



“Earth supplies enough to satisfy every man’s need, but not every man’s greed.” – Ghandhi

SOCIETY CONFERENCES



2011 Biennial to be Held in Sunny Florida

Start making plans to attend the 2011 Biennial Meeting where the focus will be on Faculty Advisers. The gathering

will be held November 4-6, 2011, at the Hyatt Regency Riverfront in Jacksonville, Florida. We’re busy planning speakers and breakout sessions that will add value to your lives. So reserve those dates and join us for networking, learning and just plain fun.

2013 Centennial

Delta Mu Delta was founded in 1913 at New York University.

You might say “And . . . ?” We mention it because in a little over two years we enter our centennial year. There is much to celebrate and so there is also much preparation to be done for that celebration.

Our centennial year is also a biennial meeting year. This makes the celebration a focus for our meeting in 2013. We hope that as many of you as can will plan to join us.

And it is the 25th anniversary year for our partner in accreditation, ACBSP! So, in part, it will be a joint celebration.

Round-number anniversaries are a good time to look at the past as well as the future. We have already begun to assemble a history of Delta Mu Delta and those who were instrumental in its founding and growth.

Was your chapter the source of one of our movers and shakers? If so, we would like to hear about their origins. While many key members have a named award in our Scholarship Program, there are many others who worked for years behind the scenes to help us grow and maintain our standards.

So, reflect on your chapter and its history and tell us of the significant events. It is all eligible material for our DMD Centennial Book.

Faculty advisers are the mostly unsung heroes of Delta Mu Delta chapters. They serve, many for years, with their only reward being the good feelings they have about recognizing student achievement. This is the fourth year we have recognized our advisers with certificates for each five-year anniversary of service. For more, including pictures of those honored this year, see [⇨ONLINE.](#)

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A Letter from the President



Dr. Charles Fazzi

I am very pleased to report that the past academic year continued to be one of growth for our society. More than 6,300 new members were inducted and eighteen new chapters and co-chapters have been added to our Delta Mu Delta family. Our inCircle online community has more than 9,500 members who registered and updated their profiles. These numbers are very encouraging and we look forward to continued growth during the 2010-2011 year.

I want to express my appreciation for all the hard work that goes on in our central office. Our executive director and his staff continue to provide first class service to our chapters and members. Our continued growth has placed more demands on these folks and they continue to step up to the plate and deliver for us. My hat goes off to these hard working people.

Plans are ongoing for our 2011 Biennial conference and I am pleased to announce that this conference will be held in Jacksonville, Florida at the Hyatt Regency Riverfront on November 3 – 6, 2011. More information will be announced in our Spring Vision.

Our scholarship program continues to grow and is a significant benefit to our members. In order to focus this program to our membership, we have restricted eligibility for scholarships to DMD members. To accommodate new members who are initiated in the Spring semester, the period for submitting scholarship applications is now March 1, 2011 until June 15, 2011. An applicant must be a DMD member by June 15, 2011.

Please feel free to contact me with your comments and opinions. I will bring any issue you raise to the Executive Committee and Board of Directors for their consideration. My email address is Charles.Fazzi@stvincent.edu.

Best wishes for a successful year!

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Troy Co-Chapter Holds First Induction



The Troy University's Zeta Omicron Co-Chapter at Atlanta, Georgia, held its first induction ceremony on May 20, 2010. Honorary inductees included Dr. Jim Murphy and Dr. Akins Ogungbure, who will share co-adviser responsibilities with Dr. Diane Badow. The chapter elected officers from the new student members: President – Brandon McGirt, Vice-President – Sherita Chester, Secretary – Shelisha Steele, and Treasurer – Audrina Washington.

The Chapter wants to recognize Dr. Robert Wheatley, the Chapter Adviser of Zeta Omicron at Troy University, Troy, Alabama, for his invaluable assistance in establishing the school's first co-chapter outside of Alabama.

Planned fall activities include networking opportunities, participation in a city youth tutoring program, and academic excellence initiatives for the students of Troy. The Chapter will also preside over its second induction later in the fall.

