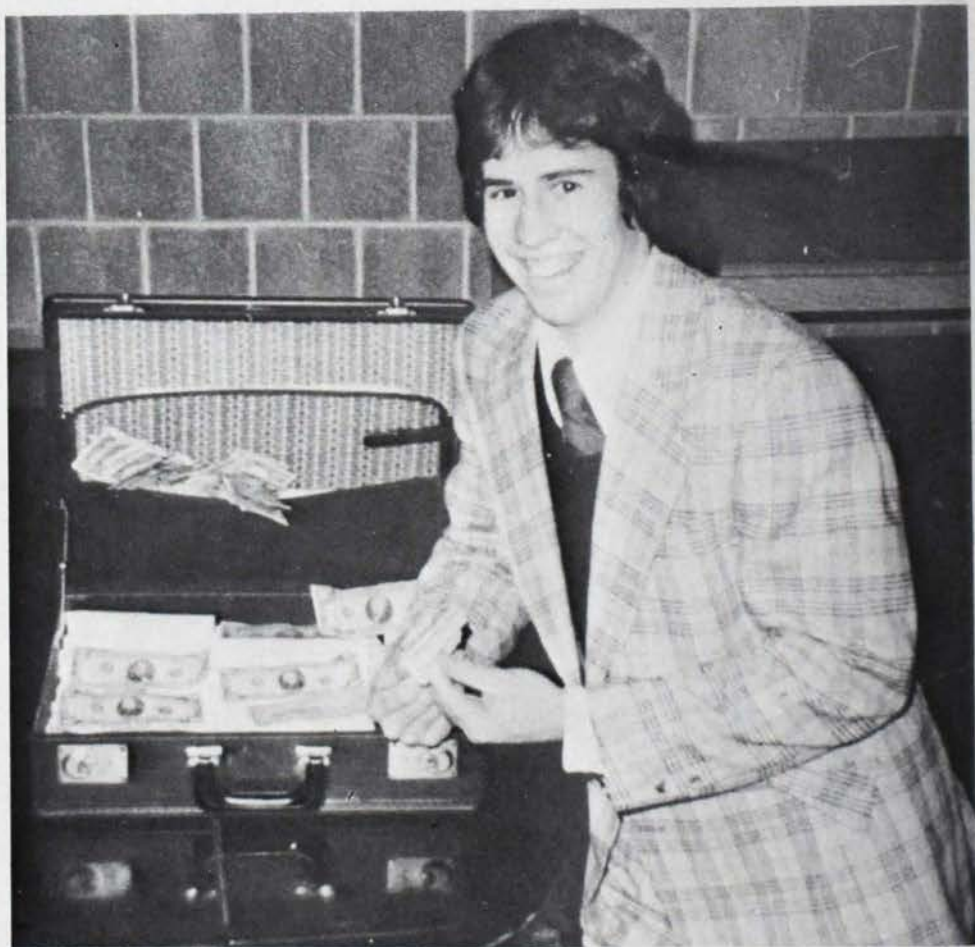


deltasig

an educational journal
march 1976



focus:



Dan Duffy of Theta Rho Chapter at Duquesne University displays the nearly \$1,000.00 raised by the chapter for the Duquesne University Muscular Dystrophy Dance Marathon.

The **deltasig**®

March, 1976
Volume LXV, No. 3
An Educational Journal

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Cover

The members of Zeta Pi Chapter at St. Joseph's College greet Spring and a new season reminding us of much work to be done before the academic year closes in another sixty days.

Editor

Ben H. Wolfenberger

Associate Editor

Michael J. Tillar

.....

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Member of



College Fraternity Editors Association

commentary....



Your chapter is in the process of selecting its leaders for the coming year. Upon election of officers, there comes a most important period that will set the pace for your chapter's future. That is the smooth transition that must follow each installation of new officers.

Each outgoing officer must be sure that all fraternity files, records and material must be presented to each new officer immediately. Each retiring officer must be willing to assist that person replacing him, so he may obtain maximum effectiveness in his new job. The duties and obligations of the new office should be fully explained and any pending responsibilities resolved. You should be willing to be available for advice and assistance in the future. You should write a summary of your experiences or highlights during your tenure, so it can also be reviewed. Transition is the key word to the future success of your chapter and you will certainly want to leave your house in order upon leaving office.

* * *

LIFE MEMBERSHIP is up 33 per cent over last year. Our Non-Life Member alumni dues are up 40 per cent which readily demonstrates continuing involvement of our alumni in the perpetuation of our great fraternity.

LIFE MEMBERSHIP is the one recommendation we make to our membership so that each member can lend a helping hand in the growth of our organization that has meant so much to each of us during our collegiate years and those following. LIFE MEMBERSHIP is not a program where you receive coupons and services twice the value of the money you invest, but it is an expression of your desire to see our organization continue its great work for the business and commerce students.

All monies received from our LIFE MEMBERS go into our National Endowment Fund which is loaned to qualifying members of our fraternity desiring to further their education in Commerce and Business. The balance of the fund is invested in AAA securities and all dividends received are placed into our General Fund. This keeps chapter initiation fees and dues to a minimum.

I humbly ask each of you to begin your LIFE MEMBERSHIP today by filling out the LIFE MEMBERSHIP application on the back cover of this issue of The DELTASIG Magazine. Mail it along with your check in the amount of \$5.00 or more made payable to Delta Sigma Pi to The Central Office. Your fraternity needs you!!! Start today and make this our most bountiful year in LIFE MEMBERSHIPS.

Fraternally,

A handwritten signature in cursive script that reads "Bill Tatum". The signature is written in dark ink on a light background.

William W. Tatum, Jr.
Grand President

ASSOCIATE MEMBERS -

HOW

DARE

YOU!

From the Desk of the Executive Director

"HOW DARE YOU tamper with tradition and change from "pledge" to associate members! Why, we've had pledges as long as we've had a chapter. And our pledge program works very well, thank you. Last year we initiated five top new men and that gives us a really tight chapter of 10 men—three after this year's graduation."

Perhaps oversimplified, but the above statement has been heard frequently this academic year in reaction to the Membership Development Program and Associate Member concept. Discussed by the staff and the Executive Committee, and adopted, it was introduced at the 1975 national convention. One would think from some of the reactions that we had changed the name of the fraternity, expelled the Founders, and replaced our Ritual with a nursery rhyme.

To answer these critics and these comments, the Membership Development Program and the Associate Member concept were developed and introduced for one reason only: To replace meaningless memorization and "busy work" used to prove a man worthy of fraternity membership with a constructive, educational program which would increase the quality of the individual chapter, enlighten the chapter membership, and smooth the way for future recruiting and future members.

The one challenge which will determine the success or failure of Delta Sigma Pi in the future is *membership*. All other challenges stem from this. In the most recent five year statistical period, the total number of new members initiated by the chapters has declined. If this trend were to continue at the present rate, the fraternity's demise could be predicted accurately. Also reflected is the individual chapter's increasing difficulty in sustaining its programs.

How is this trend reversed? With education. We must begin with the day of induction when the Associate Member begins his development program to provide the right leadership and education in the chapter after initiation if the chapter is to meet its goals.

The traditional pledge education program does little to provide the capable leaders needed by the chapters. Leadership is a skill which must be developed; it is not a gift automatically bestowed on an individual. Results of the traditional pledge education program show that members initiated into the chapter know little about the organization they have sworn to support and perpetuate.

Every member has a role, a function, and a responsibility in the chapter and all of these must be carried out in harmony.

A number of chapters have called or written requesting copies of the Manual for Pledge Education (which has been discontinued) or copies of the new Membership Development Program for Associate Members which they can "plug in" without much thought or study. Later, there may be such a manual, but for now, its omission is intentional. Lack of a "manual" requires that the chapter officers and members do some think-

ing, *plan in writing* a development program which can be used by both the chapter and the Associate Members, and call on their own knowledge, education, and leadership.

Results of the program, if it is instituted and given an honest try, will be a greater awareness of others on the part of individual members.

Only if chapter members set the example, can others follow and become involved. By setting an example the chapter member does not expect others to do what he would not willingly do.

The benefits of membership in Delta Sigma Pi are available on the day of induction as an Associate Member, the opportunity is there to take them. After initiation into chapter membership they grow and develop. Then, it is the obligation of the member to put those benefits back into Delta Sigma Pi and pass them on to others.

Associate membership does not automatically guarantee initiation and full fraternity membership, but it provides a beginning, a cooperative relationship that can mature into initiation and fraternity membership. Only at initiation and later are the Ritual and inner workings of the fraternity revealed to the member.

Every member has a role, a function, and a responsibility in the chapter and all of these must be carried out in harmony. The chapter is a small society, a microcosm of life. The strong chapter builds strong and secure members equipped to cope with career and life in general after school.

Membership in Delta Sigma Pi does not automatically give the member good grades, access to the best dates, a molded image of the successful student, or social graces. It does, though, return what is put into it. Contribute friendship; get back Brotherhood.

The chapter is made up of basically four things: manpower, organization, finances, and spirit. Commitment, emotion, security, ideals, hopes, and concerns are also a part of a chapter stemming from these four basics.

What is the price the member pays for membership? Only good things like self-development, honoring obligations, adhering to personal principles, preserving personal standards, developing *individual special* abilities, mutual learning, understanding, and respect, and encouraging all of these in others.

The new man, the Associate Member, brings enthusiasm, energy and ideas. Don't kill them. We learn by mistakes, but the Associate Member should have help, not criticism and should receive support and gentle guidance along the way.

Leadership is a skill which must be developed; it is not a gift automatically bestowed on an individual.

How do these things, mentioned in the previous seven paragraphs, come about? Through the Membership Development Program and the education of Associate Members.

The planned and written Associate Member program should provide the chapter members and the associate members with what the program should accomplish: It should provide the opportunity for development of the individual—leadership abilities and personal growth. It should provide education in fraternity history and organization, laws and procedures. It should develop brotherly love and spirit in addition to the educational experience. It should answer questions of motivation about self; it should provide the chance to learn about one's self and how to help others. It should generate ideas from the Associate Members to help the chapter. It should provide happiness and fulfillment for all.

While tailored to the individual chapter in its individual environment, the program should incorporate leadership development, organizational development, human relations, and group dynamics. These help the Associate Member, who is later the chapter member, to understand himself, make appropriate decisions, and accept the responsibility for his actions and conduct.

The program should provide fraternity education about programs, resources, both human and financial, recruiting based on marketing principles, and communications.

The prospective member and the associate member are equal in dignity and respect to chapter members, however, they happen to be inexperienced in fraternity management and programs. As opposed to pledge education which stressed two distinct "classes" of people, the Membership Development Program encourages equal standards for treatment, dignity, respect, and discipline. The double standard of one set of rules for chapter members and a second set of rules for associate members is no longer acceptable.

In the program skeptics should be answered. There will be the realization that there are no set answers for complex questions or situations, but a positive attitude about the value of Delta Sigma Pi will develop.

What happened in the 20's, 30's, 40's, 50's, and 60's is not necessarily what is happening today.

Results of the program, if it is instituted and given an honest try, will be a greater awareness of others on the part of individual members. The apathetic will become the involved; the timid and the insecure will become the bold and the confident.

The program is a day to day assimilation and gradual orientation to full membership. The result of the growth of the individual members will be the growth of an aggressive, harmonious, strong, successful, and respected chapter.

Members and associate members will have a sense of belonging, a sense of unselfishness. They will think in terms of the good of the organization, they will comprehend the values of membership, being able to present these values to other future prospective members, and they will be able to justify the purposes of the fraternity.

At the climax of the Associate Member period is initiation. The Initiation Ritual presents our principles and the system of values on which the fraternity was founded. It is the product of our history, modified as needed through the years. It determines the tone and the purpose of all of our meetings as well as introducing the new member to the fraternity. If poorly done as the culmination of a poorly handled membership development process, then the chapter has wasted many weeks and many dollars, and has not gained the desired leadership quality and momentum of spirit needed for achievement. These have probably deteriorated.

Hand in hand with pledge education has gone hazing, whether it be in a subtle way throughout the pledge period or flamboyantly introduced as the final hurdle prior to initiation into membership. Never condoned by our Ritual or our laws it still exists and we all know it. The Associate Member concept will eradicate it.

Excuses for hazing are that it develops closeness, it develops manhood, it punishes for not knowing pledge material, for not knowing other pledges, it punishes for not showing respect or for being too cocky. BUNK! All of these things will boomerang and become most evident in the chapter after initiation if countered with hazing.

While your national officers work to develop contemporary approaches to contemporary demands, the "die hards" work behind their backs to perpetuate road trips, mock initiations, interrogations, burials, and mindless memorization. Endless tests of mental strain and physical endurance don't belong in Delta Sigma Pi. Chapters should teach Brotherhood by *what it is*, not by *what it is not*.

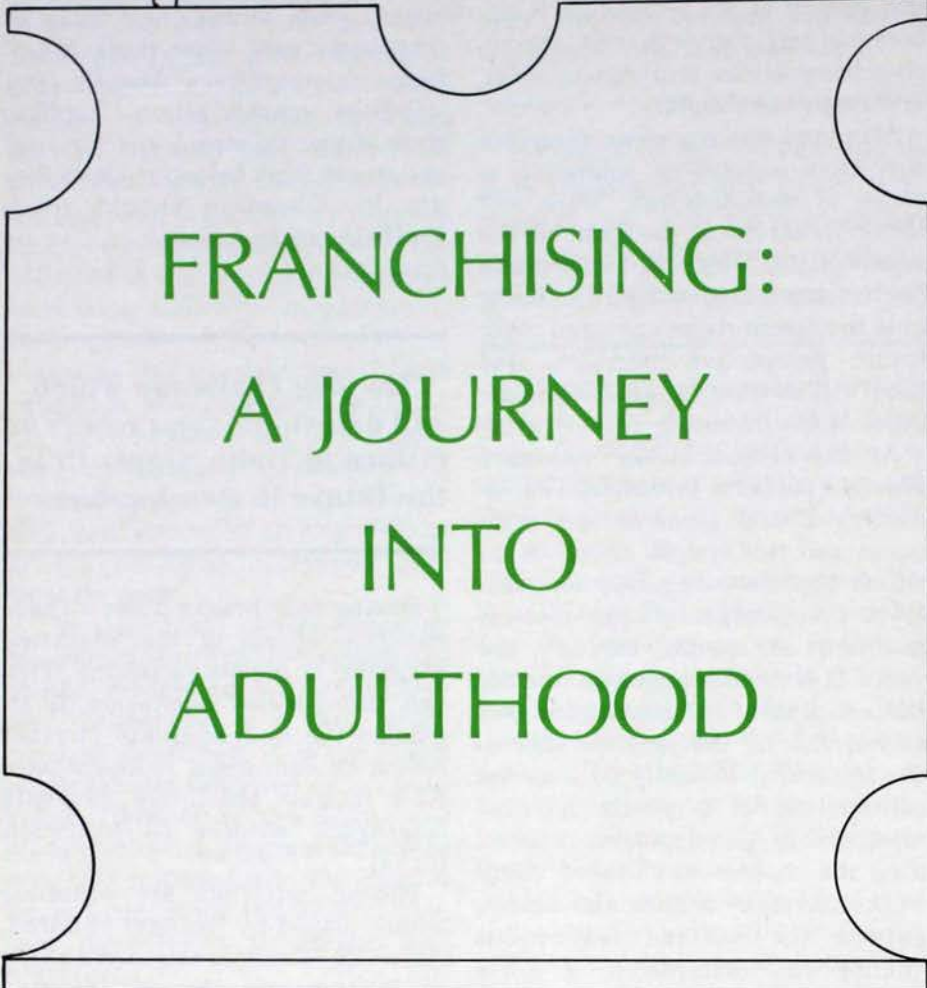
The one challenge which will determine the success or failure of Delta Sigma Pi in the future is *membership*.

Hazing only breaks down all constructive efforts of the education program. It makes recruiting difficult through bad reputation. It alienates the new associate member before he can orient or contribute. And fatigue absolutely prevents intelligent witness to Initiation Ritual.

Hazing activities are senseless games played by ignorant children. Associate Members can earn a share of Brotherhood through positive reinforcement instead of through hazing.

What happened in the 20's, 30's, 40's, 50's, and 60's is not necessarily what is happening today. Organizations which cannot, or will not, change to meet changing needs cannot survive.

