



For Business Students, Educators and Professionals

Alumni Connections

Where Are They Now?

"DePaul University Announces New Trustees" was the headline of the article that crossed our desks recently. What really caught our attention was the name of one of the new trustees, George Ruff, identified as a cum laude graduate of the College of Commerce in 1974. We pondered: "Commerce," "cum laude," - could Ruff be a Delta Mu Delta lifetime member? Into the database we delved and there we found that he *had* been inducted into DePaul's Eta chapter in 1972.



George Ruff, Entrepreneur

Searching the DePaul news archives, we were able to find more about Ruff. He is founder and senior principal in Trinity Hotel Investors LLC, a global hotel real estate investment company based in New York. Trinity owns and invests in high-end hotels in Europe, resorts and boutique hotels around the world. Ruff is credited with engineering, negotiating and closing over \$3 billion in transactions in his 30 year career.

continued on Page 3

inCircle - Lost Members Recovered

One of the sad responsibilities of Central Office is to mark a member's record "lost" when mail has been returned with no forwarding address. In the past we lost between one and two thousand members per year. inCircle is expected to turn that around - not only will we retain connections longer, but we have "found" some members previously lost!

Not naming names, but a member from Adelphi University, inducted in 1981, had his record marked lost nine years ago. In late March we received an email request to re-activate his record so he could register. *Welcome back!*

See story on Page 3

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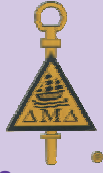
Upcoming National Conference

Making plans for November?

Include two days for joining us at the St. Louis Union Station Hotel to meet students & faculty from all over!

See story on Page 7

Delta Mu Delta International Honor Society



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A Letter from the President



Dr. Michael V. LaRocco

I just love Spring's new growth and life for mother earth. It is also a great time for our society full of new growth and life. Delta Mu Delta is making tremendous strides as an honor society. New chapters and new members are DMD's greatest assets as we continue to add new talented business students

to our membership!

It is time to start gearing up for our 2009 Biennial conference, "On the Move: New Directions for Tomorrow's Challenges" to be held November 6-8 at the Marriott Union Station in St. Louis, Missouri. This is an outstanding event, which is both educational and social, a great opportunity to network with Business faculty and students from around the country.

The festivities include:

- Business speakers
- A silent auction of items donated by our chapters
- Networking opportunities
- St. Louis sights and sounds
- Roundtable discussions that will improve your chapters
- Annual banquet and speakers
- Business meeting and election of new officers to our Board of Directors

One of the speakers at the ACHS Conference in Phoenix, AZ stated that over 90% of Generation Y will participate in a social or business network that aids in career advancement. Are you linked to inCircle? Get connected!

In today's business world, we want to teach much more than just how to make a profit. Although we all know the importance of the bottom line, we must also recognize the importance of ethics in business. Please make time to read the article on ethics on page 4. I applaud presidents, deans, and faculty who teach the importance of honor and ethics to our students.

Our 2008 Delta Mu Delta scholarship winners can be seen on page 9 of this issue. These wonderful students serve as a reminder of how Delta Mu Delta reaches out across the United States to help our chapters. In June 2009 we will announce the winners of this year's scholarships at the ACBSP Annual Meeting in San Antonio, Texas. This year we will distribute over \$30,000 to our outstanding business students.

One of our highest scholarships is named for Pat and Tony Jablonsky two of the finest people I have ever met. Unfortunately, Pat passed away in December. She will be much missed and long remembered with our article on page 3. I wish to offer my condolences and prayers to the Jablonsky family on Pat's passing.

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REGION 8 - INTERNATIONAL

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Dr. Janis Petronis
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Where Are They Now? *(continued from Page 1)*

Ruff earned his bachelors' degree in commerce at DePaul, attending classes at night and working during the day. In 1973, not quite sure of what he wanted to do, he responded to a newspaper ad that started his career in real estate. Logan Associates needed a building superintendent for two office buildings on LaSalle Street. His knowledge of accounting was key to managing the buildings. As Ruff worked with the company, he impressed Martin Fishman, who ran the company. Fishman became his mentor and taught him the real estate business.

