notorious for cheating people? If an employee was being rude to potential customers, how should a supervisor go about handling the situation?

If an employee overhears a conversation about taking advantage of a loophole in the employee benefits program to help cover their parent's health care bills, should they tell to supervisor or let it go? Should someone be punished differently for taking a single sheet of paper verse someone who takes a whole ream? To answer all these questions, ethics in the business place needs to be looked at. In addition, it needs to be understood why a code of ethics is implemented in the first place.

In order to understand ethics in business, one needs to know what ethics is. Ethics is defined as "sets of beliefs about right and wrong" and business ethics are these beliefs applied in the workplace. Generally, there are six universal ethical standards that should be held up in businesses to operate ethically. The first of these is trustworthiness which covers being honest, not cheating, deceiving, or stealing, and keeping promises that are made. If a business isn't trustworthy, it will be very hard for them to bring in customers, employees, and possible business partners. Respect is something that has to be upheld no matter the circumstance, both between employee and supervisor and employee and customer. By being considerate and tolerant of differences, it will allow things to work more smoothly and efficiently without too much difficulty. Responsibility is another important belief because without self-control and self-discipline, there is a strong possibility that a business could go under. If people don't take responsibility for their choices, no one is going to want to do any business with them and could cause ripples in the business itself. With fairness, everyone one should be given equal opportunities with no worry of anyone getting special treatment. If someone is more qualified for a job position, they should be considered first before any family member of the boss. There are very few people who will work for an employer that seems ungrateful and uncaring for what happens, so it's important to show care to those who work for the company as well as being kind to customers to have them continuously come back. The last, and one of the most important beliefs, is citizenship. The business should somehow contribute to the community, protect the environment, and cooperate whenever feasible. If they don't, they'll be seen as greedy and uncaring towards anything except for themselves.

A code of ethics is important for every business, not matter how small or big as it outlines what is considered good or bad for a business. Without one, employees and supervisors could act however they see fit with no consideration for the business they work for. Essentially, they could cause the business to fail by treating customers poorly and not respecting anyone or anything. When it comes to the business itself without ethics, they wouldn't contribute to the community at all and wouldn't take responsibility for any choices that they make. With a code of ethics in place, the business will become something that is respected, have a loyal customer base, and trusted throughout the community.

Ethics in business is arguably one of the most important parts of a business as a whole. With the universal ethical standards of trustworthiness, respect, responsibility, fairness, caring, and citizenship, a business has the moral standing to succeed. By working based on these beliefs, the business itself should run smoother with less bumps. Without these beliefs, the business will surely fail as they will be seen as people who care about nothing other than their own success. A code of ethics is essential for a business to be seen as something that is good for the community and for all those around.

**Living It and Loving It**
By Heather Thomas, Beta Omicron

As children we grow up so curious, loving, and free. We ignore the clouds and play in the rain. We don't notice the bitter cold nipping at our nose, we jump right into the snow. When we are young we effortlessly enjoy the little things to one day realize those are actually the big things. The older we get, time seems shorter than ever, months cruise by like seconds, and years fly by like days. We get caught up in school, sports, family, and work. Stress becomes a feeling we finally understand. Relationships end, loves ones are lost, and we learn the future doesn't always go the way we planned. Instead of letting those negative parts define us, it should only encourage us to see how fragile life really is and make the most of everyday. There is no way to know when it's our last day, or someone else's that we care for so much. The only part we can control is how much we enjoy everyday we are lucky enough to be here.

When I was young, I always used to say, "If you're not living on the edge, you are taking up too much space!" Maybe I said it a little too much because that 8 year old version of me hasn't really changed. I started competing in skiing when I was 13. Growing up in Merrimac, Massachusetts, having a dream of becoming a professional skier wasn't exactly a common one I shared with others. I played team sports such as soccer and individual ones like mountain biking and unicycling. I've never believed in having too much fun. I wasn't much of a student and had the hardest time putting away the soccer ball to come inside and do homework. When I was in my senior year of high school all of my friends had been accepted into colleges and I had the faintest idea of what I wanted to do next. I did know one thing about myself, that if I stayed in Massachusetts, I wouldn't ever have the chance to make it in skiing. I told myself it was something that I couldn't do later in life but school was always going to be there. When I graduated in the summer, I made the decision to leave, packed up all of my belongings, and headed west towards Park City, Utah.