Our enlightened chapter members, as the future business leaders of this country, will try the Membership Development program and the Associate Member concept. They will neither accept it or reject it without investigation because the old way is "the way it has always been done." That would be like a prospective member rejecting the idea of membership based on his preconceived ideas and before giving chapter members the chance to present values to him that are worth his time, effort, and money.



FRANCHISING: A JOURNEY INTO ADULTHOOD

By
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Chairman, Department of Management
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INNOVATION. TURMOIL. PROFIT. GROWTH. This is franchising today—a vigorous multi-billion dollar industry which runs the gamut from campgrounds to crispy fried chicken (Tokyo style).

From a franchising low in 1969-1970, a bleak period characterized by overexpansion, mismanagement, and rampant "fly-by-night" operators,¹ the industry is surging ahead with renewed strength and, more importantly, a new profile. Expansion into virgin areas with dynamic growth potential, a continuing legal assault by state and federal government, and new market strategies are all factors conducive to franchising's full recovery.

Franchising's Explosive Growth Potential

Franchising firms in 1973 accounted for estimated retail sales of \$151 billion, nearly one-third of the nation's total retail sales. Of this figure, the lion's share, 85 per cent, is credited to franchisee owned establishments.²

In 1972, franchising's 445,281 establishments³ were responsible for the employment of nearly three million workers.⁴ Thus, franchising is a vital element in our economy.

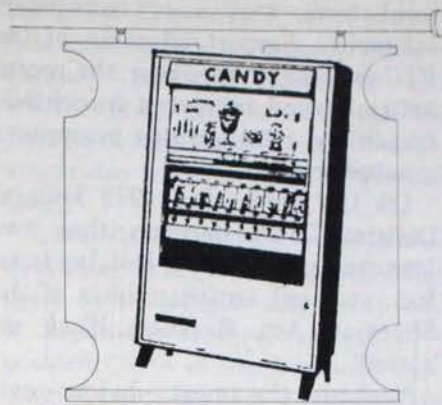
While the traditional areas of franchising—auto and truck dealerships, gasoline service stations, and

soft drink bottlers—claimed 80 per cent of franchising's total estimated sales in 1973, the growth rate of sales hovered between 11 and 18.8% with lower rates anticipated in 1974.⁵ Contrast this with the spectacular gains amassed by franchising's adolescent sectors. For instance, campgrounds qualified at the fastest increasing sector of the franchising industry in 1973 by posting a whopping approximated sales increase of 42% over 1972 figures and a corresponding annual advance in the number of franchised campgrounds of 28%. Similar gains are forecast for 1974, notwithstanding the ill effects of a continued fuel shortage on travel.⁶

A study of this booming area depicts how the entry of entrepreneurial franchisers can change the face of an industry in a few short years. While most of the estimated 16,000 privately owned campgrounds are unaffiliated units offering economy camping accommodations at bargain basement prices, large franchising chains promising deluxe facilities are steadily arriving at the scene. Besides the usual water, sewer, and electrical hook-ups, showers, laundromat, and grocery store, a high caliber franchise campground may offer a swimming pool, bar, restaurant, recreation room, miniature golf course, and even a reservation system with credit card privileges.⁷ Holiday Inn Trav-L-Park, Ramada Camp Inn, and the biggest of the big, Kampground of America, boasting 610 franchised units,⁸ are but a few colorful names in Camping's Who's Who.



In addition to the lucrative leisure and travel business, an escalating demand for business and personal services has created increased opportunity for franchising. With predictions of a 40.5% rise above 1973 sales' levels for the sector as a whole, printing and copying outlets, professional tax preparation services, automated bookkeeping and record keeping systems, even on-location cleaning franchises are but a few expanding avenues.⁹ Compound that with the projected annual sales' growth of other areas in 1974 and—once again—franchising reigns a vital force in the economy. Recreation, entertainment, and travel is up 29%; educational products and



services up 20.4%; hotels and motels, up 20%; fast food franchising, up 19.5%; and construction, home improvement, maintenance, and cleaning operations, up 17%.¹⁰ It is possible, no doubt, that a continuous downturn in the economy may significantly affect a leveling off of this projected growth, perhaps to the point of decrease.

What factors account for these impressive figures? An increasing population with more leisure time and more money to spend proved fertile ground for franchising. And additional benefits, for franchiser and franchisee alike, were reaped from increased emphasis on the use of automated equipment, tested standardized operating systems, and well-planned training techniques.¹¹

The Turbulent Evolution of Franchising Law

One continuing development particularly favorable to sound franchising is the legislative and court assault on the widespread abuses associated with franchising. One abuse, misrepresentation of expected profitability, was proven all too common by a study of fast food franchisees who were provided proforma income statements as part of the sales promotion:

Seventy three per cent of the franchisees had incomes below the minimum projected by the proforma statements; 92% had incomes below the average projected figures.¹²

Fortunately, 10 states enacted "full disclosure" legislation compelling franchisers to reveal actual

financial conditions including all franchised units.¹³ The Federal Trade Commission in 1971 also responded with a proposed Trade Regulation Rule governing the sale of franchises. Typical of the stringency of the regulations are three points which, if adopted as proposed, would force franchisers to:

Refrain from negotiating any contracts in which the franchisee waives his rights to sue in the event future disputes arise. . . .

Base claims of potential earnings on actual average figures for all franchisees in operation during the preceding 12-month period. . . .

Disclose the average total amount of all franchisee fees paid by franchisees to the parent company in the past 12 months. . . .¹⁴

One particularly vicious franchising abuse deserving of the FTC's hard-line approach is pyramiding, a marketing technique in which unwitting investors, stuck with an unsalable product, can recoup losses only by selling distributorships. 1973 proved to be a tough year for pyramiders like Holiday Magic, found guilty of deceptive trade practices by the FTC, and Bestline Products, slapped with a penalty payment of \$1,852,000 by the California Superior Court. Still the fraud continues.¹⁵

The one thing certain now is that franchise practices will be increasingly scrutinized by franchisees and the government, and the odds are that the franchiser's freedom of action will continue to be reduced.¹⁷





Also portending of ill news to come for franchisers is the Department of Commerce:

... recent decisions in oil company cases have interpreted law either unfavorable to franchising or indicated developments that may later prove unfavorable. These cases involve contract termination, leasing of property, tying arrangements with respect to purchasing requirements, and participation in promotions.¹⁸

One potentially lethal blow was delivered this May when the U.S. Court of Appeals in San Francisco maintained that at least some location clauses are anticompetitive and outright violations of antitrust laws. Thus, the possibility exists that franchisers' distribution planning is in serious straits.¹⁹

Maturation Trends in Franchising of the Seventies

Within this framework of ripe social, economic, technological, and legal conditions, a number of significant trends in franchising have developed which characterize it as a maturing industry. One such event was the entry into franchising in the early 1970's for the first time by major corporations, such as General Electric with its chain of coin-operated laundries and Upjohn Corporation promoting medical and health care centers. This movement heralded a greater degree of stability in franchising operations than existed before.²⁰

Desirous of preserving their blue ribbon reputations and, at the same time, seeking to negate the conflicting regulations of various state and

local laws, legitimate franchisers staunchly support adoption of the FTC proposal.¹⁶ However, the recent judicial trend involving franchiser-franchisee relationships presents a greater problem.

On the heels of a 1973 Federal District Court decision that two franchise provisions of Holiday Inns, Inc., violated antitrust laws of the Sherman Act, *Business Week* reported:

Perhaps the most obvious evidence of the maturation process is the intensely competitive, oversaturated conditions of many markets dominated by franchising. "Franchise strips" are common sights in many cities.²¹

However, the fast foods industry, confronted with dwindling site locations as well as market saturation,²² has won a temporary reprieve through a new marketing strategy of urban outlets. Although personnel, security and real estate costs



are greater downtown than in suburban locations, many retailers feel that the possibility of significantly higher sales volume is fair compensation. This is especially so for Kentucky Fried Chicken, whose three year expansion plan projects urban locations for 20 per cent of its stores.²³

A third aspect of recent franchising is the subsiding trend toward acquisition of franchised outlets by franchisers. Only in the fast foods industry has the conversion to company owned units not yet waned.²⁴ A prime example is McDonald's, who has leaped from a 15 per cent company owned to total units ratio

in 1968²⁵ to 31 per cent at year end 1973.²⁶

Franchisers with company owned outlets do capitalize on a number of salient advantages: (1) higher profits; (2) greater control and flexibility of operations resulting in less resistance to change; and (3) freedom from restrictive legislation and unfavorable court decisions.²⁷ Yet the uncomfortable implication for franchisees is that franchising remains merely a transitional stage in the life cycle of an expanding company.²⁸

International Franchising: The High Cost of Seizing Opportunity

Possibly the most dramatic facet of franchising in the 1970's is the area of international expansion. Prompting the rapid plunge into foreign markets are two factors: (1) dwindling opportunities state-side, and (2) an economic climate in many foreign countries similar to that which embraced our own frenzied period of franchising a decade ago. Those attributes include increasing per capita income, rising demand for consumer goods and services, and the transition from a manufacturing to a service oriented economy.²⁹ Other sources indicate that increasing consumer mobility, substantial urbanization, and projected population growths surpassing that of the United States are additional elements conducive to expansion abroad.³⁰

Providing evidence of a mushrooming growth pattern is a 1972 Department of Commerce survey of franchisers with overseas outlets. A





total of 175 United States franchisers reported 6,163 outlets in foreign countries in 1972 contrasted with 156 franchisers with 3,365 in 1971. Amazingly, in Japan alone, the number of operations soared from 49 in 1971 to 525 in one year's time.³¹

The same survey also lists five countries—Canada, Mexico, Australia, Japan, Finland, and France—with the most substantial potential for American franchisers, especially in the areas of hotels and motels, fast food restaurants, automotive rentals, and business aids and services. Apparently, a healthy tourism trade is intimately related to the realization of these opportunities.³²

Abstract predictions, however, do not tell the entire story. While many sources have touted the "easy pickings" overseas, a vivid portrait of disappointment is painted by the actual experiences of franchised units engaged in international activity.³³

Consider the plight of American fast food operators in Japan. A profusion of American retailers—General Foods, Burger Chef, Mc-



Donald's, Kentucky Fried Chicken, International Dairy Queen, Dunkin' Donuts—surfaced overnight and with a great splash. Sales at McDonald's first store topped every single day record in hamburger history.³⁴

Immediately, however, problems developed. Burger Chef courted disaster by refusing to ally itself with a Japanese trading company, a powerful force in the Japanese economy. Even with the aid of trading companies and meat processors, to whom Japan exclusively grants import licenses, retailers find beef expensive and scarce.³⁵

Even more significant is the exorbitant cost of real estate which fast food operators are forced to bear. Initially, Kentucky Fried Chicken and McDonald's stressed the suc-



cessful American strategy of suburban located units, apparently unconcerned by the fact that Japan is a relatively immobile society, by western standards. This expensive charade resulted in considerable losses and, consequently, a hefty migration into the high priced downtown shipping areas. Reporting of McDonald's in May of 1973, *Forbes* revealed that "half of the company's 23 stores are located in department stores in such 'prime' areas as Tokyo's Ginza and Shinjuku, probably the two most expensive pieces of real estate in Japan."³⁶

As if this were not enough, Japanese ingenuity emerged in the form of local imitators of American fast food chains, offering stiff competition. Compounded by a serious shortage of capable manpower and



qualified franchisees, the unique problems encountered have undeniably impeded the early expansion anticipations of fast food franchisers in Japan.

Franchising Today—What Next?

In consideration of the changing nature of franchising, the socio-economic consequences of the system should be re-evaluated. Shelby D. Hunt in 1972 examined five of these:

- (1) Franchising greatly increases the opportunities for individuals to become independent businessmen . . .
- (2) Franchised businesses have lower failure rates than other businesses . . .
- (3) Franchising decreases economic concentration by providing a viable alternative to completely integrated vertical chains . . .
- (4) Franchising provides opportunities for minority group members to own their own business . . .
- (5) Franchising assists consumers by providing standardized products to an increasingly mobile public . . .³⁷

Hunt admitted that no conclusive evidence existed to substantiate claims of lower failure rates for franchised businesses; however, recent Department of Commerce statistics add weight to the commonly held belief. In 1972, 2 per cent of all company owned outlets and 3 per cent of all franchisee owned units ended operations. This 3 per cent does represent, though, a weighty increase over the 1971 level, up to 5,016 from 2,743.³⁸

While Hunt notes that franchising



provides an alternative to massive vertical chains, the possibility exists that franchising could evolve into a series of interlocking relationships among large corporations. For instance, Coca-Cola and a chicken processing subsidiary of the Marubeni Corporation, a Japanese trading company, are both Kentucky Fried Chicken franchisees in Japan; however, Marubeni is also allied heavily with International Dairy Queen.³⁹ And the spark that ignited the Holiday Inns, Inc., versus American Motors Inns, Inc., court case in 1973 was an application by American Motors for a Sheraton Inns franchise. At the time, AMI already controlled 52 Holiday Inn motels with five more under construction.⁴⁰

Franchising, then, is big and getting bigger—both in terms of numbers and by composition of members. Franchising in the coming years will capitalize on new fields of opportunity, but in a legal environment requiring caution and justice on the part of franchisers. Franchising will develop in new places—both abroad and in the inner cities. And franchising will continue to be a driving force in the economy, an industry reaching for adulthood, following a turbulent adolescence.

FOOTNOTES

¹"The Cautious Boom in Franchising," *Dun's Review*, November, 1972, p. 45.

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³*Ibid.*, p. 1.

⁴*Ibid.*, p. 12.

⁵*Ibid.*, p. 44-45.

⁶*Ibid.*, p. 7.

⁷"Profits in Campgrounds," *Business Week*, June 10, 1972, p. 42.

⁸*Moody's OTC Industrial Manual* (New York: Moody's Investors Service, Inc., 1973), p. 533

⁹U.S. Department of Commerce, *op. cit.*, p. 45.

¹⁰*Ibid.*, p. 45.

¹¹U.S. Department of Commerce, *Franchising in the Economy, 1972-1974* (Washington, D.C.: U.S. Government Printing Office, 1974), p. 9.

¹²Shelby D. Hunt, "Trend Toward Company Owned Units in the Franchise Chains," *Journal of Marketing*, July, 1972, p. 38.

¹³"The Cautious Boom in Franchising," *Dun's Review*, November, 1972, p. 46.

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¹⁵"Battling the Biggest Fraud," *Time*, July 16, 1973, p. 51.

¹⁶"Franchisees Find a Friend," *Sales Management*, December 13, 1971, p. 8.

¹⁷"Holiday Inns: Legal Setback for Franchisers," *Business Week*, September 29, 1973, p. 108.

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¹⁹"Even Tighter Limits on Franchising Powers," *Business Week*, May 25, 1974, p. 62.

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²⁴U.S. Department of Commerce, *Franchising in the Economy, 1972-1974* (Washington, D.C.: U.S. Government Printing Office, 1974), p. 11.

²⁵Charles G. Burck, "Franchising's Troubled Dream World," *Fortune*, March, 1970, p. 121.

²⁶*Moody's Handbook of Common Stocks, Third Quarter of 1974* (New York: Moody's Investors Services, Inc., 1974).

²⁷Shelby D. Hunt, "Trend Toward Company Owned Units in Franchise Chains," *Journal of Retailing*, Summer, 1973, p. 3-12.

²⁸Burck, *op. cit.*, p. 148.

²⁹U.S. Department of Commerce, *Franchising in the Economy, 1972-1974* (Washington, D.C.: U.S. Government Printing Office, 1974), p. 15.

³⁰Walker, *op. cit.*, p. 40.

³¹U.S. Department of Commerce, *Franchising in the Economy, 1972-1974* (Washington, D.C.: U.S. Government Printing Office, 1974), p. 15.

³²*Ibid.*, p. 18.

³³"Will Big Mac Meet Its Match in the Land of the Rising Sun?," *Forbes Magazine*, May 15, 1973, p. 118-130.

³⁴*Ibid.*

³⁵*Ibid.*

³⁶*Ibid.*

³⁷Shelby D. Hunt, "The Socio-Economic Consequences of the Franchise System of Distribution," *Journal of Marketing*, July, 1972, p. 32-38.

³⁸U.S. Department of Commerce, *Franchising in the Economy, 1972-1974* (Washington, D.C.: U.S. Government Printing Office, 1974), p. 11.