Ruff reflects on his DePaul education, thankful, he says, for the education he received at DePaul. At the time of his induction into Delta Mu Delta, he pledged to offer counsel and aid to others. He has lived up to that ideal. His gratitude prompts him to give of his time not only as trustee, but as a founding sponsor and member of the fundraising committee for the Real Estate Center at DePaul, and as a member of the advisory board for DePaul's new hospitality management program. He has given generously to the Coleman Entrepreneurship Center at DePaul. Through a contribution of \$1.5 million to the Real Estate Center, Ruff has funded a professorship that will bear his name. The first George Ruff Visiting Professor of Real Estate has been named and will begin in fall, 2009.

Grand DMD Lady Passed Away

It was my sad duty the afternoon of December 28th to send the announcement to our Board of Directors that Patricia Jablonsky had passed away quietly during the previous night. Shortly afterward, hundreds of Eta Chapter members were also notified. Many thousands of dollars have flowed into the Forever Dollars Scholarship Fund in memorial donations in Pat's name.

The family was able to enjoy Christmas festivities in her hospital room on Monday. Her brother-in-law and his wife visited with Pat who was able to participate in all the visits. But finally, the daily dialysis and vast regimen of medications were simply too much for her body to endure.

The significance of the split of "Pat & Tony" cannot be overstated. For over four decades the pair have attended DePaul's Eta Chapter annual banquet induction dinners. Pat has been the silent partner in the support of Tony's numerous activities for Delta Mu Delta. They made many contributions of time and money to the functioning of both the chapter and the Society.

Last June, the Board of Directors - recognizing the lifetime support of both of them - created the second highest scholarship award as the "Pat & Tony Jablonsky Scholarship" - the only attribution to a married couple in the history of our Delta Mu Delta Honor Society!

We sincerely miss her and wish Tony nothing but the absolute best.

A link to a beautiful picture ⇨ [ONLINE](#),
obituary ⇨ [ONLINE](#), and heartfelt eulogy ⇨ [ONLINE](#).

DMD inCircle *(continued from Page 1)*

In the nine months that Delta Mu Delta's exclusive inCircle community has been available, nearly 5000 DMD members have responded and registered to become part of the community. Invitations are sent to every new member as they are inducted into DMD, so we expect growth to mushroom during this first spring with inCircle as chapters induct students to our Society.



DMD inCircle

A new feature of inCircle is the link to Facebook. It's possible to link to your inCircle account from Facebook without a separate login, making it easier for you to connect with friends in either social network. It's easy to make the connection. The software is available by logging into DMD inCircle. We look forward to adding more connections between inCircle and other networks.

Networking with other DMD members is one of the primary benefits to belonging to inCircle. You can search for people by a single attribute like name or profession, or you can use the advanced search options to search by multiple criteria. Another option for networking is to join one of the more than two dozen groups that so far have formed around the interests, location, chapter or industry of its members. You could easily start one of your own if none of those are suitable. Using the advanced search, you can find DMD members from your school and era and invite them to join a group that you set up. You also can look for DMD members that fit your criteria who have not yet registered for inCircle and invite them to register and join your group at the same time.

Apparently some DMD networking *outside* of inCircle has been happening among our members. We've heard from people with whom we had long ago lost contact. They find out about inCircle from members who have registered and wish to be a part of our social network. We welcome those reconnections for their own sake, and they may be useful to all of us in other ways. People who were inducted into membership ten, fifteen or twenty years ago are quite likely to be in positions impacting recruitment. They understand the quality of the students who earn admission into Delta Mu Delta. When we reconnect with these people, we have another resource for the jobs that they would like to fill with the kind of people DMD members represent. With each reconnected member, we increase the potential diversity and synergy of our network and the information available to all of us about the industries and companies that are part of that individual's experience. Reconnecting benefits the individual and strengthens the networking value for each of us.

A Matter Of Ethics

As the world and the scope of our activities changes, we too must change. Our new membership materials state the full name of our organization as Delta Mu Delta International Honor Society in Business. What remains the same is that we are an **honor** society. What does that mean?