Webster University has 32 Lambda Kappa Co-Chapters

covering 75 campuses in many locations in: the United States; Vienna, Austria; Leiden, the Netherlands; Geneva, Switzerland; London, England; and Bangkok and Cha-am, Thailand. The University's George Herbert Walker School of Business & Technology has over 13,000 students world-wide. This year Lambda Kappa inducted 612 new regular and honorary members into the Society. In their brief, two-year history, Webster co-chapters have inducted 937 members from 30 campuses and 17 countries, plus the armed services APO's.

See online for stories the co-chapters have submitted:

- Arkansas Region [⇨ONLINE](#)
- Central Florida Region [⇨ONLINE](#)
- Charleston Region, South Carolina [⇨ONLINE](#)
- Louisville Metropolitan Campuses, Kentucky [⇨ONLINE](#)
- New Mexico Region [⇨ONLINE](#)
- St. Louis Region, Missouri [⇨ONLINE](#)

Lambda Delta Holds Induction Ceremony

Lambda Delta Chapter at Governors State University, University Park, Illinois, held its second induction ceremony in May 2010 at the Center for Performing Arts at the University. The keynote speaker, Ms. Lorine Samuels, is the Chair of the Board of Trustees of Governors State and the President and Founder of Strategic Business Services, Inc. Ms. Samuels and Dr. William Wilkinson, Faculty Adviser, were inducted as honorary members by Co-Adviser Dr. T. J. Wang. Chapter Officers, President Elizabeth Green and Secretary Ashleigh Hostert inducted 27 students into membership. Executive Director Rich Sosnowski was a guest speaker, seen wearing the new DMD medallion. Photos [⇨ONLINE](#)

A Chapter Returns!

Delta Mu Delta welcomes back the Theta Iota Chapter at Norwich University in Northwoods, Vermont. After a ten year hiatus, the University petitioned to restart their chapter. On April 14, 2010, the chapter was installed and held their first induction in the new millennium. In addition to the three honorary members ten students were inducted.

Dr. Najiba Benabess, the chapter's faculty adviser; Michael Puddicombe, Dean; and Laurette D. Brady were inducted as honorary members. Student inductees were Frank Vanecek, Carrie Lynn Badger, Jonathan Edward Bailey, Kimberly S. Delatte, Derek Francis Hungerford, Benjamin J. Nault, Nathaniel Blake Roeder, Alexandre Dubois, Nataly Eguren, Ross Taylor Jardis and Dana James Stanley.

The induction ceremony included a dinner in honor of the new members. Chapter President Kimberly Delatte reports that the chapter is looking forward to the year and planning activities for the chapter.



Our first international chapter, the Business School of Lausanne, located in Switzerland, has proudly announced the move of their school. Read the press releases [⇨ONLINE](#)

Found Key Reveals Lost Chapter



R.A. Hill, 1932 Member

events into motion. Dick Hills was going through his father's belongings and found a Delta Mu Delta key. Being interested in what the key meant, as would any good, modern detective, he took to the internet. Finding our website, he made the call!

The back of the key was engraved with his father's initials, as was common in the past. Also engraved on the key were "Georgia Tech" and the year 1932. Now that intrigued us, as no one could remember that Georgia Tech ever had a chapter. Very few records survive from that long ago. We laid the story aside at the time, but it remained in the background.

You will probably remember that Delta Mu Delta was founded in 1913 at New York University. And since you are all astute business people, you probably realize that the centennial of our Society will be celebrated in 2013. Planning for this kind of event takes some time, so we are actively planning by perusing the archives. As we were scanning the yellowed onion skin copies of old DMD correspondence for information about events of the 1950's, the words "Georgia Tech" jumped off one of the pages. Floyd Gudgeon, then the Chair of the Society's Chapter Development Committee, responded to Society President, A. J. Foranoco, that Georgia Tech had been inactive for quite some time.

That certainly prompted some action. We had a year. We had a probable chapter site. Could we prove that the chapter did exist and recover the names of the individuals inducted from it?