³⁹"Will Big Mac Meet Its Match in the Land of the Rising Sun?," *op. cit.*, p. 123.

⁴⁰"Holiday Inns: Legal Setback for Franchisers," *op. cit.*, p. 108.

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A simple, but complete, guide to franchising, ideally suited for a potential franchisee. Typical chapter headings: "How and Where to Find Franchise Opportunities;" "The Successful Franchise: How and Why It Works;" and "Understanding Franchise Contracts." Unusual assortment of appendix material: List of franchise companies; list of Small Business Administration publications; free and on sale, and others. Also offers a chapter each on opportunities for women and minorities in franchising.

Rosenfield, Coleman R. *The Law of Franchising*. San Francisco: Bancroft-Whitney Company, 1970.

A more technical reference whose contents include the definitions, background, and legal status of numerous aspects of franchising: funding and royalties; contracts; trademarks; exclusivity; product control; termination; tying; and others. Good appendix, includes copy of Federal Fairness in Franchising Act, and of Massachusetts Franchise Fair Dealing Act. Is slightly outdated, but still worthwhile due to breadth and depth of material covered.

Thompson, Donald N. *Franchise Operations and Antitrust*. Lexington, Massachusetts: D.C. Heath and Co., 1971.

Deals with the economic and business justifications, as well as the court's analysis, of tying agreements, territorial arrangements, and exclusivity. Misleading title in that technical aspects of franchising law plays only a minor role in book. Author also defines and describes the franchising industry by such elements as size, growth, qualitative contributions, and franchiser controls.

Periodicals

"Battling the Biggest Fraud," *Time*, July 16, 1973.

Good article describing the fraudulent franchising practice of pyramiding and the recent legal attempts made to eradicate it.

Burck, Charles G. "Franchising's Troubled Dream World," *Fortune*, March, 1970.

A long article, slightly dated, which deals with a number of typical franchising practices; franchising fee and royalty system, services offered by franchisers, "buy-backs," and prevalent abuses of use in the industry (e.g. accounting methods and "fly-by-night" operators.)

"The Cautious Boom," *Dun's Review*, November, 1972.

Interesting four-page article which overviews recent trends in franchising: legal aspects, movement of major corporations into franchising, fields of the greatest expected growth, foreign market expansion, and increased company takeovers by franchisers.

"Changing Pattern for the Franchise Boom" *U.S. News and World Report*, April 24, 1972.

Two page article highlighting the changes in the industry since the recession in early 1970's: slowdown in franchisers' pace of expansion, the outlook for minorities in franchising, and potential overseas market.

"Europe: Wolfish Hunger for U.S. Fast Foods," *Business Week*, October 21, 1972.

Brief one-page article highlighting the success, unique problems, and prospects of U.S. fast food chains internationally.

"Even Tighter Limits on Franchising Powers," *Business Week*, May 25, 1974.

Discussion of decision and possible implications for all franchisers arising from GTE Sylvania, Inc., versus Continental T.V. U.S. Court of Appeals in San Francisco held certain location clauses in franchise contracts to be violations of anti-trust laws.

"Fast Food Franchisers Invade the City," *Business Week*, April 27, 1974.

Recent short article dealing with a new franchising market strategy: typical suburban fast food

franchisers (e.g., McDonald's, Kentucky Fried Chicken) now appearing on the downtown urban scenes.

"Franchise Goods and Services Sales Expected to Hit New High This Year." *Commerce Today*, November 15, 1971.

Article, whose information is drawn from "Franchising in the Economy, 1969-1971," briefly notes the performances and trends in different lines of franchising with overall industry statistical data supplied.

"Franchisees Find a Friend," *Sales Management*, December 13, 1971.

Half-page article highlighting the Federal Trade Commission's proposed guidelines for sales of franchisees.

"Holiday Inns: Legal Setback for Franchisers," *Business Week*, September 29, 1973.

In light of Holiday Inn, Inc., versus American Motors Inns, Inc., verdict, court trends toward striking down limitations on franchisees actions are discussed.

Hunt, Shelby D. "The Socio-Economic Consequences of the Franchise System of Distribution," *Journal of Marketing*, July, 1972.

Dry article which discusses the positive and negative effects of franchising—increased opportunity for minorities to be independent businessmen, alternatives to completely integrated vertical chains as opposed to the anticompetitive characteristic of franchising and the frequent use of unethical selling techniques.

Hunt, Shelby D. "Trend Toward Company Owned Units in Franchise Chains," *Journal of Retailing*, Summer, 1973.

The reasons, pro and con, for company owned units in the franchise system are evaluated, as well as limited statistical data supplied substantiating the trend.

"The Profits in Campgrounds," *Business Week*, July 10, 1972.

Discussion of move by big franchisers into campgrounds and the

changing face of the industry. (e.g., description of newer camps, cost of franchises).

Snyder, James D. "Selling the Hustings Instead of Headquarters," *Sales Management*, January 24, 1972.

Includes enumeration of numerous proposed FTC trade regulations on selling of franchises plus brief history of court rulings. Article outlines changes occurring in industry designed to circumvent FTC.

Walker, Bruce J. and Michael J. Etzel. "The Internationalization Of U.S. Franchise Systems: Progress and Procedures," *Journal of Marketing*, April, 1973.

"Will Big Mac Meet Its Match in the Land of the Rising Sun?," *Forbes Magazine*, May 15, 1973.

A fairly detailed examination of problems and prospects of U.S. fast food operators in Japan. Negative future outlook is heralded by such things as growth of local competition, shortage of skilled manpower and qualified franchisees, shortage and high cost of food items, and difficulty in acquiring suitable site locations.

Government Publications

U.S. Department of Commerce. *Franchising in the Economy, 1972-1974*. Washington, D.C.: U.S. Government Printing Office, 1974.

Excellent. Very detailed and valuable reference, amply supported by statistical data, although 1973 and 1974 figures are estimated. Of particular note is breakdown by industry data (e.g., recreation, fast food, etc.) and a very complete evaluation of opportunity in foreign markets. Information is also available on minority gains and trends in government regulation.

Miscellaneous

Moody's OTC Industrial Manual New York: Moody's Investors Service, Inc., 1973.

Provides financial breakdowns on many different concerns.

lifestyle

... among the chapters

S.U.N.Y.-BUFFALO

OUR PROFESSIONAL CALENDAR here at Alpha Kappa Chapter has, thus far, been full and rewarding. And as our anticipation begins to accelerate us toward mid-semester examinations, the holiday break and, of course, Spring (which usually arrives about June 15 in Buffalo) we can appreciate, in retrospect, what fraternal involvement has provided for us.

January's professional meeting was preceded by the semi-annual textbook exchange where everyone was able to save a few dollars and discover a bit more about his scheduled courses and instructors from the attending Brothers. Mr. Richard, an investment counselor with Advent Company, addressed the body as to the techniques and pitfalls of compiling an investment portfolio.

Later that month Mr. Philip Giuffrida, who is employed by the Bethlehem Steel Company and also represented the Buffalo Iron and Steel Institute, gave us an overview of the marketing and pricing procedures of various forms of structural and sheet steel products. Also in January one of several planned tours for this semester found us delving into the production, sales and accounting system of WBEN-TV with Mr. Les Otterman, company comptroller.

February was the month of pledges and rush parties for Alpha Kappa Chapter which brought us another step closer to achieving our 100,000 points for this year. Plaudits are in order for President John Anderson for his commendable efforts and the amicable prodding necessary to accomplish a perfect Chapter Efficiency Index.

Later in March the Brothers are planning a trip to Athens, Ohio, for a social and professional conclave with Alpha Omicron Chapter to exchange ideas on improving both chapters. Of course, we expect there may be more socializing and beer mug initiations than serious work; a fact of life which, if it does nothing else, will promote closer ties between us and our Brothers from Ohio.

—REYNOLD F. JENNETTI, SR.

BABSON

THE MAJOR ITEM of interest at Gamma Upsilon Chapter, at this time, is our upcoming 25th Anniversary. April 21, 1976, marks a quarter-century that Delta Sigma Pi has been on the campus of Babson College. The Brothers of Gamma Upsilon Chapter are more than proud of this important milestone, and are consequently preparing a tremendous celebration in honor of that event. We would like, therefore, to reiterate the invitation that was issued in our last report, in this magazine. We hope that all our Brothers, who are in the area at that time, or who wish to go out of their way for the celebration, will join in the festivities.

The other major topic that we reported in the last issue of The DELTASIG was our bid for a 21st undefeated season in inter-

fraternity football. We are happy to report that our string remains unbroken. We are still the champions of fraternity football at Babson College. Our success was not complete, however. As darkness set in, and as time ran down, the team of Alpha Kappa Psi scored a touchdown and the game ended at 16-16. Thus we were served up only our third tie of the past 21 years. However, our success was marred in a much more serious manner. In our first game, Brother Jeff Jamail suffered a very serious dislocation of his left knee in a freak accident. At one point, the outlook was very dim for Brother Jamail. After being flown to Georgia for special surgery, however, he has returned to us in excellent condition and high spirits, even though he expects to be in a cast for quite some time.

Keeping within the realm of "athletic" competition, we would like to announce the results of our Fall semester Chapter Football Tournament. The dark-horse team of Gus Barber and Andy McKay overcame tough competition from the first round, right through the finals, where they beat defending champion Bruce McPherson, who was paired with a brilliant rookie known as "The Flash." Congratulations to these two valiant warriors from your chapter Brothers.

Finally, we would like to mention that this past December saw the first mid-year commencement, in the history of Babson College. Three Brothers of Gamma Upsilon Chapter were lucky enough to participate in that historic ceremony. Receiving their Bachelor of Science Degrees in Business Administration were Brothers Jeffrey R. Dente, Vincent P. Nolan, Jr., and William Cain Ruffin III.

As always, the Brothers of Gamma Upsilon Chapter would like to wish all our Brothers the best of luck in all their endeavors, whether they be fraternal or personal.

—VIN NOLAN, JR.

ROCHESTER TECH

THUS FAR, WINTER QUARTER has been quite productive for Epsilon Lambda Chapter here at Rochester Institute of Technology. In graduating 15 Brothers this year, we are putting membership recruiting as one of our top priorities this quarter. We have initiated six new Brothers so far and have several more pledges for the remainder of Winter and Spring quarter. We are depending on these new Brothers to aid us in achieving our goals throughout the coming years.

Our professional events have not suffered in the least. After the gigantic success of our first accounting seminar, we have decided to hold a second one, where more accountants from several local firms will come and hold an informal question and answer period with students. For this semester not only the Brotherhood, but the entire College of Business and its faculty have been invited. Our tours have also been

successful and informative not only for the Brotherhood, but for industry as well in that we have been invited back to several of the firms we have toured in the past.

We are holding a Founders' Day party on March 25 to celebrate the 15th Anniversary of the founding of our chapter. We are looking forward to seeing and meeting with many of our alumni at this party. It will be interesting and informative for us as well as to our newer Brothers and Associate Members.

As stated in the past, Epsilon Lambda Chapter has been growing ever stronger. We hope that this year we will achieve 100,000 points in the Chapter Efficiency Index, and as it presently stands we will have no trouble.

—RONALD W. MIEL

C. W. POST

ZETAOMICRON CHAPTER at C. W. Post College is once again getting all the details straightened out for the annual horse show. These shows in the past have all been successful and this one looks like no exception. Being one of our most elaborate fundraisers, we make a donation to one of the school's scholarship funds. The alumni also help us at the horse show by taking care of the food concession.

Professionally, we are doing well. We get many speakers who talk about different topics of interest. With 12 new men in the Brotherhood, we are getting many new sources and fresh ideas for speakers and trips. We are always growing in this most vital part of the fraternity.

Because we are very active on campus the name of Delta Sigma Pi is a respected one. We wish all the Brothers in every chapter success in all of their endeavors.

—VINCENT G. CACCIOLA

S.U.N.Y.-ALBANY

ZETA PSI CHAPTER has overcome its membership problem of last year; we now have a 43 Brother chapter which is headed toward another 100,000 point year in the Chapter Efficiency Index.

Our larger size has allowed us to undertake some new plans. Accordingly, we have formed several new committees. The Fraternity Processes Committee will review existing chapter procedures to see where improvements can be made. As part of this process we are beginning a management training program. Outside consultants will be brought in to educate the Brothers in management techniques which can be used in both the chapter and the outside world. The new Future Fraternity Activities Committee will evaluate the role of our chapter on campus and review possible roles we can play in the university community in upcoming years. We also have a new Membership Committee which set up a system of interviews and evaluations for prospective associate members this semester.

The Brothers of Zeta Psi Chapter are looking forward to celebrating the ninth anni-

FOUNDER
ALEXANDER F. MAKAY
May 21, 1888—September 24, 1951

ALEXANDER FRANK MAKAY

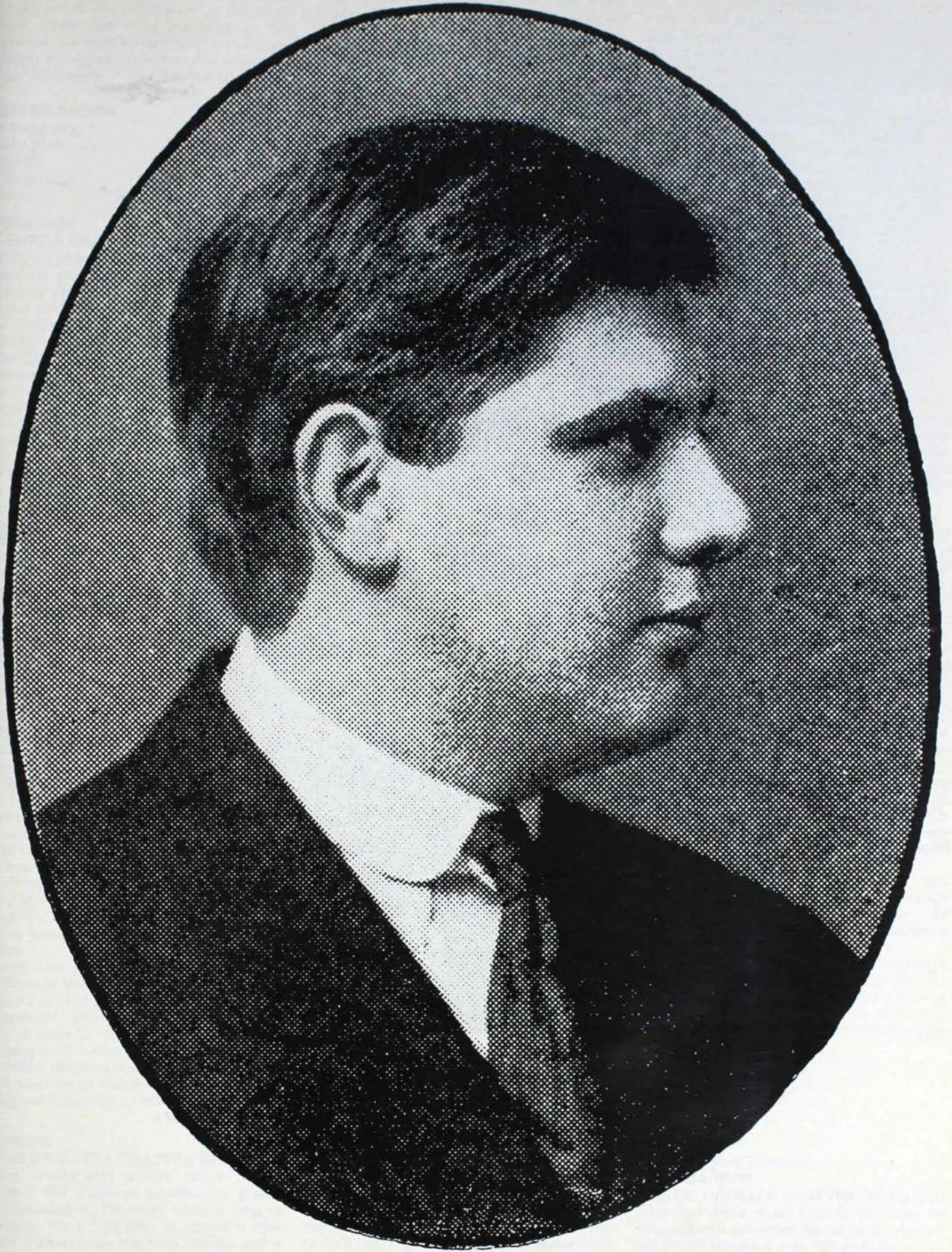
Alexander Frank Makay was born in New York City on May 21, 1888, and attended public schools there. In 1930 his last name was legally changed to Mackay.