One meaning for that word identifies our Society as one with the purpose of honoring those who have achieved distinction in their studies. We have earned the respect of others for our accomplishments in the academic arena. The first definition of "honor" from Merriam-Webster's online dictionary includes both having a good name or public esteem and showing respect for someone who has merited it. In the eighth alternative definition, we find the meaning we would like to talk about here "a keen sense of ethical conduct." Honor societies are concerned with this definition of honor with emphasis!

Fraud at Enron, WorldCom, Tyco, Adelphia Communications and now Bernard Madoff's Investment Securities, prompt us to ponder ethics - those sets of moral principles that we use to distinguish right from wrong. Looking around us, we seem to see wrong on the upsurge. Right gives way to expedience, to "me and mine first," and the simple dishonest dealings that are all too prevalent.

In the part of the world that we see, our environment shapes this set of principles, making it necessary to put a context to any discussion of ethics. With many cultures and belief sets, many are concerned with imposing values on others. The Institute for Global Ethics thought it likely that some generally accepted ethical principles existed across cultures. The Institute, founded in 1990, undertook its first task of finding a core of shared moral values in cultures and countries worldwide. They asked "What are the most important moral values for you and your future?" The Institute's research found the answers most often given around the world were these five: compassion, fairness, honesty, respect, and responsibility. It does not take a doctoral degree in ethics to see how the scandals that make the news come from situations where more than one of these core values have been violated.

Yet these scandals do not represent the tough ethical choices with which many of us are faced. The most difficult are right-versus-right dilemmas. These are situations where two of the core values are in conflict. How do we make a decision when there is no clear "wrong" to be against? It is no wonder that universities and their accreditation organizations continue to push for additional and enhanced consideration of ethics in business programs.

The Association of College Honor Societies (ACHS) continues to advocate for education in ethics. In 2004, ACHS issued "a call to action . . . Bright, creative, and talented young people are cutting corners, stretching the truth and sacrificing their integrity in alarming numbers. Join us in our three-year push to promote, encourage and strengthen our commitment to ethical behavior at all levels, both individually and collectively." The initiative has since been extended for another three years. ACHS has developed a brochure and poster for this theme, A Matter of Ethics, aimed at the academic environment ⇨ [ONLINE](#). A few suggested activities are listed in the brochure, with a substantial list on its website ⇨ [ONLINE](#).

With the implementation of this theme, ACHS has also gathered a list of links to other sites, their articles and presentations good resources for anyone interested in promoting ethical behavior in their own setting.

Companies are investing in ethics, teaching ethical behavior and encouraging employees to report acts that violate the firm's ethical standards.

Timothy Flynn, chairman of KPMG LLP and KPMG International, is the subject of an article in the March/April 2009 edition of BizEd magazine, published by AACSB International an honor society. Among firms with a hotline, KPMG not only encourages anonymous reporting of ethics

violations, it has published statistics about situations reported and the actions taken as a firm to deal with them. It has developed an ethical toolkit for use in ethics education and sends partners to participate in classroom exercises at business schools to teach ethical decision making. More ⇨ [ONLINE](#).

Most of us are aware of research that shows doing the right thing may increase costs in the short run. In the long run doing the right thing is not only good for business, but may be essential for the firm's survival. We have also heard that "All that is needed for evil to triumph, is that good men do nothing."[^] As good and honorable men and women, what action should we take?

[^]Often attributed to the British statesman, Edmund Burke, this appears to be a restatement of a complete paragraph from 'Thoughts on the Cause of Present Discontents.'



An Inside Look

The preparation and event at Belmont University of a Presidential debate. More details ⇨ [ONLINE](#).

DMD Society Welcomes Mega-Chapter

On November 7, the Lambda Kappa Chapter of Delta Mu Delta was installed at Webster University.

Normally we would include the location of the university in that first descriptive sentence - the 'where' of five "w"'s that should be in the first paragraph of every news story. With Webster University, that takes an entire explanation!