Back to the internet, we looked at the Georgia Tech site for any history of the institution. Georgia Tech allows public access to much of their material: research papers, news archives ... and their yearbooks, The Blue Print, back to its first publication in 1908. We searched the 1932 edition for anything about Delta Mu Delta, almost missing it. The Theta Chapter of Delta Mu Delta was the business honor society for the Evening School of Commerce at the college. The

One thing often leads to another. Usually when we say it, we're complaining. The job that looked pretty small and easy led to another set of jobs that were time consuming, difficult or both. This time, no complaining is involved. One thing led us on a path of discovery of more history of our Society.

Almost a year before you read this, the Society's central office received a call that set a chain of

Evening School had its own section of the yearbook, without any overlap with the presentation of the rest of the college.

The Blue Print page for Delta Mu Delta, Theta Chapter, presents the chapter as installed in 1932. [↪ONLINE](#) Hills was a charter and founding member of the chapter. The page lists Professor Fred B. Wenn along with nine others as members of the chapter. Professor Wenn received his BSC from New York University, where Delta Mu Delta was founded in 1913. We think it reasonable that Professor Wenn was inducted to membership at NYU and brought the Society to Georgia Tech. He most likely served as the founding faculty moderator, as they were then called.

We had found a chapter that we had never known existed. Excited by the prospect of uncovering many new "old members," we moved on to the 1933 edition of the Blue Print ... where there was nothing about an Evening School of Commerce or Delta Mu Delta. We moved on to 1934, 1935 and 1936. We spot checked a few years in the 40's and early 50's and found nothing about DMD or the Evening School.

So we made the email acquaintance of Ms. Germaine Schanzmeyer, an Archivist from the library at Georgia Tech. Conferring with colleagues, Ms. Schanzmeyer was able to tell us that the Evening School ceased to operate in 1933 and was replaced by the University System of Georgia Evening School, which several years later became part of the Georgia State University system. At sometime in the 1950's, Georgia State was the home of a chapter that also carried the Greek name Theta, so we began to wonder if the chapter and the students from the Evening School moved to the University System as well. In preparation for our centennial, we're still working on that.

You probably are wondering what happened to Richard A. Hills. We know he was a good student as he qualified for membership in Delta Mu Delta. He joined a number of other organizations at Georgia Tech and was apparently highly regarded by their members as he became an officer in many of them. He served on the Student Council as vice-president, on the Interfraternity Council as vice-president, and was vice-president of his class twice. He took this penchant for joining, serving and leading into his life after graduation with other organizations. Most notable perhaps was his service as the Grand President (the national president) of Alpha Kappa Psi, a professional business fraternity dedicated to professional development of business people and demanding higher ideals in the business community. Hills had a strong career in insurance and banking. He died in January of 1955.

Dr. Dominic Parisi, long time supporter of Delta Mu Delta, and honorary member of DePaul University Eta Chapter died late this summer. [More ↪ONLINE.](#)

Princeton Review Selects Green Schools

One of the services offered by The Princeton Review is evaluating and profiling colleges and universities on a number of dimensions to help students find the best fit school for their interests. In April this year, the Review published its Green Guide. Two thousand schools were reviewed: 286 were chosen as schools that demonstrate a strong commitment to sustainability. They describe each college's approach to sustainability as holistic – from building guidelines and procurement policy to preparation for sustainable careers. They excel in their accountability for their green commitment. The Green Guide looked at each school for these three elements:

1. *Campus quality of life that is healthy and sustainable*
2. *Quality preparation for careers in the becoming green economy*
3. *Environmentally responsible policies.*

Of the 286 schools recognized for their strong commitment to sustainability, 15 of them have DMD Chapters. The 286 Schools are listed [⇨ONLINE](#) in alphabetical order.

The Times, They Are a Changing ...

Technology has allowed us to conduct classes in ways we could not have imagined years ago. Many universities are involved in distance learning – professor in one location, students distributed in other places, all learning at the same time. The other places usually are classrooms in other locations or in students' homes. We may have found the most unusual student setting for online instruction.