He was a graduate of the Class of 1909 of New York University and continued a life-long association with NYU as an alumnus. As an undergraduate he was a football and track star and later served on the Athletic Council. To him belongs much of the credit for NYU's days of gridiron greatness. He coaxed Chick Meehan to leave Syracuse and become head coach at NYU where he put together football teams that were the best in the East.

Despite a busy practice in the accounting firm bearing his name, he was active in several clubs in and around New York. Of his many interests, it is likely that none were closer to him than his fraternity. He was one of the quartet which founded Delta Sigma Pi and maintained fraternal friendships for more than 40 years until his death.

In the early days of the fraternity he was a member of several national committees and served on the Board for six years. On the day of his death he was to have hosted a fraternity function at his home at Sea Cliff, Long Island, New York.

He and his wife, Marion, had one daughter. His brother, William J. Mackay, was a later member of Alpha Chapter.





versary of our chapter's founding on April 15. Included in the celebration is our semi-annual dinner-dance on April 24. In the meantime, we hope to continue our progress of recent semesters under our new president, Craig Millnamow. —STEVEN C. KUPTSIS

EASTERN REGION

Not Reporting

New York
Suffolk
Connecticut
Siena

PITTSBURGH

LAMBDA CHAPTER AT the University of Pittsburgh is having a tremendous year. We began our social calendar with a successful Founders' Day Party in November. Following the party we initiated 15 new Brothers into Lambda Chapter and immediately enlisted their help to hold our Christmas party.

Our Christmas party was held for the kids of Sleepy Hollow Camp in South Park. These nine boys were juvenile delinquents and dependent neglects waiting for trial or placement. We went to their camp for the party, the Brothers brought a lunch and gifts, but what the kids enjoyed most was the time and attention they received. Both the kids and the Brothers had a great time. We are planning more visits to the camp and some trips for the boys.

The Lambda Chapter Brothers also took two tours in the second school term. We visited a Westinghouse Plant and the Hillman Library Computer Center installed by Honeywell Corporation. We held these tours and meetings while we searched for new members; we are hoping for 10 this time. It has been a good year so far for Lambda Chapter; we hope all chapters are as lucky as we have been. —JOE PUSATERI

JOHNS HOPKINS

THE BROTHERS OF CHI CHAPTER celebrated Founders' Day with a meeting and dinner at the Johns Hopkins Alumni Club. The speaker for the evening was acting District Director Bob Meyers who presented an informative discussion close to all of us: "What Delta Sigma Pi fraternalism means to you in these times."

A tour was made at Westinghouse Electric Corporation—Friendship Airport, Baltimore, Maryland, where the Brothers were shown the manufacturing and packaging of various components that go into a radar system.

Three new Brothers were initiated into Chi Chapter this past December and, regrettably, all in attendance were humiliated and embarrassed. The initiation regalia did not arrive in time for the Ritual ceremony. This has happened before and it is disturbing that other chapters could neglect the royal rights of others by withholding from them the symbolical fraternity privilege.

—MELVIN J. SMITH

SHEPHERD

EPSILON KAPPA CHAPTER at Shepherd College is planning a very active Spring semester. The chapter's professional activities scheduled in February were a trip to Wheeling, West Virginia, to attend a conference with various business leaders, and a long distance tour to New York, where the

chapter plans to tour IBM and the World Trade Center. Plans are also underway for the chapter's fifth annual Spring horse show. In the past years the horse show has been a big success, and the chapter looks forward to another successful one. Drawing people from the tri-state area around Shepherd College, the horse show is the chapter's biggest money-making project. Other money making projects include bi-monthly sub sales.

Social activities planned for the Spring semester were a party in January, and a Spring banquet on March 27, at the Lee Jackson banquet hall in Winchester, Virginia.

Epsilon Kappa Chapter is doing extensive work on our associate member program this year. The chapter is having three recruiting periods this year and has been revising and trying to produce a more active and meaningful program.

The Brothers of Epsilon Kappa Chapter wish to congratulate Marvin Gower and Thomas Miller who graduated in December, and we wish all of the Brothers of Delta Sigma Pi a successful Spring semester.

—DWIGHT D. MC MANUS

LA SALLE

EPSILON SIGMA CHAPTER at LaSalle has concluded a Fall semester that was highly successful. We initiated four new members and celebrated with a buffet meal afterwards. These new Deltasigs, along with our present Brothers, are striving to achieve 100,000 points in the Chapter Efficiency Index.

Our professional program ended the semester with Mr. Leo Carlin, Business and Ticket Manager of the Philadelphia Eagles Football Club. Mr. Carlin gave us some insights as to the business aspects of a professional football team. We were also invited to visit the Eagles business office during the Spring semester.

Epsilon Sigma Chapter would like to welcome new officers for the coming year. They are: Pete Sandusky, president; David Dzienna, senior vice president; Andrew Conboy, vice president for professional activities; Angelo Neri, secretary; George Carroll, treasurer; John O'Keefe, CEI Chairman; Domenic Sanginiti, chancellor; Leo Pound, historian; and Dr. Domineski, chapter advisor. We wish them the best during the coming year.

We celebrated New Year's Eve with a successful party which all the Brothers attended. The Spring looks very promising and we wish all the other chapters the best of luck in their efforts. —PETER L. SANDUSKY

ST. JOSEPH'S

ZETA PI CHAPTER of St. Joseph's College is proud to welcome five new Deltasigs into its ranks; Brothers Evan Crawford, Bill Dolan, Mike McCarthy, Bob Mohan, and Mark Slattery of the Fall 1975 Pledge Class. We also would like to commend Vice President for Pledge Education Mike McKenna, and Pledgemaster Ben Hyde for an educational and thoroughly well planned pledge program.

On December 20, Zeta Pi Chapter celebrated the 10th Anniversary of its founding with a huge Christmas Dinner Dance celebration. Among the 300 persons who attended were past Regional Director Mel Brown, Regional Director Harry J. McMahon,

Sr., Vice President of Planning and Development at St. Joseph's College Daniel Delucca, and Terrence Toland S.J., President of St. Joseph's College. Prior to the occasion both a memorial bench and a memorial Mass were dedicated to Brother Bob Wilson, Zeta Pi Chapter's only deceased Deltasig.

Zeta Pi Chapter's Professional Committee, under the leadership of Vice President for Professional Affairs Tom DiClemente and Chairman John Kelly, has sponsored a vigorous on-campus film/lecture series for the benefit of the student body as well as numerous educational tours such as the tour of the Fairless Hills Steel Plant in Fairless Hills, Pennsylvania.

The Zeta Pi Chapter's Community Committee has also been quite active under the auspices of Brother Guy Cellucci. Both a picnic and Christmas party were held for the benefit of neighborhood orphans, as well as a Halloween trip to the Drueding Infirmary, an old age home in the Philadelphia area.

The fund raising and social aspect of the chapter has been the most successful ever, thanks to the careful direction of both Brothers Dan McHugh and Sal Grande. Our social calendar, including Brotherhood cocktail parties and fund raising Boathouse parties, has been quite busy and eventful this past semester.

DUQUESNE

THE THETA RHO CHAPTER at Duquesne University is successfully working its way to earning 100,000 points in the Chapter Efficiency Index for the third consecutive year.

The Brothers held a party at Children's Hospital, which was enjoyed by all. We played games and had refreshments. The most enjoyable and entertaining feature of the party was the singing of children's songs to the accompaniment of this correspondent's accordion.

Our fund raising program, consisting of the Spring semester book exchange and the bi-weekly hoagie sales, is again a great success.

Athletically, we are carrying our winning ways from the football field to the basketball court. With a consistent offense and a nearly impenetrable defense, we are very competitive in the tough Independent League at Duquesne.

The highlight of our professional program was a very interesting and informative tour of United States Steel Corporation. We also had some very outstanding speakers from local firms.

Therefore, the Spring semester is proving to be a very successful semester for the Theta Rho Chapter, and we hope all chapters of Delta Sigma Pi have as much success. —JOHN LEVITSKE, JR.

MIDWESTERN REGION

Not Reporting

Penn State
Rider
Rutgers
Maryland
St. Peter's
Philadelphia Textiles

VIRGINIA TECH

ZETA UPSILON CHAPTER at Virginia Tech has spent much time in planning for the quarter's activities. As far as the recruiting program goes, a very full and interesting quarter is in store. A rush combo featuring

the group "Sleepy Hollow" heads off the entire program. Speakers and professional tours also contribute to the quarter's activities.

The chapter would like to thank Brother John Watton, our Chapter Consultant, for his ideas and recommendations in helping us plan our recruiting program and overall fraternity activities.

We would like to say good-by and thank you to Brothers Rick Hall and John Day, December graduates, who have contributed much to the chapter and the fraternity. Also, we would like to thank Brother Chris Sheaffer and Tom Martin, who will graduate this March.

Plans for our annual Spring Blast are being made and the event is being looked forward to by all alumni and current Brothers. We would also like to announce the crowning of our new Rose, Cindi Lee, a freshman majoring in Home Economics at Virginia Tech.

All the Brothers of Zeta Upsilon Chapter would like to wish all the chapters good luck and hopes for a very enjoyable Spring.

—JEFF BARON

MADISON

IOTA KAPPA CHAPTER at Madison College has a new Chapter Efficiency Index Chairman and Secretary. These are Scip Shepherd and Mike Sowers. They took office at the beginning of second semester. We would like to take this time to express thanks to the outgoing chapter officers, Kevin Anders and Rick Lauderback. Kevin was Chapter Efficiency Index Chairman for Iota Kappa Chapter since the chapter was founded in the Spring of 1975. Last year due to his hard work in compiling the points, Iota Kappa Chapter came very close to reaching the maximum of 100,000 points. His graduation in December is what caused a vacancy in the office. Rick was secretary during the Fall semester and no request made upon him in his official capacity was ever denied. However, the two new officers are very capable and hard working so the transfer of the offices was made very smoothly.

Iota Kappa Chapter has just recently finished its intramural soccer season. Our team was in the playoffs and we are quite pleased with the tremendous job they did.

We have had and have scheduled many interesting tours and guest speakers. A highlight of the Spring semester will be a weekend tour of Bush Gardens in Williamsburg, Virginia.

As a money making project as well as a service project, we have been helping juniors and seniors obtain Master-Charge and Sears credit cards. This project has met with tremendous success.

—FRANCIS M. BAILEY, JR.

SOUTH CENTRAL REGION

Not Reporting

Tennessee
North Carolina
South Carolina
East Tennessee State
Virginia Commonwealth

FLORIDA

BETA ETA CHAPTER completed the Fall quarter by initiating six new men of commerce to our ranks. The old Brothers agreed this was the finest pledge class they had

ever seen—at least since they were pledges. We know they will be an asset during this transition period in the fraternity's history.

The end of Fall quarter found some of our membership visiting Miami for a combination football game-professional outing. We would like to thank the Brothers of Beta Omega Chapter for a fine field trip which included visits to Southeast Bank and the Small Business Administration. We would also like to thank the University of Miami football team in their losing effort to the Gator Bowl-bound Fightin' Gators of the University of Florida.

Our professional program for the coming quarter should prove interesting and enjoyable, vice president Mike Salyers assures us. In the works are visits to Atlanta and the offices of Merrill Lynch, the Federal Reserve and the IRS. Later we hope to take a look behind the scenes at Disney World in Orlando. A full slate of guest speakers should round out the agenda.

The chapter anticipates another successful quarter in its locker rental program. Due to expansion, 50 additional lockers are ready to lease. The service is available to all members of the university community.

Another ongoing program is the chapter's support of the Civitan Regional Blood Center's drive for blood. Many stout-hearted Brothers have given the gift of life so that others may live.

Finally, we would like to congratulate all our Brothers who are graduating and wish them luck in their future endeavors. To all Deltasigs, we hope this Bicentennial year is your best one yet.

—R. S. GRANGER

FLORIDA SOUTHERN

WE HAVE COMPLETED a busy and rewarding first semester. Congratulations to our nine new Brothers who were initiated on November 13. They will all be great assets to Deltasig.

Our chapter had the privilege of listening to Cyril P. Gamber, Special Agent of the Federal Bureau of Investigation. He spoke on the 12 branches of the Bureau and employment opportunities available. We held this program open to the college community and it was very successful.

Another professional program featured Lee D. Cunningham, Account Executive of the Merrill Lynch brokerage house. Mr. Cunningham discussed the various money markets available to investors. This program included a lively question and answer period.

Our two celebrations during the first semester were for Delta Sigma Pi's Founders' Day and the Christmas season. We provided punch and cookies for the entire business department at Florida Southern. This enabled us to talk with quite a number of students and many showed an interest in joining the Brotherhood.

The second semester will include plant tours to three firms: Growers Processing Service (orange and grapefruit sectioning), Danish Bakery division of Publix Supermarkets, and Jacquin-Florida Distilling Company.

Jud Perkins, Director of Finance for Walt Disney Productions, will come to highlight our professional program in March. This will include slides and an account of how the Disney empire began and how it grew to its present proportions.

We continue to wish all the chapters success in making this year the best!

—HOWARD BACON

GEORGIA SOUTHERN

EPSILON CHI CHAPTER at Georgia Southern College started off the new year with the Brothers working with the Freshman Orientation. The Brothers were very successful in informing the students of the purposes and ideals of Delta Sigma Pi.

Epsilon Chi Chapter completed one of the most successful rushes ever. During the pledge period the pledges held a very successful car wash in which the Brothers participated in and helped. The Brothers and pledges won the Georgia Southern Volleyball championship. Epsilon Chi Chapter sponsored a Slave Day where the Brothers and pledges worked for the faculty of the School of Business.

The high point of the quarter was the Founders' Day Banquet which was followed by the initiation of five undergraduates and two faculty Brothers. The Brothers were pleased to have Terry Garrett of The Central Office here during initiation. Brother Garrett had some very helpful advice and suggestions for the chapter.

Putting an end to a very successful quarter the Brothers worked in a Bike-A-Thon. The Brothers had a very enjoyable time. The quarter was ended by a Christmas Party which was enjoyed by all the Brothers their dates, and faculty.

In closing, the Brothers of Epsilon Chi Chapter would like to wish all Brothers a very successful Bicentennial year.

—JOSEPH M. MASSIE

SOUTHEASTERN REGION

Not Reporting

Georgia State
Georgia
Alabama
Auburn
Miami-Florida
Florida State
Tampa
Florida Atlantic
Troy State
West Florida
Columbus
Florida Tech
South Florida

INDIANA

THE ALPHA PI CHAPTER at Indiana University enjoyed a very successful first semester and is looking forward to an equally successful second semester. Our newly elected president, Ed Miller, has already met with his fellow officers and they have formulated many plans for this semester. Brother Don Luecke, our new senior vice president and Brother Miller have both worked very hard toward having a successful rush program, which includes initiating a rush tab at registration. Education of the association members this semester is being handled by Brother Don Ross, who will continue helping to form a more well-rounded membership. Brother John Mason, our newly elected junior vice president, is finalizing arrangements for several dynamic speakers and is also planning a couple of weekend field trips.

The scholarship fund of the Alpha Pi Chapter has been growing steadily through the



Iota Kappa Chapter's championship soccer team at Madison College.

generous contributions of many of our alumni. The fruits of such efforts will become a reality this semester. Brother Dave Robbins, who is in charge of the fund, has announced that two scholarships, in the amount of \$50.00 each, will be awarded this semester. One scholarship will go to a Delta-sig while the other will go to another student in the School of Business. The awards are made on the basis of financial need and scholarship.

In closing, we would like to express our appreciation to Executive Director Ben H. Wolfenberger for joining us at our 50th Anniversary celebration at our Rose Dance in December.
—WILLIAM T. HAVENS

BALL STATE

EPSILON XI CHAPTER at Ball State University topped off last Fall quarter with two professional functions. A tour was taken of Indiana Bell Telephone Company in Muncie, Indiana. This proved to be a worthwhile trip in relating the services this company provides to the public and the business community. The second function was a tour of The Central Office in Oxford, Ohio, on the first of November. Our chapter usually plans a trip to The Central Office at least once a year. We feel that such a trip serves to inspire the Brothers of our chapter to be a little closer to the ideals upon which Delta Sigma Pi was founded.