So where is Webster University? You could say (a) it exists in over 100 locations in 20 states, the District of Columbia and six countries on three continents; or (b) you could say, like they do, that their ivy covered campus is anchored in St. Louis, Missouri, but their reach is worldwide; or (c) you could say that Webster is everywhere someone wants to learn, since the university offers online programs.

So, we could start again: On November 7, the Lambda Kappa Chapter of DMD was installed at Webster University's



Dr. Mike LaRocco, DMD President, welcomes Webster University, faculty and students.

anchor location in St. Louis, Missouri. The installation was attended by many of our Board of Directors including President Dr. Mike LaRocco, who welcomed Webster University, and Vice President Extension and Development, Dr. Charles Fazzi, who presented the charter to Prof. Bud Bellomo, Webster Headquarters Worldwide Faculty Adviser. Also in attendance was Dr. John Lewington, regional representative for the

Midwestern region which includes St. Louis, Dr. Janis Petronis, past president and regional representative for our international region, and Richard L. Sosnowski, executive director and secretary, along with several other officers and regional reps.

At the time the chapter was installed, they inducted six honorary members, who represented their most outstanding students. There were two each from the undergraduate, graduate and doctorate classes who graduated prior to the chapter's installation date.

A seventh honorary members (by Board exception, as a surprise) was Dr. Sebastian, (Bud) Bellomo, Special Projects Coordinator on the executive staff of the Dean of the School of Business and Technology. Bud's patience and persistence



Left to right: Dr. Neil George, Webster University Chancellor; Dr. Michael LaRocco, DMD President; Prof. Bud Bellomo, HQ Faculty Adviser; Lam Dang Nguyen, doctorate student honorary member; Dr. Charles Fazzi, DMD Vice President Extension and Development; Rich Sosnowski, DMD Secretary and Executive Director.

as HQ Faculty Adviser continues to be critical in surmounting the challenges covering the myriad of details it takes to bring such a large, diverse school into membership with DMD.

Dr. Benjamin Akande, Dean of the School of Business and Technology voices the pride Webster has in achieving membership in DMD.

"This is a tremendous opportunity for our highest-achieving students to join this prestigious honor society. Delta Mu Delta is offered only to business schools and colleges that have attained ACBSP accreditation. For its members, Delta Mu Delta provides the highest international recognition a business student can earn. Not only is membership a resume-builder; it's recognition that lasts a lifetime," says Dr. Akande. It can't be said much better than that.



Dean, Dr. Benjamin Akande, discusses their great enthusiasm for DMD with Rich Sosnowski.

Webster's Spring installation of some 27 co-chapters, covering more than 34 of their locations, took place this May. Further details of their progress will be provided in the Fall *Vision*.

For a picture story ⇨ [ONLINE](#).

Faculty Adviser Service Awards

While the Faculty Adviser Service Awards were announced in the Fall *Vision*, several more chapters have provided pictures and text.

More details ⇨ [ONLINE](#).

Dakota State Inducts Nine New Members

The members of Gamma Xi Chapter proudly display their membership certificates.

More details ⇨ [ONLINE](#).

Tunisia Trip for Alfred University

It is a rare event when one of our faculty advisers and one of his grad students go to present papers at an international forum.

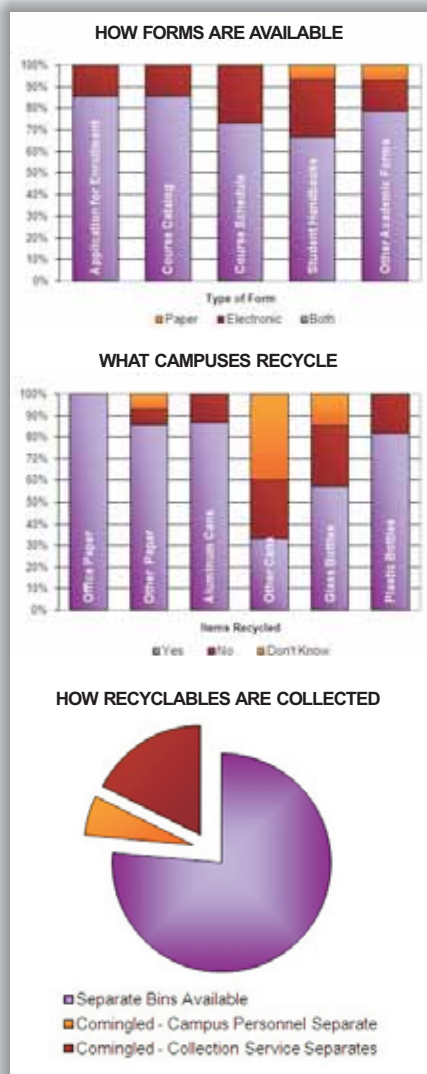
More details ⇨ [ONLINE](#).