Jim Peters, the faculty adviser for Theta Nu Chapter at New Mexico Highlands University, Las Vegas, New Mexico, reports that one of the students in his course attends class in the front seat of her car. The car is stationary – we don't approve of texting, much less attending class, while driving. She parks in the lot of her Pueblo's tribal headquarters where she can access the WIFI internet connection.

How creative can we be with the delivery of education to the student?

The 15 DMD schools are:

- Bucknell University
- Central Connecticut State University
- DePaul University
- Drury University
- Eastern Connecticut State University
- Edinboro University of Pennsylvania
- Keene State College
- LaGrange College
- Linfield College
- Lipscomb University
- Millersville University
- Northcentral University
- Plymouth State University
- Slippery Rock University
- Southern New Hampshire University



Our eStore sports new merchandise and some packaged sets with savings. See more [⇨ONLINE](#)

AUTHOR! AUTHOR!

DMD Central Office experienced a first-time and exclusive book signing – see more pictures [⇨ONLINE](#)

While many of our members publish, they don't always tell us. When they do tell, we like to mention it. A member who has served the society in many ways and for many years has written an unusual book.

Robert McCall served the society as the Faculty Adviser for the Alpha Iota Chapter at Athens State University for many years. He is a past president of our Society and a current member of the advisory board.

The book, "Un Americano a Fusine Laghi" is half history of World War II in a town high in the Julian Alps and half autobiography. It's also half in English and half in Italian. The book is printed with facing pages in English and Italian. The book was published in Italy, so McCall traveled there for its launching. The ceremony was held in the building where he slept his first night in Fusine Laghi, now the Kantina. While in Italy he represented the American Army in a celebration of Italy's becoming a republic.

If you can handle the Italian, here's the link to the publisher for ordering the book. [⇨ONLINE](#)



Sustainability is most often associated with environmental concerns. A particular use of a “scarce resource” may not be sustainable because it harms the air, the water, or the earth. Recycling, using less electricity and creating less waste are sustainable. But sustainability goes beyond our relationship with the environment.

The Brundtland Commission, convened by the United Nations, describes sustainable development as aiming to meet the needs of the present without compromising the ability of future generations to meet their own needs. As such, it certainly concerns the areas of using natural resources and preserving the environment. According to the Commission, a world where poverty and inequity are widespread will be prone to crises – economic, political, social and ecological. All need to be conscious of what the effect of their own development is on those around them.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) adopted the Brundtland Commission definition of sustainability. UNESCO further cites peace, human rights, gender parity, equity and cultural tolerance and diversity as critical concerns in seeking sustainability as well. Poverty, illiteracy, war, torture, subjugation of one segment of a population on the basis of race, gender, ethnicity, or religion

– all undermine sustainability. UNESCO’s policies are aimed at increasing productive use of resources, educating the people in developing countries, and promoting rights and freedoms. Where extremes exist in literacy, belief and cultural practices, where there are “have-much” and “have-little” in the areas of power and wealth, the energy of the system can be aimed at toppling the system or ousting the “bad guys” – whomever they seem to be. The resources of the system are expended without improving the situation of any of the participants. The result seems to be lose/lose.

The position that considers the needs of all is not advocating a Robin Hood approach where the rich are “robbed” and the proceeds are given to the poor. Nor does sustainability in this sense advocate even the purest form of communism – ownership of everything jointly by all. What is advocated is that society becomes thinking, communicating and justice seeking. Each individual and each group would apply ethical principles to decisions made. Not only do we ask if the results of a decision meet the corporate goals, we ask what are the consequences to others. Who is helped? Who is harmed? What is the likely downstream effect of this decision? Does this decision make the world a better place for the many or just for a few? Considering sustainability before acting becomes a matter of ethics.

Net Impact: Doing Well While Doing Good

Net Impact is a non-profit organization for business people who believe that business can be used to change the world while ensuring one that will be more socially and environmentally sustainable. The mission – “Better business for the greater good” – calls students and professionals to join one of the 260 chapters already in existence or to start one where they are. The Net Impact site provides help for finding a chapter or starting a chapter, resources for leaders, for learning about sustainability, and how to promote it. Members also have access to career information on the site in the fields of social responsibility and sustainability.