We have initiated four new members from the Fall quarter rush activities and have six prospective members pledging for the Winter quarter. Although we haven't had the turnout we had expected during the past two quarters, we have reorganized our rush program and look forward to a good turnout of prospective members in the Spring.

Although things have been quiet the first three weeks of Winter quarter, our chapter decorated a Christmas tree and placed it above the front entrance of the College of

Business with holiday greetings from Epsilon Xi Chapter to the students and faculty. We have various plans in preparation for a full program of activities that will take place after the holidays. Plans are in motion for the annual "professor of the Year" election that is sponsored by Epsilon Xi Chapter for the professors in the College of Business. Plans are also being made for our annual Winter banquet, which marks the high point of our social activities for the year. The Brothers of Epsilon Xi Chapter feel that a well-rounded schedule of activities enables us to better relate our scholastic endeavors to the world of business.

The New Year holds the promise of being another rewarding year for Epsilon Xi Chapter at Ball State University.
—MARK R. HARROLD

XAVIER

ONE OBJECTIVE OF last semester was achieved; a successful membership drive. These new members were persuaded to join primarily as the result of direct personal contact at registration, where literature was given and explained, which told of Theta Lambda Chapter's activities and achievements.

During the semester break in January, several members left the snow and cold of Cincinnati to enjoy the sunshine and scenery of Florida. In contrast, in the later days of March, a trip is planned to enjoy the snow and cold of Minnesota.

Our most important objective of this semester, if the chapter is to survive, is a proper training and motivation of our Freshmen members. In May, 60 per cent of our membership will be graduating, the majority of those remaining being Freshmen. Therefore, plans have been developed which allow the underclassmen to formulate most of the semester's activities, while the seniors serve as advisors. We feel the underclassmen can

learn more under this mode of operation, and as a result of their enlightenment, best be suited as next year's leaders.

—JOHN FISCHBACH

INDIANA-NORTHWEST

THETA PSI CHAPTER at Indiana University Northwest is again working hard to be a 100,000 point chapter as Chapter Efficiency Index Chairman Jim Cook had already applied for more than 50,000 points before the first of the year.

Fellowship as well as hard work is a fruit of membership in Delta Sigma Pi, and this year's Christmas party reflected our union in Brotherhood. This season's gathering on December 20 was attended by many Brothers, as music and good times were shared.

Theta Psi Chapter is proud to announce the election of President Bob Taylor as our candidate for "Undergraduate of the Year." His nomination and election were secured by his outstanding academic achievements and his continuing contributions to the success of the chapter.

The Brothers have formed a basketball team which competes in an intramural basketball league at the university. An unblemished record was marred in the third game when the opposing team failed to show, thus giving us a win.

Founders' Day was celebrated this year in conjunction with our semi-annual banquet for all Brothers. Music, dancing, and speeches by Chapter Advisor Dr. Pati and former Chapter Advisor Dr. Reilly capped a very memorable event.

Membership is the key to the future of any chapter; this year Theta Psi Chapter has already initiated 11 new Brothers and one faculty member into the chapter. Plans for the Spring Rush Program are already well underway.
—DAN ROLLO

EAST CENTRAL REGION

Not Reporting

Cincinnati
Ohio
Miami-Ohio
Kent State
Indiana State
West Liberty
Western Kentucky
Akron
Bowling Green

ILLINOIS

THE FIRST SEMESTER of 1976 was a good one for Upsilon Chapter at the University of Illinois. Besides initiating 17 new members, we elected our new officers, had a very successful fund raising program, took several trips into the "business world," and danced the night away at the Rose Formal.

Marc Schissler, the new president, says that we have a very strong and unified executive committee and, therefore, we can expect a very good year.

One of the biggest tasks to be taken on by the new officers is the rush program. This year we will be recruiting women and, therefore, there are many aspects that will have to be considered in order to make the rush successful. This year we hope to begin a new tradition in the pledge (associate member) program that will help the undergraduates and pledges to become a more unified, strong group. Instead of the pledge project that has been required in the past, we will attempt to have a pledge-member project.

Our two most successful fund raising projects this semester were showing movies and giving out free desk blotters with local store ads on them. We plan to continue these projects and initiate some more. We also hope to show a movie for charity this semester.

—MARK L. HALBAUER

WISCONSIN-MADISON

PSI CHAPTER has completed one semester of the year and is busily planning activities for second semester. We have just completed the election of new officers for second semester. Congratulations to these Brothers for their achievement, and it is with confidence that we look to them for guidance through the coming semester.

We seem to have a busy time ahead. A fine assortment of speakers and field trips is in the making. The basketball and softball teams are preparing for successful seasons. We are eagerly anticipating the annual greaser party and the highlight of the year, the Rose Formal, as two of the events in our busy social calendar.

Two of our Brothers were elected to positions in the Inter-Fraternity Council. Keith Johnson is treasurer and Tim Hatch is the new social director. We are proud to have their representation in this organization.

We wish to congratulate the five Brothers who graduated this past December. Their outstanding contributions to Psi Chapter are greatly appreciated. We will miss them. Congratulations and the best of luck to Mark Ambelang, John Johnson, Leo Kadrich, Dave Kalscheur, and Glen Wayer.

—JAMES STARK

DE PAUL

ALPHA OMEGA CHAPTER at DePaul University held its annual alumni reunion

banquet and dance on March 6. There were quite a few alumni present, young and old, as well as undergraduate Brothers. The dance gave an opportunity for the new Brothers to meet some of the alumni. All who attended had a great time and are looking forward to next year's dinner.

Our chapter just completed the initiation of our Fall associate member class and welcomed quite a few new Brothers into the chapter. We hope that this increase in membership will strengthen our chapter and help make it even more successful than it is now.

The holiday season was brightened by a couple of fine social events. Our chapter had a great Christmas party and then welcomed the New Year with a very spirited New Year's Eve party.

DePaul's basketball team is enjoying a fine season. Alpha Omega Chapter participated in the Homecoming festivities. We attended the basketball game as a group to cheer our team on, and then attended the dance.

Among other activities was our celebration of Founders' Day. We also participated in the interfraternity basketball league and are now competing in the bowling league.

—ALAN R. SALAS

DETROIT

GAMMA RHO CHAPTER at the University of Detroit was involved in a busy and productive semester at the time of this writing. One of the chapter's greatest problems is the split campuses which have been in effect during the remodeling of Dowling Hall which is the home of the evening students of business. About 70 per cent of all evening business students will return to Dowling Hall for the winter term.

Our winter rush party for prospective associate members was held January 24, 1976, and it was a great success. We have an excellent associate members program set up for this term and we feel that it will be the best yet.

We have planned two great winter sports parties for this semester. The first is an ice skating party held at Rouge Park on January 11, 1976. It included the Brothers' and their families and it was a lot of fun for all. The second event was a tobogganing party held on February 11, 1976, at Edward Hines Park. This party couldn't have been the success it was without the help of the wives' club.

In closing, though our chapter is small and is made up of only evening students our goals are large and this semester will be our greatest yet.

—DANIEL C. JASTER

FERRIS STATE

DELTA RHO CHAPTER at Big Rapids, Michigan, had a good Fall and Winter quarter. We initiated 14 new Brothers during Fall quarter. Winter quarter saw eight associate members learning the history and rules of Delta Sigma Pi. We are expecting a similar showing in Spring.

Our annual Career Day will be held on April 21. We are assured of an excellent turn out of students and companies, as we have had in past years. A Deltasig faculty cocktail party was held on February 5. All the Brothers who attended had a good time.

Money raising efforts this year have been successful. Career Day is our big money winner along with the desk blotter we have every year. The Brothers also sponsored a

Happy Hour at the Alibi, a local rock bar. On January 7, in a joint-venture with the Big Rapids Jaycees, the Brothers sponsored a movie here on campus. All of the profits from the movie went to the Ann Arbor Burn Center. Professional tours were many and varied. The best was a tour of the Strohs Brewing Company in Detroit.

The new officers for the Spring term are: Dennis Atkinson, president; Ron Kirkpatrick, senior vice president; Paul Miller, vice president for pledge education; Charles Van Duren, vice president for professional activities; Jim Jaworski, secretary; Dick Noreen, treasurer; Tony Gable, chapter efficiency index chairman; and Stan Bien, chancellor.

To all the Brothers of Delta Sigma Pi, we extend the best of luck for the future.

—DAVID BEALER

EASTERN ILLINOIS

EPSILON OMEGA CHAPTER is enjoying the fruits of hard work for the school year. Our Fall associate member class netted nine industrious actives and we added an additional two members during the winter months. These new initiates have added youth and promise to our chapter.

Professionally, we toured Hiram Walker in Peoria. There we had a chance to talk to their traffic manager and to enjoy their hospitality room. Later in the year we toured Anaconda Brass and Copper Company in Mattoon. We have also had speakers from Aetna Life Insurance and Addressograph-Multigraph.

In December our chapter had a Christmas party. It turned out to be a great way to end the semester. The Spring semester has brought more keggers and 4 o'clock clubs; and let's not forget the ladies.

Our bowling team was once again one of the best in the university. Though not faring too well in Fall basketball, our Spring basketball team has made vast improvements.

Although there are a lot of seniors graduating in May, our new initiates are taking an active role in continuing the success of the chapter. We can only wish them good luck and the best of luck to other chapters also.

—RODNEY D. PLACKETT

LEWIS

ZETA XI CHAPTER initiated three new Brothers on November 22, 1975. They are Dave Daniels, Scott Kropf, and Roger Rickmon. They will be valuable additions to our fraternity as our recent elections have shown.

In accordance with our chapter bylaws, elections for new officers were held at the last meeting of the semester. We are pleased to introduce Ernie Peterek as president, Mike Wojtak as senior vice president, Roger Rickmon as vice president for associate member development, Len Palka as vice president for professional activities, Don Theobald as secretary, Scott Kropf as treasurer, Gene Ebbrom as historian, and Bob Kwasiorski as chancellor. The chapter also decided to hold elections each semester instead of each year to enable more Brothers to hold and participate in a wide variety of offices.

Zeta Xi Chapter ended the Fall semester professionally with a tour of the Armour-Dial plant in Montgomery, Illinois. This plant manufactures Dial soap and also serves as a distribution center for a wide variety of Armour-Dial products. Our final speakers

were from the Chicago operations of Oscar Mayer. James Dietz, sales manager, and Bill Devine, regional training director for Oscar Mayer, presented a very interesting program featuring new product marketing.

Zeta Xi Chapter would like to extend their best wishes to all chapters for a great Spring rush and all-around successful Spring semester.

—A. MICHAEL WOJTAK

WISCONSIN-LA CROSSE

ETA RHO CHAPTER at the University of Wisconsin-La Crosse will still be recovering from the annual Christmas party when the March issue is published. Brother Gary Olson portrayed the jolly fat man from the North very effectively, making fine use of his built-in pillow.

Once the headaches cease, Eta Rho Chapter will concentrate its efforts on making the 1976 Spring Rush the most successful in its seven year history.

Eta Rho Chapter would like to announce that as of next Fall it will be issuing a \$100.00 scholarship along with the traditional scholarship key.

We would also like to congratulate Theta Xi Chapter for their come-from-behind football victory in the 6th annual half-barrel bowl.

—JOHN H. Q. BUSH

SOUTHERN ILLINOIS-EDWARDSVILLE

ETA SIGMA CHAPTER's RHO pledge class in honor of Founders' Day held a social event at the Eagles' Hall, Granite City, Illinois. To highlight the evening Mrs. Sarah Carpenter, SIU's professional dance instructor, demonstrated and taught some of the basic steps of social dance. For the more adventurous, she taught the "Schottish," a Scottish folk dance. The pledge class also organized a meeting with Anheuser-Busch's management. Preceding the meeting there was a tour of plant operations with a stop at the Hospitality House for a sample of their products.

Along with our Sister Chapter of Phi Chi Theta, sponsored by Mr. Hertlein, President of Joint Clutch and Gear, we were invited to attend a Luncheon Meeting of the St. Louis Automotive Credit Managers Association. The guest speaker, Mr. Ed Downson, is a "straight from the shoulder man" whose theme was, "Are your customers telling you the truth or are you being taken for a ride?" Following the presentation there was a question and discussion session and I'm proud to report that of the students from four universities that attended, Deltasigs were the only ones that participated in the discussion.

On January 24 our Professional Committee held a Dinner Meeting at the Sheraton-West Port Inn of St. Louis. The guest speaker was Mr. Gene Leonard, First Vice-President of the St. Louis Federal Reserve, speaking on the current economic status of the country.

SIU's Annual Winterfest was from February 15-21, and once again on the final big day we erected our infamous "Dead Man's Hand Poker Booth." This day proved to be financially rewarding for the chapter.

Roseball '76 was celebrated in grand style. We gathered our "Roses" on January 14 at the Red Carpet Inn of St. Louis. The actives provided a band entitled "Prism" with which the alumni and actives had a delightful evening honoring his favorite "Rose."

We have developed a fresh slogan within our chapter illustrating the progressiveness, the confidence, and the challenge of Delta Sigma Pi; simply: Deltasig Makes It Happen. We have improvised this feeling and slogan into our Rush Program and all Fraternity media meeting the public. We are making it happen!

CENTRAL REGION

Not Reporting

Northwestern
Loyola-Chicago
Northern Illinois
Eastern Michigan
St. Ambrose
Wisconsin-Whitewater

LOUISIANA STATE

BETA ZETA CHAPTER at Louisiana State University is looking forward to a great year for 1976 after a somewhat disappointing 1975. Although we expect to lose almost half of our chapter through graduation this semester, the loss is expected to be offset by the number of new members coming into our ranks. Hopefully, the enthusiasm of the new members will give the chapter new ideas for more successful programs.

Our primary goal for this semester has been to improve our relations with the faculty. Although our chapter has a number of faculty members in the College of Business, we have too often neglected them when planning our social and professional programs. The new officers are making a definitive effort to ensure that the faculty members are made aware of our activities, and that they are encouraged to attend and participate in chapter events.

More emphasis is also being placed on making the University population as a whole more aware of our fraternity and its position in the College of Business. Announcements on bulletin boards and in the school news-

paper concerning our activities is one way we have found to do this. Particularly successful was a seminar on "The Small Investor" given by the Investment Manager of a local bank. This program was sponsored by our associate member class, and was attended by many non-members in the University community.

Naturally, we have not forgotten our social aspects. Along with our initiation affairs, numerous parties, and a fishing trip to the Toledo Bend Reservoir, we held our Second Annual All-Day Crawfish Boil—a favorite pastime here in Louisiana. Along with enough crawfish and beer to feed half of the known world, we had softball, football, volleyball, ping-pong and music. There was something for everyone, and it again proved to be one of our most successful social events.

Beta Zeta Chapter has long had the potential to be an extremely successful chapter—but that potential was too seldom tapped. Through a more developed program of social and professional activities, and faculty backing, we hope to again generate that enthusiasm that makes a good chapter a better one.

—ANDY PETRILLA

LOUISIANA TECH

BETA PSI CHAPTER at Louisiana Tech University was privileged to be of service to the children at the Ruston State School, a state institution for neglected and mentally ill children. The Brothers, along with our Rose, Denise Dugas, enthusiastically joined together to provide an enjoyable evening for the children. The highlight of this Christmas party was the arrival of Santa Claus, who was portrayed by jolly Brother Bill Deville. Over all, the children were delighted with their gifts, the refreshments, and the warm attention that was given them by the Brothers of Beta Psi Chapter.



Upsilon Chapter, University of Illinois, receives a visit from alumnus and Chicago area District Director Al Pacer, elucidating in the center.

Field trips have always been a major part of Beta Psi Chapter's activities in past years, and this year was no exception. In January the Brothers journeyed to Memphis, Tennessee, to visit several major business institutions. Among these were the Firestone Company, General Foods Corporation, and the management training facilities at Holiday Inn-University.

This Winter quarter has turned out to be one of the most active quarters in Beta Psi Chapter's history. After a successful rush, Brother Clint Capshaw has several outstanding pledges enrolled in his Associate Member Development Program. Our Professional Activities Program under the direction of Brother Joel Taylor has been improved and broadened. The election of new officers at the beginning of February with a month long transition period has intensified the tempo of this quarter.