How Green Are You?

As we looked at your responses to some of our articles mentioning environmental concerns, we wondered what our affiliated schools were doing “green.” So we sent out a short survey. The results were interesting. Not only did we receive survey responses, but additional information about what your campuses are doing to be environmentally responsible. Some of that will be in this issue of the Vision, and some of your interesting ideas and projects will be in future issues.

The survey asked what schools are doing to recycle on campus and what you are doing to reduce the resources you use. It also asked how recycling and reducing was accomplished for some items.

Reducing paper usage responds to the source of the problem and saves the financial resources of the organization. We were pleasantly surprised to see that all the campuses responding use intranets or internets with electronic forms of course catalogs and course schedules. Most have paper copies available as well, and it led us to think about how much paper copy usage decreased since electronic copies have been available. Applications for enrollment are available electronically for all the institutions responding. Approximately 85% of the respondents had paper applications in addition to the electronic application.



Looking at it the other way, 15% of responses indicated that the only way to apply to the school was electronically!

All reported access available to an electronic system to distribute information to class participants. What we used to call handouts are available to students online on instructor web sites or course presentation software such as Blackboard or WebCT. Now that they are electronic, what should we call them? All the responders teaching reported using the system to distribute course materials.

Recycling has taken hold as well. All the campuses responding recycle office paper, and more than 80% reported recycling other paper, aluminum cans and plastic bottles. Other cans and glass bottles recycled much less often, and more of the respondents were not sure whether they were recycled.

Most schools reported that recyclables were collected by providing separate bins. Less than 20% indicated a collection service separated the items recycled in comingled recycling containers.

See other stories on this page for green initiatives on some of your campuses. If you'd like to see your campus on this page in the future, let us know what you're doing. We'd like to hear from you!

“Re-Use” Is The Operative Word At Arcadia

It's fairly ordinary to donate unneeded or unwanted furniture to organizations that help those who have less, but Arcadia University, home of Kappa Upsilon chapter of Delta Mu Delta, takes reuse much further than that. Clay from the pottery school is reprocessed and reused. Large, healthy trees are transplanted rather than cut down. If the tree can't be saved by transplanting, it becomes mulch for campus use. The most unusual of Arcadia's reuse strategies is to sell items that students leave behind to raise funds for community service projects.

Some items need processing before the resulting materials can be reused. All kinds of batteries, tires, and metal scrap are sent for reprocessing. Many liquids are sent to be treated and reused. Oil from many sources is recycled. Included are oils from automobiles, elevators, and other motors. Cooking oil and

refrigerant oil is recycled as well. Silver nitrate is recovered from sources associated with photography. Toner cartridges are recycled as well.



This year, the university has especially focused on its “Arcadia Cares Conservation Efforts.” A section of its web portal, MyArcadia Home page, is devoted to conservation issues and includes a weekly green tip. Students were assigned Elizabeth Kolbert's Field Notes from a Catastrophe as summer reading and met in the fall to discuss the book, students' views on global warming and the green habits each student would bring to campus. As part of Arcadia's Distinguished Speaker series, Dr.

Debra Rowe presented “A Sustainable Future: Going Green in a Global World.”

Kudos to Arcadia for its efforts at doing more with less!

Meet Me In St. Louis

What are the lyrics for that old song? You may hear the melody in your head. If you're interested in old songs, you may even know that the invitation is for Louis, left as a note to him by Flossie.