The Net Impact central organization sponsors events with more “face time” in addition to web-based items on education and issues. Conference calls to interact with leaders in the corporate responsibility and sustainability professions address “Issues in Depth.” This year’s Net Impact Conference was held in Michigan and estimates for attendance were upwards of 2,000 members. Over 300 presenters and speakers held nearly 120 sessions of education, discussion and networking on social and environmental sustainability topics. The web site’s calendar also includes chapter-sponsored events. Most of the months had at least one event somewhere in the US on about two-thirds of the days.

For the individual who would like to begin producing change there is a guide on the “Take Action” section of the site. It

has sections relevant to sustainability at work no matter what the job title, to campus greening, and to curriculum change.

Two of the Delta Mu Delta universities that have chapters of Net Impact are: The Kellstadt Graduate School of Business at DePaul University in Chicago, and Marywood University in Scranton. The latter has both graduate and undergraduate chapters. There are also professional chapters in many cities. See the “Find Chapters” list on the Net Impact site.

Many of the resources on the site are available to non-members. Visit Net Impact [⇨ ONLINE](#) to learn more about sustainability and this organization.

Green Shorts

DePaul University, home of the Eta Chapter of DMD, recently installed 15 water bottle refill stations in high traffic areas on campus. These stations should reduce the consumption of purchased bottled water. Each refill not only results in one less container entering the waste stream, but also decreases the use of energy in making the bottle and then transporting the filled bottle to the consumer.

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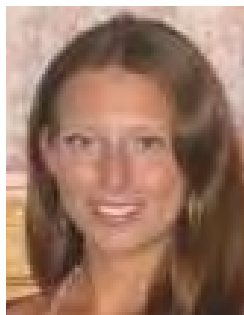
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Michael Arabia

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Just a tiny sampling of why you should scan every issue that arrives each week.

They Really Need You

If you've read this far in this edition of the Vision, you've seen the page of pictures of the students who have received funds from the Society. The page following it is almost full of the names of additional recipients. Through your generosity these 45 students will have received help to continue their education. They are only the latest in a stream of many. With this group, to date more than 860 students have received well over \$650,000 in awards.

The funds awarded these students come from the earnings on the Society's Forever Dollars Scholarship Fund. All contributions build the principle of the fund; only the earnings are used to fund student awards. Any contribution you make provides educational funding, well, forever! We take our job as stewards of the money you have given the

Society seriously. We have invested wisely, never having lost a dollar of principle from the fund, even when times have been economically difficult.

You are probably aware that returns on investments are not what they were five years ago, and you may realize that higher education costs continue to rise faster than inflation. The need for financial help increases. That's why they really need you. We ask each one of you to seriously consider a contribution. Give what you can - everyone's effort helps. Maybe the \$5 for a quarter pounder meal will be more satisfying in the scholarship fund! You too can leave a legacy of assistance to members of Delta Mu Delta through a donation to the Forever Dollars Fund.

Rajan Family Funds Perpetual Scholarship in Honor of Father

We are extremely happy to report the completion of funding to the Rajan Family Endowment this Fall. The children have delivered a series of contributions over the past two years totalling \$25,000 – enough for a perpetual scholarship in the name of Gurram Venkata Sundara Rajan, their father.

Mr. Rajan was a devoted father who invested everything in his children. He did not own a car or a house, neither did he ever take a vacation. He used everything he had to provide each of his children a sturdy education, one that allowed them to pursue their dreams. Mr. Rajan's father, Gurram Venkata Subbaramaya, was a renowned professor of English and head of the department at VR College in Nellore, India. He also served as the Principal of PBN College in India. He was revered as a teacher and poet, writing in Telugu, Sanskrit and English. His most famous work, as recognized by the Encyclopedia of Indian Literature, is his translation of the epic poem Mahabharata from Sanskrit to English blank verse.

Mr. Rajan's dream to become an engineer did not materialize because of impoverished circumstances. Instead he earned Bachelor's and Master's degrees in Geology. He started his career with the Geological Survey of India, doing hydrogeological work in remote areas of the country. Later he became a Senior Hydrogeologist at the Central Groundwater Board of India.