In closing, Beta Psi Chapter looks forward to one of our best years and extends best wishes to the other chapters of Delta Sigma Pi.

—VICTOR A. TABOR

SOUTHERN MISSISSIPPI

THE FALL QUARTER associate member program was a success with 10 people being initiated. Their project consisted of distributing catalogs for the Wilson's stores. For Winter quarter we have seven prospective members.

The 25th Anniversary of Gamma Tau Chapter will be held in conjunction with the annual Rose Formal. The exact date has not yet been set.

New officers were also elected for the upcoming term. They are as follows: president, Russell Raulston; senior vice president, David Jones; vice president for professional activities, Bill Maxey; vice president for membership development, Paul Theobald; secretary, Jerry Yeiter; treasurer, Steve Webb; CEI Chairman, Chris Cornell; chancellor, Bruce Swan; historian, Doug Wildman; social chairman, Bob Buntyn; and athletic director, Mike Pharr.

—BILL MAXEY

NEW ORLEANS

EPSILON NU CHAPTER at the University of New Orleans is proud to announce that 19 new members were initiated November 16, 1975. Special recognition goes to George Lesgrand for a great Fall rush, and Barry LeBlanc for his excellent Associate Membership Program.

Ed Nettles put together a fine professional program. The highlight of the chapter's social agenda was the annual Halloween Party. The Founders' Day Banquet was a great success. Sheriff Charles Foti was the guest speaker.

Many thanks to our president, Joe King, and the rest of our executive staff for a great semester!

—PHIL HYMEL

McNEESE

THE BROTHERS OF Eta Tau Chapter have had a very busy and successful semester. Thirteen undergraduates and five faculty members became active Brothers this semester. We were privileged to have Brother Terry Garrett as our guest speaker at our "smoker" to start off "rush." Brother Terry's talk was very enthusiastic and informed the prospectives pledges about Delta Sigma Pi and what its goals and

aims are. The actives and pledges got together for a barbeque and a good game of football. The pledge class constructed large wooden "ΔΣΠ" letters that are displayed in the football field. A new twist was added to pledge education this semester that was very successful. The pledges were allowed to attend many of the business meetings of the chapter to be able to observe the affairs of the fraternity.

The Brothers have worked hard on our fund-raising projects. We raffled off an automatic shotgun that really went over well with the many hunters here. We are working on a blotter that will advertise many of the businesses in the McNeese area. We plan to distribute them to students and businessmen in the community.

Eta Tau Chapter had the privilege of co-sponsoring a small business seminar. We were proud to have many prominent businessmen as speakers. An excellent number of students and businessmen turned out for the seminar.

We wrapped up the semester with a joint Christmas party with the sisters of Phi Chi Theta. It was a time of great fun to end a great year.

—DANIEL W. VALDETERO

SOUTHERN REGION

Not Reporting

Mississippi
Memphis State
Loyola-New Orleans
Christian Brothers
Mississippi College
Southern Louisiana
Nicholls
Northeastern Louisiana
Arkansas

SOUTH DAKOTA

ALPHA ETA CHAPTER closed a very successful and eventful semester with the initiation of seven new members. The addition of these members brings the undergraduate chapter to 30. We hope these new Deltasigs will further the goals and objectives of the Alpha Eta Chapter.

Leadership has changed hands once again with some very motivated Deltasigs being elected. They were Jeff Bohenkamp, president; Randy Baker, vice president; Tom Adams, vice president; Tom McCann, vice president; Bart Laber, secretary; Bill Hanson, treasurer; Dennis Spomer, chancellor; John Plagman, Chapter Efficiency Index chairman; and Brent Blumenthal, historian.

Our annual Rose Formal was held at the Holiday Inn in Sioux City, Iowa, on December 6, 1975. The 1976 Rose Queen is Marlys DeRoo, who was crowned that night. Many faculty members and alumni were in attendance and an eventful night was enjoyed by all.

The energy packs were again the prime profit-maker for Alpha Eta Chapter. These packs consisted of sending out about 3000 letters to all on-campus students' parents. Then we put together bags of food items like gum, apples, potato chips, etc., and delivered these to the students.

In closing, I would like to wish the best of luck to all Deltasigs and prosperity to all chapters everywhere.

—DAVID J. ENGLE

DRAKE

ALPHA IOTA CHAPTER members at Drake University are participating in many activities this semester. Brother Steve Ludwig, Vice President of Professional Activities, has scheduled several speakers as well as the Spring field trip. This semester's trip is planned for Denver or Dallas.

The Brothers of the chapter also participated in the annual North Central Regional Basketball Tournament hosted in Minneapolis by the Brothers of the Alpha Epsilon Chapter. The tournament is traditionally a high point of the Spring semester, and this year's tourney was no exception.

Included in the chapter are 10 new Brothers initiated before Christmas. The chapter congratulates Brother Mike McCleary, who was voted Outstanding Pledge of the Fall pledge class. The Spring class will be guided by Brother Roger Blake, recently elected Junior Vice President.

Other chapter activities include a finals week package project for fund-raising under the direction of fund-raising co-chairmen Dave Golper and Dave Ruth, three parties, one before Christmas, one during Rush, and the other at St. Valentine's Day, and a social service project. The chapter hosted 20-odd youngsters from a nearby neighborhood center and together they attended a Drake football game.

The entire chapter is looking forward to the remaining activities of the semester, especially the Rose Dance and initiation.

—BRIAN P. KANE

WAYNE STATE-NEBRASKA

ETA PI CHAPTER at Wayne State College is presently in the middle of the 1976 Winter term. Another year is practically over. Time goes so fast, but we can't regret the years we have spent in Delta Sigma Pi so far. At the end of this term, eight Brothers of Eta Pi Chapter will graduate. They will be missed, but not forgotten.

Officers were elected last term to serve this term. They are: President, Ken Liesche; Senior Vice President, Ron Kliegl; Vice President of Membership Development, Mark Smith; Vice President for Professional Activities, Dana Baker; Secretary, Chuck Fuhrer; Treasurer, Randy Spale; CEI Chairman, Bob Gilsdorf; Historian, Sid Gaeth; Social Chairman, Dave Rhylander; and Chancellor, Vern Pond.

The Brothers of Eta Pi Chapter would like to mention, by name, the members who joined last term. They are: Dale Beckmann, Ron Kliegl, Mike Loofe, Steve Parsons, John Roberts and Tom Wiener. We also initiated Mr. Gerald Conway, who is on the Wayne State faculty. Without these people, Eta Pi Chapter would discontinue to exist.

We attended the North Central Region Basketball Tournament on February 21. This year it was held in Red Cloud, Minnesota. Our chapter was well represented, with a majority attending. Some of our alumni even attended. We went up there with a "try-hard" attitude and great expectations.

We are planning a charity basketball game sometime this semester with the Wayne Chamber of Commerce. The Deltasigs vs. The Chamber of Commerce is intended to give Delta Sigma Pi publicity, to promote a closer working relationship with the

Wayne Businessmen and to help out a worthwhile charity.

Our Chapter Consultant, Terry Garrett, visited us on Thursday, January 22. All the Brothers thought this time together with Terry was very worthwhile. We want to thank The Central Office for providing such a service.

Good luck to everyone, and we hope all the chapters reach 100,000 points.

—CHARLES C. FUHRER

SAINT CLOUD STATE

SAINT CLOUD STATE has reached a milestone in our school history. We are now classified as a university, rather than just a college. Theta Tau Chapter is operating out of its own College of Business. The law naming all State Colleges universities was passed in the 1975 State Legislature, under the suggestion of G. Theodore Mitau, State Universities Board Chairman.

The Brothers of Theta Tau Chapter are holding their fourth annual Florida trip. Headed by Florida Trip President Marlin Hutchens we will be taking 154 people down to Daytona Beach for eight days and seven nights of fun and excitement. We will be taking busses down, and will have a get together party on the first night in Daytona Beach. Other events include a barbeque, a banquet, Disney World, and Cypress Gardens.

On Founders' Day the Brothers made a professional visit to Campbell Mithon Advertising Agency in Minneapolis, Minnesota. Campbell Mithon conducted an excellent slide presentation with an open question/answer period throughout. The Brothers asked many tough questions, but Campbell Mithon was well able to answer them all. The Brothers learned a great deal about the world of advertising. Vice President of Professional Activities John Tripp selected another excellent business to tour. After the visit we enjoyed an excellent Italian lunch at the Spaghetti Emporium, and ended the day with a tour of the Olympia Brewing Company.

Special congratulations to Brother Dick Swanson who is now the proud father of a baby boy. Dick is the first father in Theta Tau Chapter history.

NORTH CENTRAL REGION

Not Reporting

Iowa
Nebraska-Lincoln
Minnesota
Creighton
Nebraska-Omaha

KANSAS

GREETINGS FROM IOTA CHAPTER of Kansas.

Sports fans may recognize a true athlete in Iota Chapter Brother Dan Bedora, a graduating senior in accounting who will continue playing minor-league football for the Kansas City Steers next year. Dan carries a 4.0 G.P.A. in accounting.

Our chapter meeting highlights of the first semester were centered around the future and the businessman in the business world and also in the growth of cities.

The distinguished Mr. Vance Cover of National Cash Register gave Iota Chapter a



Alumni returning to visit Upsilon Chapter at Illinois look vaguely familiar but conceal their true identities.

preview of the business machines of tomorrow, including the currently popular line of terminal cash registers suited for high volume retail businesses that simultaneously apply the sales tax, endorse the check (it won't take a bad one), and make entries in the sales and inventory journals of the firm's computerized accounting system. Financial statements are printed out upon request in the home office across the country if desired. Mr. Cover emphasized that we must learn to adapt to change in the business world, and recognize its true value.

Rounding out our speakers were two employees of the Lawrence planning commission. The topics covered ranged from the long range plans for the city to the different codes that each section of the commission used to make its decisions.

Iota Chapter will play an active part in the production of a two hour amateur theater presentation known as "Rock Chalk Revue," on March 5-6. The production will involve the efforts of over 250 Kansas students, and will be viewed by some 5000 students, faculty and relatives. The over-all producer of the event as well as the House Manager and several assistants on the staff are Deltasigs.

We'd like to take this time for a few notes. Congratulations are in order for Brother Gary Cover. Gary is a Resident Assistant at one of the many residence halls here at Kansas. Brother Sterling Hall's wedding was set for January 17, and new initiate Gary Shumate has attained the rank of second degree brown belt in the Kansas Karate Club. Next step is the Black Belt.

—MICHAEL E. GOLDSTEIN

MISSOURI-COLUMBIA

ALPHA BETA CHAPTER recently elected officers for the Winter semester. Randy Presley, having performed with outstanding excellence as vice president of professional activities, was elected president. Other newly inducted officers include: John Stickle, senior vice president; Jeff Peanick, vice president for professional activities; Pat Smith, vice

president for pledge education; Hal Hunt, secretary; Rick Corcoran, treasurer; and Mike Neukum, historian. Ed Mell will serve another term as Chapter Efficiency Index Chairman. After being hospitalized for the majority of last semester, Doug Hart has fully recovered to assume the duties of Chancellor.

Various professional speakers enhanced a well-rounded chapter program by providing interesting insight into diverse fields. Warren E. Hearnese, former Governor of Missouri and current U.S. Senatorial candidate, spoke of his qualifications and opinions on national issues. Terry Novak, City Manager of Columbia, discussed the administration of a city council-manager form of government. Topics presented by other speakers included legal involvement within the accounting profession and the operation of the savings and loan business.

Alpha Beta Chapter is striving toward another 100,000 point year as a result of competent leadership and hard work by every member.

—CRAIG A. SCHERZER

OKLAHOMA

BETA EPSILON CHAPTER at the University of Oklahoma celebrated Founders' Day with a picnic-football game. The members (once again) clobbered the pledges. The score was 21 to zero.

Beta Epsilon Chapter initiated 11 men on November 15. These men are committed to participation and already have made significant contributions to our chapter.

Dan Meyer, Beta Epsilon Chapter's Vice President for Professional Activities, procured Mr. R. F. Johnston from Conoco Oil Company who gave an excellent and informative presentation on petroleum land management and on a variety of other petroleum related subjects.

To end the semester and give our graduating Brothers a proper farewell, we had a pre-finals bash and Christmas party. All the ingredients of a fine evening were present: women, suds, and Deltasigs.

—G. ALAN GINGRICH

OKLAHOMA STATE

GAMMA EPSILON CHAPTER at Oklahoma State University held its annual Delta Rose Ball on Saturday, February 14. At this occasion the Alumni and the Brothers of Gamma Epsilon Chapter crowned our Delta Rose Queen for this, the Bicentennial year.

This semester the Brothers of the chapter will also hold many professional and business meetings preparing for initiation and business trips later this semester. President Armstrong has set a quota of 15 new men to be initiated. Some trips have been planned to Tulsa and Oklahoma City industrial and financial institutions.

At our recent initiation 12 men were initiated into the Gamma Epsilon Chapter. At the initiation banquet messages from Regional Director Walter Nelson and Director of Alumni Activities Mike Mallonee instilled a greater determination and confidence in our chapter, to enlarge and improve our chapter's aims as Deltasigs.

—GORDON L. GEORGE

WASHBURN

DELTA CHI CHAPTER at Washburn University in Topeka, Kansas, is very proud and happy to announce that it has initiated 14 new members into the chapter this semester. This is definitely one of the largest initiations the Delta Chi Chapter has had in recent years, and the Brothers feel that these new members will be a great help in achieving chapter and fraternity goals.

The Delta Chi Chapter recently held its elections in which the following people were named to office: president, Bob Joy; senior vice president, Bill Van Tassel; vice president for professional activities, Ralph Collie; vice president for pledge education, Greg Springston; treasurer, Larry Morris; secretary, Steve Isley; chancellor, Mike Ingenthron; historian, Myron Ackerman; CEI chairman, Dave McKinney; and Ways and Means, Bob Shaw.

At the present time the Brothers are very busy with the "Book Exchange" project, in which we give our fellow students a break by buying and selling their books at a much smaller profit margin than that of the University Bookstore. The Brothers are also preparing for a busy upcoming semester in which our main concern will be the Business Day. This year's Business Day topic will be: "The Role of Computers in the next 10 years."

Best wishes to all the Brothers from Delta Chi Chapter for a good and prosperous 1976.

—MIKE DIXON

MIDWESTERN REGION

Not Reporting

Tulsa

TEXAS CHRISTIAN

DELTA UPSILON CHAPTER of Texas Christian University completed the Fall semester with the initiation of eight new members. The initiation banquet which followed was culminated by the presentation of various awards from the new initiates to various members. The presentation of the best associate member and best member awards followed; the respective recipients were Brothers Brian Blair and Richard Gay.

During the semester we coordinated tours and speakers which were both interesting and



John Walsh from Theta Rho Chapter at Duquesne and his partner, Meade Johnson, dance for 52 hours in the Duquesne University Muscular Dystrophy Dance Marathon.

enjoyable. Concluding the semester was a tour of Mrs. Baird's Bakery, a highly successful firm in the Fort Worth-Dallas area.

This past semester was filled with a variety of activities ranging from trips to formal speakers. We are confident that our chapter will continue on its present successful course in the coming semester. The Business Week topic for next semester is government regulation in the oil industry; some nationally known leaders have been invited to speak. Other activities are in the planning stage.

The Brothers of Delta Upsilon Chapter would like to take this opportunity to extend our best wishes to every other chapter for a successful year.

—LOWELL STEPHEN KEY

TEXAS-ARLINGTON

ZETA MU CHAPTER at the University of Texas at Arlington has recently completed one of the most enjoyable semesters ever. There were several tours, such as those of the Dallas/Ft. Worth Airport and Millers Brewery in Fort Worth—just to mention a couple and, of course, there were several professional speakers, highlighted by Mayor Tom Vandergriff of Arlington.

The chapter operated a booth in the much publicized Urban Survival Fair. A coffee hour for the new dean of the business school, Dr. Roger Dickinson, was held to provide students the opportunity of meeting him.

Each meeting brought welcomed news of the accomplishments of chapter alumni; several Brothers are now working for Big-8 Accounting Firms, and a large number are finding success in operating their own businesses.