I lived there for 5 1/2 years, and within that time I was ranked 13th in the country, and 26th in the world. I had sponsors I had always dreamed of, and competed along side athletes who I grew up watching on T.V. I floated down rivers in the summer, camped in the snow at Bryce Canyon National Park, and drove across the country 6 times. I could never seem to satisfy my urge for adventure. As those years went by, I realized I had learned more about myself and this life than any textbook could have taught me. But I also seemed to realize the value of a college degree

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*This essay competition which involves writing about the concept of Living Life to Its Fullest honors the life and practices of Keith Ulich, A.S., B.S., M.B.A , former vice president of the Delta chapter of Alpha Beta Gamma at Westchester Community College , and a member of the Board of Advisers of the Alpha Beta Gamma National Finance Committee.*

By Annabel Dryden, Beta Omicron

The 21st century has given rise to a new renaissance of expertise and innovation. Modern technology, such as the internet, has given people the ability to be significantly more self-sufficient than ever before. Now, with the aid of free or reasonably priced software online, it is much easier to create and operate a business. As a result, entrepreneurship is becoming much more popular. Owning one's own business, however, is no simple task! Even with the internet and its multitude of helpful tools and programs, starting and maintaining a successful venture, whether it be a small café or a multi-million dollar corporation, requires a large amount of time and effort. Yet, entrepreneurship is also one of the most free and creative ways to earn a living. As owner and operator, a person is free to design their own work atmosphere. This essay will examine the pros and cons of entrepreneurship.

Though many people would undoubtedly enjoy the idea of "being their own boss," entrepreneurs are actually working for their clients, and, as such, need to cater to their clients' individual needs. In addition, the market is flooded with businesses and it can be difficult to create a niche for one's business. In 2015 there were more than 650,000 new businesses, in the U.S. alone, in existence for less than one year (Entrepreneurship and the U.S. Economy, Bureau of Labor Statistics). With this massive amount of industries starting up, as well as those already in existence, it is nearly impossible to create and operate something truly new and different. For some, this constant rush of competition can be exciting, yet the stress can also be grueling and exhausting.

Probably the largest problem related to becoming an entrepreneur is that no matter how much hard work is put into a new undertaking, there is always the possibility of that venture failing. Though there are countless individuals in modern times who have, and are, successfully building up and operating their own establishments, there are just as many who do not succeed in these endeavors. Starting and operating a business requires an incredible amount of marketing, capital and leadership related skills, not to mention a huge amount of ambition and endurance. A large percent of new business actually fail in their first few years. This prospect can be terrifying for individuals who dislike taking risks. The world of finance is unreliable at the best of times - businesses rise and fall and even the savviest of business people cannot control the market and its ever-changing consumer trends. While a business idea may be popular and cutting edge one day, it might soon be overtaken by newer and better business ideas the next. Living in the world of high speed digital interactions means that this process occurs even faster and more rapidly than ever before.

On a more positive note, one of the best things about being an entrepreneur is the freedom to create something amazing! There are multitudes of enterprises all over the physical and virtual world that were started and run by innovative and ambitious people who desired the freedom to create and realize their own ideas and passions. It is not a surprise that employees who work at a regular job often feel stuck in a monotonous loop. Though workplaces are getting more innovative and many companies are empowering their staff to contribute more ideas and decision-making, most employees have limited control over their job situation.

Guy Kawasaki, founder of AllTop, said "Ideas are easy. Implementation is hard." Unlike traditional paid professions, entrepreneurship is a challenging and unpredictable lifestyle. A business owner may never know what is around the corner, whether it be their next payment or the fate of their company. Yet owning an enterprise can provide a

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or it can be useful for having a basic background into the financial world. Without it, it can be tough for people to get by, not only for those who didn't take it in high school, but also people who run businesses and don't have a "sense of it all". Teaching business is something I believe should be required before a high school student graduates, but as long as the choice is available to students, then that will have to suffice.

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and the opportunity's beyond skiing it would open up for me. I am living back home now, pursuing a college education, and couldn't be happier with the way it's going. I am older than the traditional college student but I would never change my decision to put school on hold. These are moments we will never get back so be sure to love family, love this life, and make the most of every single second. Wake up smiling and be thankful for good health, be thankful you are given today. Keep writing your story, the way you'd be proud to read later on, and always stay living it and loving it.

*Continued from previous page*

glorious freedom to earn a living on one's own terms. Without those individuals brave enough to pursue the life of an entrepreneur, the world would be a limited and primitive place.