Even if your name isn't Louis, you're invited to meet us in St. Louis for our 2009 biennial meeting on November 6-8. DMD student members, alumni members, honorary members, faculty advisers and their guests are all invited to join us for the meeting of our national chapter at the St. Louis Union Station Marriott.

The Biennial theme is **“On the Move: New Directions for Tomorrow's Challenges.”** Sessions include information on innovative

job searching, using professional organizations in learning, mentoring and professional opportunities, self-development strategies and international management consulting.

InCircle, our private network, is the subject of a session that asks for feedback from its users. Another session will be aimed at faculty advisers and headed up by Dr. Brenda Harper, whose Alpha Iota Chapter at Athens State University has won the Jablonsky Outstanding Chapter of the Year Award three times.

St. Louis is the home of the Gateway Arch, celebrating its history as the gateway to the west. The site of the meeting, St. Louis Union Station, is still a transportation hub. For the city itself, MetroLink provides local rail transportation from Lambert Airport to Union Station as well as historic Laclede's Landing, Busch Stadium, the St. Louis Zoo and the Muni. Many of the stations have other places to eat as well as other attractions. Some websites with additional information are listed here:

<http://www.explorestlouis.com/visitors/index.asp>
<http://www.stlouisunionstation.com/info/aboutus.cfm>
<http://www.metrostlouis.org/MetroLink/stationlist.asp>



St. Louis Arch & Fireworks by Creativity+ Timothy K Hamilton © Some rights reserved. Licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives license

Do You Prefer Paper?

Many of you are enjoying this Vision online. Some of you are not - enjoying it, that is. Some of us still like paper in hand as we read about what is happening wherever Delta Mu Delta exists. There are three ways to get that paper copy:

- *Print it from the website*
- *If you like our glossy paper and full color, donate to the Forever Dollars Scholarship fund and select the choice of the paper version of the Vision for one year*
- *If one year goes by too quickly, subscribe to the Vision for either a three year period or a lifetime*

You can visit the eStore [⇒ ONLINE](#) to donate or subscribe. Or, a check to Central Office will accomplish

the same task. If you visit the eStore, take a little time to shop the logo items of apparel, accessory and gift items. See the menu on the left side of the eStore home page. Donate is at the top, subscribe at bottom, with all the other great DMD items in between. There's a lot to like. If you're more the “check in the mail” sort of person, you can send your donation or subscription fee to Delta Mu Delta. Print the form to indicate your intentions at [⇒ ONLINE](#). The form contains the directions on how to donate by check. This is the same form found on the envelope enclosed with the Vision if you are already receiving paper copies.

We thank all those who have subscribed to the Vision.



DMD inCircle

How To Join inCircle

Haven't registered yet?

Don't know how?

Here are the instructions [⇒ ONLINE](#).

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The Forever Dollars Scholarship Fund

The Spring issue of the Vision celebrates our scholarship winners each year. This year we celebrate 45 winners of awards ranging from \$100 to \$2,000 a total of \$30,000. This brings our life to date totals to 785 students receiving almost \$600,000.

If you are reading the Vision for the first time, you are likely to wonder just how we do that. Beginning in the mid-60s, contributions were received and disbursed in the following year. By the late 1970's we established a restricted fund. Contributions are never spent. For that reason we call that fund the Forever Dollars Scholarship Fund. The earnings from these contributions are used to fund scholarships and awards, with DMD's operating funds picking up any shortfall.

The contributions come from members and friends of Delta Mu Delta. As the cost of education rises, one of our goals is to increase the number and value of the awards given to students. That's where you come in. When you accepted membership, you pledged to give aid and counsel to others who follow you. A contribution to the Forever Dollars Fund will do that. Forgo one pleasure if you must and take pleasure in passing on the spark of education to another. We look forward to seeing your name on page 11 of the next Spring Vision. You can donate at [⇒ ONLINE](#).

To help your contribution go even further, check with your employer for matching funds. If your company participates, send the information with your contribution. See the list of companies who have made matching contributions.

Delta Mu Delta would like to thank the following for their financial support to the Society (July 1, 2008 - December 31, 2008)

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