Deltasigs in the news: Dr. Pat Calabro, a faculty member, has been named as one of the Outstanding Young Men of America; this is one of several awards that he has received as a result of his excellence in teaching. Dr. Pinney, another faculty member, received recognition for a paper he presented on computerized testing at the International Conference on Research and Management

Convention in Worclaw, Poland. The Brothers of Zeta Mu Chapter are exceptionally proud of these men.

All in all, it has been a memorable semester for Zeta Mu Chapter.

—R. RHIAN CLEARB

SOUTHWESTERN REGION

Not Reporting

Texas-Austin
Texas Tech
Southern Methodist
North Texas
Lamar
East Texas
Texas A & I
Angelo State
Houston

NEW MEXICO

GAMMA IOTA CHAPTER at the University of New Mexico is now back on campus after compliance with Title IX and all HEW regulations. Our removal from campus was caused by our refusing the application of several women who wanted to join the fraternity. Now for the first time in the history of Gamma Iota Chapter, we will be accepting eligible women into the fraternity for the Spring semester.

Bob Boyden, past senior vice president of Gamma Iota Chapter, has graduated now and has found a job with Haskins and Sells. We wish him the very best and hope the rest of the Brothers are as fortunate as he was in obtaining a job.

Gamma Iota Chapter wants to thank those Brothers who participated in the special project of a drive for canned food for the poor in the community. Also, a raffle of a recreational weekend made a Joe Lopez very happy as winner of the raffle. The raffle resulted in a good finance raising project for the Pledge Class in raising their dues. The pledge class wants to extend its appreciation to the Brothers who helped.

A tour of the First Plaza, of a million dollar shopping center right in the heart of



Fort McHenry, Baltimore, Maryland, was the scene of a Bicentennial tour by Chi Chapter at Johns Hopkins. Left to right are Brothers Mel Smith, Dave Baker, Bill Stubbins, and Paul Russell with their guests.

Albuquerque, was given to the Brothers. This shopping center illustrates the way future centers are going to look.

In the area of sports, the actives had a football game against the alumni. The game resulted in the alumni losing, with a score that is too large to even announce.

—ERNEST E. ZAMORA

TEXAS-EL PASO

WE OF THE Gamma Phi Chapter of the University of Texas at El Paso extend our seasons greetings to you. Things have been going well here at UTEP as we prepare to enter another semester. Since last pledge rush went so well, with gaining new members, we expect an even larger pledge class this Spring. From the first meeting up until the initiation the pledges worked hard indicating their desire to further and live up to the standards of the fraternity. After our elections for the upcoming semester were held it became obvious that Gamma Phi Chapter would prosper with the election of five new members to various positions.

Looking back into the past semester it is found that we here at the University of Texas at El Paso had many rewarding experiences. With the tour of Zork Hardware we gained a knowledge of just how a warehouse distributes, receives, and fills orders to various customers around the Southwest. We also had many speakers ranging from Mike Dipp, a well known businessman in the Southwest speaking about the downtown redevelopment project here in El Paso, to the Mayor of El Paso, Brother Don Henderson, giving an interesting talk on history and patriotism. Perhaps what made this past semester so rewarding besides gaining 11 new members, was the fact that everyone here worked well together which made a better time to be had here by all.

As we approach our Spring smoker things look bright as all here are enthusiastic about the size of the pledge class to come and the activities to be had. We are all

looking forward to the Rose Ball and to our 25th Anniversary when New Mexico State will join us here in El Paso to celebrate the occasion. We leave you here, Brothers, hoping for a bright future to befall each and everyone of you.

—PAT HERNANDEZ

ARIZONA STATE

GAMMA OMEGA CHAPTER at Arizona State University had an extremely successful Fall semester under President Zamora's leadership; financial gains were realized from the firewood project, the outstanding new Brothers are really enthusiastic and are participating whole-heartedly, and the new officers are coming up with some great ideas as a result of the stimulation to think of new ways to approach old problems provided by Joe Zamora's administration.

Through the hard work of Brothers like Bill Mitchell, Jim Bencommo, Steve Skivington, and many others, the firewood project provided a substantial profit and an opportunity to manage a fund raising transaction efficiently. The chapter as a whole experienced the benefits and drawbacks of such a money making venture, and was able to use this experience to make future decisions by using objective criteria such as time spent, per cent return on investment, requirement of participation, and necessary capital equipment—such as trucks.

The initiation banquet was a success thanks to the hard work and diligence of our Social Chairman—Steve Hegel. The 12 new Brothers were duly impressed by the smoothness of the proceedings and, speaking on their behalf, they are glad to be an integral part of Delta Sigma Pi. With the ideas of Brothers like Jay Carpenter (Outstanding Pledge), Gamma Omega Chapter has a very bright future.

The officers for this semester are: President, Steve Skivington; Senior Vice President, Bill Mitchell; Vice President of Pledge Education, Ralph Benson; Vice President for Professional Activities, Dave Powell; secre-

tary, Steve Moore; Treasurer, Steve Reed; Chancellor, Joe Zamora; Chapter Efficiency Index Chairman, Jay Carpenter; and Historian, Kelly Sutherland.

—KELLY SUTHERLAND

WESTERN STATE

ZETA KAPPA CHAPTER ended last quarter by initiating two new Brothers. We have been busy with the new Associate Member Program. Part of last quarter was spent putting ideas together and coming up with a rough draft.

The coming quarter will be a learning experience with this new program, but under the leadership of Ken Osborn, as pledge educator, it should be a rewarding quarter. A Spring trip to Texas is in the planning. We hope to spend four days touring companies and seeing the area.

Elections are also coming up, so it will be a busy quarter for the new officers.

—CHARLES DE LACHAPPELLE

NORTHERN ARIZONA

BOY HAVE THINGS been hopping in Flagstaff! Zeta Omega Chapter warmed up a few cold bodies during our recent Muscular Dystrophy Dance Marathon. Each of the several couples who entered gathered pledges from the local merchants and then tripped the light fantastic for 24 toe-torturing hours. All of the several thousands of dollars of proceeds went to Muscular Dystrophy. The Brothers of the chapter gained valuable experience in planning and coordinating this activity. Months of planning and thought resulted in a successful marathon and provided us with an opportunity to promote the "civic and commercial welfare of the community."

Anyone can watch from the outside, but learning takes place from within. This is the reasoning that resulted in an entirely overhauled associate member orientation program. The prospective members now work with an active for a three week period. The one to one relationship enables the newcomers to feel more a part of the chapter and, in turn, the chapter is able to derive more from the newcomers. The associate members will alternate pledge meetings with active meetings. The Brothers feel that this freer flow of information will be beneficial to everyone involved.

The Brothers of Zeta Omega Chapter send a howdy and best wishes from Flagstaff to all Brothers.

—DAVE WRIGHT

INTERMOUNTAIN REGION

Not Reporting

Utah
Denver
Colorado
Arizona
Eastern New Mexico
New Mexico State
Weber

SAN FRANCISCO STATE

THE DELTA OMICRON CHAPTER at San Francisco State University is holding an Alumni Reunion on Saturday, April 3, to celebrate the founding of our chapter on April 4, 1959. The members of Delta Omicron Chapter cordially invite all alumni to attend the reunion in San Francisco and to bring along their memories of past chapter

events. Will all past historians of the chapter contact Tim Vignos at San Francisco State University, School of Business, 1600 Holloway Avenue, San Francisco, California 94132, if they have any photos of past events, and especially past Experience Weekends.

The chapter will be holding a Job Fair with the Standard Oil Corporation Management Seminar this semester, along with other professional events.

—JOHN BUTTERFIELD, JR.

LOYOLA-MARYMOUNT

DELTA SIGMA CHAPTER has done it again. History again repeats itself as Delta Sigma Chapter successfully initiates another outstanding Pledge Class. In the end, five sturdy and well qualified men passed Delta Sigma Chapter's high standards for membership and were added to the roll of the current hard working Brothers.

The initiates celebrated their newly acquired membership in Delta Sigma Chapter of Delta Sigma Pi with a joint initiation party with our sister sorority on campus, the Lambdasigs. The dinner/dance was held at the Proud Bird, near Los Angeles International Airport. Nearly 100 attended the dinner to welcome the new Brothers of Delta Sigma Chapter.

To celebrate the Christmas season, Delta Sigma Chapter had a festive Christmas Party at the well known Cross Creek Village "Recreation Center." The party was so much fun that employees of Cross Creek Village even came by to observe the grand time all were having!

As the Brothers of Delta Sigma Chapter work into 1976, one thought echos in all their minds, "1975 was a year which we will remember, but we will make 1976 a year that could never be forgotten."

—CARL J. PENTIS

C.S.U.-CHICO

EPSILON THETA CHAPTER was very happy to initiate 15 well-deserving men in the Fall 1975 rush program, and this enthusiasm has kept up in the recruitment of what appears to be a great group of prospective members with the help of Senior Vice President George Backhus. The chapter has continued to function well under the direction of President Paul Hesse.

In an effort to keep Epsilon Theta Chapter's head above water financially, there have been two financial chairmen appointed instead of the usual one chairman as has been in the past. This has been done in order to get a greater number of Brothers involved, a total effort. Projects have included raffles, selling desk blotters and conducting campus elections. These and other projects should provide ample resources for this month's Pioneer Week participation, an annual city celebration including parades, rodeos, construction of a small scale Western town, and lots of fun.

The tradition of a strong professional program has been carried on by Vice President of Professional Activities Eric Ziedrick, as witnessed by the large number of Brothers participating in the program.

Epsilon Theta Chapter is pleased to announce our new Rose, Miss Pam Lockwood, and we wish her a very happy and rewarding year.



Georgia Southern College members and associate members work diligently, side by side, on a most successful car wash.

Best of luck to all Deltasigs for another great semester! —STEVEN G. LINDEMANN

C.S.U.-HAYWARD

THE ZETA TAU CHAPTER has had many problems in the area of membership. This has been caused by the large turnover of members over the past few quarters with very little inflow of new members. But we hope to reverse this trend and increase the strength of the chapter. Under the new leadership of Chuck Crawford, president, the chapter plans to direct its goals primarily towards membership.

Another item which the members are looking forward to lies in the area of the chapter's 10th Anniversary. For this event, the membership hopes to draw together many of the alumni for a chapter reunion. Also on the tenth of January the chapter brought in some new members. Wishing all chapters well. —MARK AYDELOTTE

WESTERN REGION

Not Reporting

San Francisco
C.S.U.-Sacramento
Menlo
Cal Poly
San Jose

life members

8543 Donald L. Barenthin, *Theta Omicron*, St. Ambrose College
8544 Richard S. Smeltzer, *Alpha Upsilon*, Miami University-Ohio
8545 Harvey S. Goodman, *Gamma Omega*, Arizona State University
8546 James C. Watts, *Eta Tau*, McNeese State University
8547 William E. Dixon, *Alpha*, New York University
8548 Robert B. Marsh, *Omega*, Temple University
8549 Tommy N. Thompson, *Gamma Eta*, University of Nebraska-Omaha

8550 John D. Siara, *Theta Mu*, Columbus College
8551 Joie R. Torres, *Eta Chi*, California State Polytechnic University-Pomona
8552 Theodore P. Hrynkiw, *Theta Rho*, Duquesne University
8553 Henry H. Soto, *Delta Sigma*, Loyola Marymount University
8554 Robert H. Strom, *Delta Omicron*, California State University-San Francisco
8555 Albert L. Lyew, *Zeta Tau*, California State University-Hayward
8556 Henry P. Bottando, *Theta Psi*, Indiana University Northwest
8557 Ronald L. Challacombe, *Zeta Nu*, Texas A & I University
8558 Gary S. Fuller, *Eta Chi*, California State Polytechnic University-Pomona
8559 William R. Jenkins, Sr., *Epsilon Eta*, Eastern New Mexico University
8560 William R. Schmitt, *Delta Tau*, Indiana State University
8561 Lionel N. Jadoo, *Eta Rho*, University of Wisconsin-LaCrosse
8562 Paul L. Williams, *Zeta Kappa*, Western State College
8563 Thomas J. Piet, *Gamma Rho*, University of Detroit
8564 Henry G. Gee, *Beta*, Northwestern University-Chicago
8565 Garey W. Nelson, *Delta Omicron*, California State University-San Francisco
8566 H. Gary Anderson III, *Beta Gamma*, University of South Carolina
8567 Grover L. Morris, Jr., *Gamma Epsilon*, Oklahoma State University
8568 Daniel S. Campbell, *Beta Epsilon*, University of Oklahoma
8569 Armin M. Cantini, *Theta Omega*, St. Edward's University
8570 Carl D. Creager, *Epsilon Upsilon*, New Mexico State University
8571 Thomas B. McBurney, *Zeta Tau*, California State University-Hayward
8572 James C. Rennie, *Gamma Zeta*, Memphis State University
8573 Charles A. Warren, *Gamma Tau*, University of Southern Mississippi
8574 Thomas P. Daniels, *Gamma Lambda*, Florida State University

kaleidoscope

.... alumni newsmakers

CHICAGO

MARCH IS A special month this year. The Chicago Alumni Club has been helping Deltasigs of Beta Chapter at Northwestern University prepare for the 100th Birthday celebration of Housemother Elizabeth Thealen. Betty, as the Beta Chapter Housemother is better known, has been their Housemother for some 60 years! Betty still does housework almost every day, in spite of her age. A special birthday celebration is being planned for her at the Continental Plaza Hotel in Chicago on Saturday, March 13, 1976. If you haven't made your reservations yet (\$15.00 per person), please do so soon. For late reservations contact Tony Fernandez at 982-6000 (work).

And before we celebrate Betty's Birthday the Chicago Alumni Club will have our annual Wine Tasting and Dinner at the Como Inn. Mark your calendar for March 9. This is a date affair, so don't miss it. A flier will be mailed to all club members about these and all functions, so if you haven't paid your dues to the club this year I encourage you to do so now.

Then on April 20, 1976, we will be entertaining scores of undergraduates at Undergraduate Night, now scheduled for the Swedish Club in Chicago. This is our big chance to get a lot of June grads signed up as club members for the 1976-77 activity year, so let's see a huge response from you alumni. We need the support of all alumni to make this function a success. Again, fliers will be mailed to all nearby chapters and club members, but if any of you alumni reading this article haven't paid your club dues yet this year, why not take care of that now?

At this point I want to mention our Looper's Lunches, held the third Wednesday of each month at the Midland Hotel on Adams Street in downtown Chicago at noon. If possible, please call Don Colby the day before to make a reservation; his phone at work is 321-5771. The lunches are not something new, rather they are a return to what we did back in the 1920's and 1930's and so far are a success. Come and join us!

In May, as previously announced, we will have something different, but we still aren't saying what! June is Golf Outing time and elections for club officers and directors for the 1976-77 activity year. More details about each of these functions will be mailed to club members about two or three weeks before the function.

According to best estimates, only about one out of every two Chicago alumni reading this article is a club member! How come? If you want information about the club, or have suggestions or complaints just write us: Chicago Alumni Club of Delta Sigma Pi, 42 E. Cedar, Chicago, Illinois 60611. This is your alumni club. Your participation is fraternally requested. —JAMES L. PRESCOTT

CRESCENT CITY

ALL PREPARATIONS HAVE been made and we are anxiously awaiting the tip-off of the Fifth Annual Southern Regional Basketball Tournament which will be held on March 27 in the Metairie Playground Gym. Tournament Chairman Brian Landry has announced that Nicholls State University, champion for the past two years, will return to defend its title against a record number of aspirants, and that for the first time the whistleblowing will be handled by professional referees.

Not to be overlooked is the fact that the Crescent City Alumni Club will be fielding a team for the first time in three years. Brother Louis Lehr, coach, has been "drilling the team into shape" since mid-January and is confident of a good showing.

Many thanks are in order for Brother Cliff Giffin, vice president, who is doing an excellent job of securing speakers and locations for our meetings. Last month, under his auspices, a Wine Tasting Party was held on the campus of the University of New Orleans. In January, at Charlie's Steak House, we received an informative talk on home security systems by Officer Jolly of the New Orleans Police Department. At the Pizza Inn in November, the Brothers were treated to exotic concoctions prepared by Ms. Fran Magri, Director of the School of Mixology in New Orleans.

Congratulations should be directed toward Brother Louis Lehr who joins Brother Giffin as a District Director, and the undergraduates under their tutelage will be pleased to know that a 50 per cent discount on first year dues is being granted to Brothers who join the Crescent City Alumni Club within four months after graduation.