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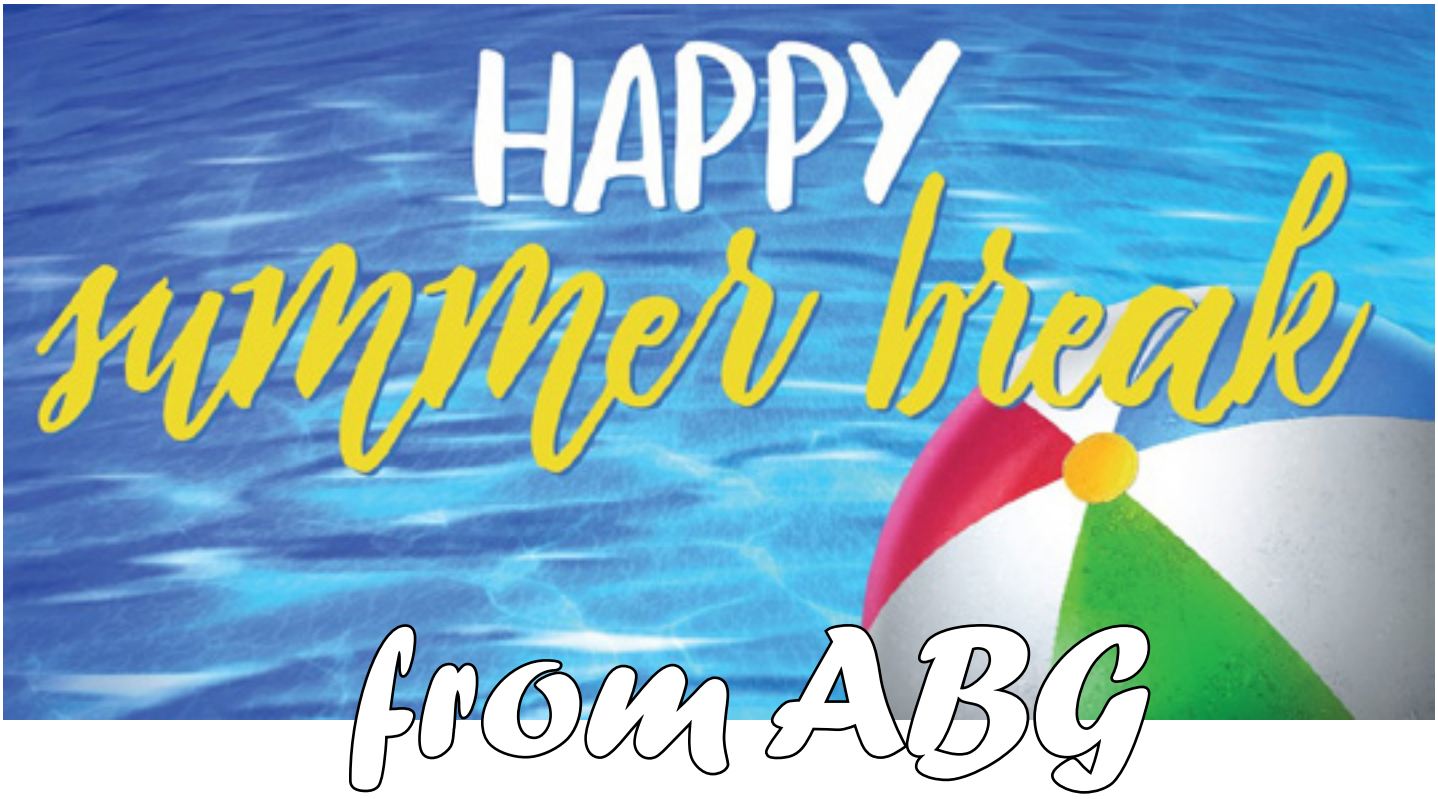
*Steve Perri was a Chapter Vice President and President of a Roofing Company which he formed. An unfortunate work-related accident took Steve's life. This award was funded by family and friends.*

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The most exciting part of the conference was the opportunity to run for a position for a national officer position. I was asked to self-evaluate my own leadership qualities and really evaluate how passionate I was about ABG. Once I decided that ABG held a very special place in my heart and I was ready to take on the responsibility of a national officer position if chosen by my peers. I then stood in front of my ABG peers and let them know why I felt I would best represent the student body as an officer. While I did not gain a position, I felt that this not only helped me to open myself up to everyone attending the conference but to also learn about the outstanding character and leadership qualities that many of peers my possessed.

During the conference we were given opportunities to mingle during meals as well as during a leisurely game of mini golf. These times allowed attendees to get to know each other and have a little fun. I was a little disappointed that more opportunities were not given or planned for student activities. Unfortunately, transportation limitations and distances to attractions from the hotel made traveling together as large groups a little difficult. However, I was able to hang out with a few amazing students from colleges all over the United States. We explored Myrtle Beach, enjoyed some delicious ice cream, and collected some awesome seashells.

Overall, attending the ABG National Conference was an amazing experience. I participated in every activity and event that was available to me and I loved every minute of it. Best of all, I forged friendships that I will carry with me throughout my adventures in life. I can only hope that my path leads me to another conference and reunites me with my ABG brothers and sisters.

# Alpha Beta Gamma International Business Honor Society

***Eligible Disciplines***

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Advertising
Agricultural Business
Architectural / Design Construction
Arts Management
Aviation Management
Baking & Pastry
Banking
Broadcasting, Radio, TV
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Business Economics
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Business Statistics
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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
Recreational Management
Restaurant Management
Safety and Health Technology
Secretarial Science
Small Business Management
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