His work was conducted in arduous geographical and climatic conditions which took him away from home for most of the year. While he was unable to realize his own dream, he was determined that each of his children could pursue theirs without the financial limitations he had faced. His regard for learning has been inherited by his four children who have pursued higher education both in India and in North America.



Ms. Valli Gurram has a Master's degree in Civil Engineering and currently works as a Premier Field Service Engineer. Dr. Gurram Gopal has a doctorate in Industrial Engineering from Northwestern University and is an Associate Professor of Business Administration at Elmhurst College in Illinois. Dr. Shyamala Rajan has a doctorate in Microbiology from Rutgers University and is a researcher at the University of Chicago. Mr. Viswanath Gurram is a Cisco and Microsoft certified engineer and works as a senior technical specialist at Parks Canada. He also writes poetry and fiction in English and other languages.

These four children also follow in their father's footsteps by performing extensive volunteer work and supporting educational organizations. Their contributions to the Delta Mu Delta Forever Dollars Scholarship fund established an endowed scholarship, named "Rajan" in loving honor and memory of their father. Each year the recipient will receive a \$1,000 award. The family also endows a scholarship at a school for the blind in Chennai, India.

Mr. Rajan's dream for higher learning has been realized through his children. They are now paying it forward by providing funds and support to future generations of students. What better legacy can a father provide?



Oaths, Ethics and the MBA

In recent years, one focus of the Association of College Honor Societies (ACHS) has been "A Matter of Ethics." The Vision has featured items in several issues dealing with the challenges of ethical behavior in the business world. In the Fall 2009 issue we featured an oath to act ethically that was taken by MBA students on a number of campuses. The spread of this kind of oath continues.

The proposal for this kind of oath evoked reactions. Some supported a mandatory oath. Some opposed such a promise as against the principles that firms are in business to make as much money as they can. Some opposed it from the standpoint that the oath may not make any difference – after all people lie, cheat and steal every day. They may promise, but what is that promise worth.

Others pointed out that if we were to require such an oath, we should also prepare business students to honor it. They need to understand the importance of the oath. They also need to understand and practice the application of ethics to their own actions before values challenging decisions need to be made under substantial pressure.

Tommorrow's MBA, a study by CarringtonCrisp, presents the views on ethics place in an MBA program from the responses of a number of prospective MBA students from 91 countries. An article by three Yale professors critiques how ethics is presented to business students. For more, see the Extra, the digital supplement to the Vision, [⇨ ONLINE](#)

Delta Mu Delta would like to thank the following for their financial support to the Society (January 1 - June 30, 2010)

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(mother of Mickey Wendorf)

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Donations of Other Kinds

Although nearly all the donations received here at Central Office are designated to the Forever Dollars Scholarship Fund, we also get donations for specified purposes.

In the past, you may have noted that some of our donations sponsored parts of the Biennial Meeting. Recently we received a number of donations-in-kind targeting Society operations.

After a number of years, Central Office was looking more than a little used and worn. Recognizing our need to modernize and still be efficient, several individuals stepped forward for DMD.

Giovanni Rende donated funds towards an immediate installation of a new HVAC system. This new system will need less repair and is high efficiency. Our heating and cooling costs should show a dramatic decrease.

Anthony Jablonsky, a major contributor to the Forever Dollars Fund, noted the state of our carpet and furnishing and donated funds to purchase replacements.

Rich & Joanna Sosnowski provided funds for new computers and related equipment. Several of the systems were originals and programs continue to be more demanding of resources.

We thank these generous donors for enabling us to do more for you, the chapters and members of Delta Mu Delta.



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**First Endowed
Scholarship in Place.**

See the article on page 10.



**Sunny Florida
in Our Future.
See how it
could be in
yours.**

The article is on page 1.

**Found Key Reveals
Lost Chapter.**

See the article on page 4.



Fall 2010

**“Earth supplies enough to satisfy every man’s
need, but not every man’s greed.” – Ghandi**

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