—ANTHONY J. STOLTZ

NORTHERN VIRGINIA

THE NORTHERN VIRGINIA ALUMNI CLUB has already begun to grow from its original 34 charter members, due to the hard work of the Membership Chairman, Al Heinman. With the increased membership, we are beginning to add more activities to our calendar besides regularly scheduled monthly dinner meetings. Some of these activities will include a Crab Feast in April and our Annual Picnic in August.

Some of our past activities include sending a delegate, Dick Crutchley, and an alternate delegate, Tom Sheely, to the Grand Chapter Congress at Tan-Tar-A; our first annual picnic last August at Quantico Marine Corps Base; participation in celebrating the 25th Anniversary of Gamma Sigma Chapter at the University of Maryland, a Monday-Night Football cocktail meeting at Brother Tom Sheely's house; and a Valentine Party.

Under the guidance of our officers, the club will be working on a number of proposed projects, some of which include: organizing a Northern Virginia Alumni Club Scholarship Fund, helping establish new chapters or reviving inactive chapters at local colleges,

participation in local charitable projects, and providing assistance to local chapters including providing speakers.

All Brothers residing in the Northern Virginia area or coming into the area are welcome to all our events. For additional information, contact either Al Heinman, 7051 Skyles Way, Apt. 101, Springfield, Virginia, telephone 354-7874, or Greg Carper, 5961 Joffa Place, Springfield, Virginia, telephone 451-7976. —TOM SHEELY

PITTSBURGH

SINCE THE BEGINNING of the 1975-1976 season, the Pittsburgh Alumni Club has been working on increasing their membership. At the end of 1975, the club consisted of eight advisors and honorary members, 122 Life Members, and 24 non-Life Members.

After meeting with the Social-Professional Committee and the Membership Committee, President Lou Cosentino reports that schedules have been formulated that will be of interest to the entire membership.

The alumni club took part in the November Founders' Day Dinner, followed in January by the Annual Alumni Square Dance held at Duquesne University in the Student Union.

The alumni club "Herb Finney Scholarship Fund" for 1975 was awarded to Julius Habjanetz, a student of the School of Business and Administration at Duquesne University. This scholarship is awarded alternately each year at the University of Pittsburgh and at Duquesne University to a worthy student of business.

We want to remind our Brothers that the Pittsburgh Alumni Club Luncheon Group meets the third Monday of each month at noon in the Aragon Restaurant, Koppers Building, Grant Street. Under the guidance of Brother Jim Elderkin and his committee, the luncheon meetings have been a success; we only wish more members could participate in this fine event. —JOHN R. CONLEY

SACRAMENTO

THE SACRAMENTO ALUMNI CLUB recently held its annual Christmas party at the home of our new Grand President, Bill Tatum. The Christmas spirit was felt throughout the house, but it was the fraternal spirit that brought us all together. After all, isn't the fraternal spirit responsible for keeping us all together?

The Sacramento Alumni Club realizes the tremendous pressures that are being placed upon the undergraduate chapters throughout the country. The results of these pressures have resulted in a lack of strong fraternal spirit and a decline in membership in many of the undergraduate chapters.

The Sacramento Alumni Club urges its membership and the membership of other alumni clubs throughout the country to make your presence known on your local campuses. Promulgate your fraternal spirit by attending rush functions and helping in the recruitment of potential members. If the fraternity is to grow and continue its prosperity, it needs

strong recruitment. The responsibility for recruitment does not fall solely on the undergraduate chapters, it belongs to all of us.
—RONALD L. DURKIN

ALUMNI CLUBS

Not Reporting

Atlanta
Baltimore
Buffalo
Chico
Cincinnati
Detroit-Greater Detroit
Oklahoma City
Phoenix
Southern California
Washington, DC
Wheeling

DE-FRANCHISED 1-1-76

Davenport
Denver
Richmond
San Francisco

personal mention

William C. McCord, *Michigan*, has been elected vice president and treasurer for 1976 of the Dallas Citizens Council.

David V. Posey, *Nicholls State*, is now employed as Purchasing Manager for Bankers Trust Company in Jackson, MS.

Michael E. Garrigan, *Alabama*, has been appointed vice president-administration at Richland Memorial Hospital in Columbia, SC.

James S. Boland, Jr., *St. Ambrose*, has a new position as Accountant in Charge, Bishop Hardware & Supply, Inc., in Springfield, IL.

Tony L. Fleener, *Indiana State*, has transferred from Fishkill, NY, to Lexington, KY, and is now Financial Manager for Production Engineer, Plans and Controls with IBM.

Theodore H. Dedolph III, *St. Cloud State*, has been appointed a lecturer in the managerial systems concentration at the University of Wisconsin-Green Bay, WI.

Stiles S. Dixon, Jr., *Rutgers-Beta Rho*, has been named president and chief executive officer of Plan Hold Corp., Irvine, CA.

Arthur J. Vitarius, *Rutgers-Beta Omicron*, has been named vice president of operations at Johnson & Johnson, New Brunswick, NJ.

Stuart A. Christie, *Rutgers-Beta Omicron*, has been elected a vice chairman and member of the board of directors of Johnson & Johnson International, at New Brunswick, NJ.

merger

Ralph G. Horak, *Florida Atlantic*, on November 7, 1975, to Dale Donahue, at West Palm Beach, FL.

Leon H. Crawford, Jr., *Florida Atlantic*, on November 1, 1975, to Sue Martone, at Pompano Beach, FL.

Bruce T. Kitson, *Florida Atlantic*, on August 30, 1975, to Josie Austin, at Fort Lauderdale, FL.

Thomas R. Lyles, *Virginia Tech*, on July 28, 1975, to Cindy Scott, at Towson, MD.

Eric H. Ashley, *Georgia Southern*, in August, 1975, to Carolyn Trotter, at Brunswick, GA.

John M. Johnson, *Wisconsin-Madison*, on January 17, 1976, to Cathi Murphy, at Madison, WI.

David V. Posey, *Nicholls State*, on November 29, 1975, to Judy Nell Parker, at St. Francisville, LA.

life members

8475 Robert G. Hind, *Gamma Kappa*, Michigan State University

8476 Jacob E. Halpern, *Zeta Psi*, State University of New York-Albany

8477 Dean J. Atkins, *Iota Kappa*, Madison College

8478 Dennis P. Murray, *Alpha Gamma*, Pennsylvania State University

8479 E. Bailey Moore, *Epsilon Mu*, Sam Houston State University

8480 Richard M. Ludwig, *Beta Pi*, Kent State University

8481 James D. Henley, *Epsilon Chi*, Georgia Southern College

8482 Perry D. Hyman, *Epsilon Nu*, University of New Orleans

8483 Philip A. Brummit, *Alpha Zeta*, University of Tennessee-Knoxville

8484 Randall B. Ollett, *Delta Eta*, Lamar University

8485 Steven M. Folks, *Theta Phi*, University of South Florida

8486 Paul B. Meritt, *Gamma*, Boston University

8487 Larry C. Green, *Kappa*, Georgia State University

8488 Robert W. Fortman, *Epsilon Tau*, University of Dayton

8489 Lawrence J. Myers, *Alpha Gamma*, Pennsylvania State University

8490 Jorge A. Diaz, *Beta Eta*, University of Florida

8491 Donald W. Brehm, *Alpha Gamma*, Pennsylvania State University

8492 David M. Rose, *Delta Tau*, Indiana State University

8493 Stanley D. Bien, *Delta Rho*, Ferris State College

8494 Carl A. Beck, *Delta Upsilon*, Texas Christian University

8495 Charles L. McLane, *Beta Epsilon*, Texas Tech University

8496 James M. Hewitt, *Epsilon Xi*, Ball State University

8497 Lawrence J. Galle, Jr., *Eta Sigma*, Southern Illinois University-Edwardsville

8498 John DiBease, Jr., *Gamma Phi*, University of Texas-El Paso

8499 Charles L. Winfree, Jr., *Eta Omega*, Virginia Commonwealth University

8500 Nicholas T. Frankart, *Theta Rho*, Duquesne University

8501 Lorán G. Courpet, *Delta Omicron*, California State University-San Francisco

8502 Edward M. Gray III, *Gamma Lambda*, Florida State University

8503 Robert G. Beard, Jr., *Eta Sigma*, Southern Illinois University-Edwardsville

8504 Ramon G. Regal, *Zeta Kappa*, Western State College

8505 Timothy F. Beck, *Alpha Iota*, Drake University

8506 Charles L. Myers, *Alpha Gamma*, Pennsylvania State University

8507 Frank S. Sklarsky, *Epsilon Lambda*, Rochester Institute of Technology

8508 Michael S. Magnuson, *Epsilon Omega*, Eastern Illinois University

8509 Kenneth E. May, *Gamma Phi*, University of Texas-El Paso

8510 William R. Terry, *Eta Tau*, McNeese State University

8511 Richard W. Campbell, *Delta Omega*, West Liberty State College

8512 Arthur D. Lippincott, *Delta Sigma*, Loyola Marymount University

8513 Marc E. Schreiber, *Alpha Rho*, University of Colorado

8514 Richard I. Deringer, *Theta Chi*, San Jose State University

8515 Marcelino R. Gomez, *Epsilon Upsilon*, New Mexico State University

8516 Lawrence J. Schwartz, *Gamma Eta*, University of Nebraska-Omaha

8517 Chester J. Dziewiatek, *Beta Rho*, Rutgers University

8518 Alfred G. Donofrio, *Gamma Chi*, St. Bonaventure University

8519 James J. Spencer, *Gamma Eta*, University of Nebraska-Omaha

8520 Timothy R. Thornton, *Gamma Eta*, University of Nebraska-Omaha

8521 Byron C. Walters, *Gamma Sigma*, University of Maryland

8522 Ricardo Bullock, *Eta Xi*, Philadelphia College of Textiles and Science

8523 Robert M. Lucero, *Alpha Nu*, University of Denver

8524 Steven R. Hill, *Delta Omicron*, California State University-San Francisco

8525 Richard G. Himes, *Alpha Omicron*, Ohio University

8526 William F. Taylor, *Kappa*, Georgia State University

8527 Randall K. Gula, *Upsilon*, University of Illinois-Urbana

8528 Michael O. Kingsbury, *Iota Kappa*, Madison College

8529 Robert D. Mayo, *Beta Psi*, Louisiana Tech University

8530 Glen L. Davison, *Eta Omicron*, Northeast Louisiana University

8531 Richard H. Schnelker, *Alpha Omicron*, Ohio University

8532 Calvin C. Robinson, *Beta Pi*, Kent State University

8533 James R. McNair, Jr., *Epsilon Chi*, Georgia Southern College

8534 Richard R. Scott, *Delta Eta*, Lamar University

8535 Curtis G. Hudson, Sr., *Delta Rho*, Ferris State College

8536 James D. Campbell, *Epsilon Xi*, Ball State University

8537 Charles W. Smith, *Delta Xi*, East Tennessee State University

8538 Jerry Vergatos, *Alpha Nu*, University of Denver

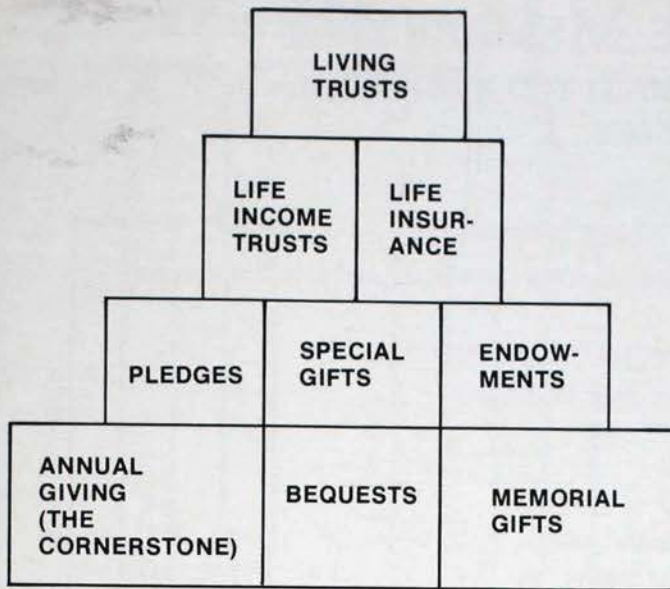
8539 Michael A. Mrochko, *Theta Upsilon*, Siena College

8540 Victor M. Renteria, *Beta Kappa*, University of Texas-Austin

8541 Edward C. Allen, *Theta Phi*, University of South Florida

8542 Charles E. Taylor, *Gamma Omega*, Arizona State University

**BUILDING FOR A
MEANINGFUL FUTURE**



The DELTA SIGMA PI EDUCATIONAL FOUNDATION is a not-for-profit corporation which, while it is a separate entity from the Fraternity, does not operate in competition with it. In fact, the Foundation complements the Fraternity's objectives through fostering purposes similar in intent with resources acquired through tax deductible gifts not available to the Fraternity.

Additional INFORMATION can be obtained from:
Keith N. Masuda—Membership Committee Chairman
3143 Chicago Avenue South
Minneapolis, Minnesota 55407

CONTRIBUTIONS can be sent to:
Robert J. Elder—Treasurer
17602 Glenmore
Detroit, Michigan 48240

NOTICE OF ADDRESS CHANGE

Please change my address as follows:

street

city state zip

Please attach address label here

MAIL TO: Delta Sigma Pi
330 South Campus Avenue
Oxford, Ohio 45056

bulletin board

***DEADLINE**

Copy deadline for the May, 1976, issue of The DELTASIG Magazine was March 3, 1976.

***ADDRESSES**

No Directory of Chapters and Alumni Clubs is published in The DELTASIG Magazine. Chapters or Clubs needing names and addresses of other chapters or clubs should contact The Central Office.

***ANNIVERSARIES**

- Alpha Sigma, Alabama, March 6, 1926-1976
- Gamma Upsilon, Babson, April 21, 1951-1976
- Gamma Phi, Texas-El Paso, May 19, 1951-1976
- Gamma Psi, Arizona, November 3, 1951-1976
- Gamma Omega, Arizona State, November 4, 1951-1976

***READER RESPONSE**

What have you thought of the November, January, and March issues of the magazine this academic year? We would enjoy hearing from you with your comments and suggestions.

DELTA SIGMA PI INVITES YOU TO BECOME A LIFE MEMBER

AS A LIFE MEMBER OF DELTA SIGMA PI YOU ARE SPECIAL
AND YOU HAVE SPECIAL ADVANTAGES:

- Your National Alumni Dues are paid for life.
- You receive The DELTASIG Magazine for life.
- You receive your gold embossed Life Membership Certificate and Life Membership Identification Card.
- Your name is added to the Life Membership Roll of Loyalty.
- You have helped to endow permanently your Fraternity.

TO JOIN THIS SPECIAL GROUP—

Send your check for \$75.00 to The Central Office, Delta Sigma Pi, 330 South Campus Avenue, Oxford, Ohio 45056. If you qualify for one of the special discounts, make your check for the appropriate amount:

Alumni - \$75.00

All Undergraduates - (20% Discount - \$60.00 Total Cost)

Undergraduates who are members of Honor Roll or Honorable Mention Chapters receive an additional 10% Discount (30% Total Discount - \$52.50 Total Cost) if the purchase is begun prior to December 31, following the CEI achievement.

Payment-May be made in full single payment, or in consecutive monthly payments until the full amount is paid. The Central Office will send you an invoice for the remaining balance each time a payment is received. We will appreciate your keeping us apprised of your current address.

INVEST IN DELTA SIGMA PI
AND ASSURE YOUR LIFE PARTICIPATION

CUT AND MAIL TO: Delta Sigma Pi, 330 South Campus Avenue, Oxford, Ohio 45056

DELTA SIGMA PI APPLICATION FOR LIFE MEMBERSHIP

Name _____ Chapter _____

Address _____

City, State, and ZIP Code _____

Enclosed is my check for \$ _____ to pay () part, () all of my Life Membership.

_____ Alumnus (\$75.00)

_____ Undergraduate (20% Discount-\$60.00)

_____ Undergraduate and CEI Discount (Total 30% Discount-\$52.50)

I understand that if this is a partial payment, consecutive monthly payments of \$5.00 or more will be made until the balance is paid in full. Each time a payment is received at The Central Office, a statement for the remaining balance will automatically be sent to me. I will keep The Central Office apprised at all times of my current address.