

The Delta Mu Delta



# Vision

Volume XLIX  
Spring 2010

“THROUGH KNOWLEDGE, POWER”

For Business Students, Educators and Professionals

“Always do right; this will gratify some people and astonish the rest.” – Mark Twain



Delta Mu Delta has been a member of the Association of College Honor Societies (ACHS) since its initial accreditation by the Association in 1922. ACHS members include 67 national and international honor societies in all disciplines. The Association is dedicated to building excellence in scholarship, service and governance of its member societies. Societies seeking membership apply to ACHS, who accepts only those that meet its standards in those areas. In addition to accrediting societies for initial membership, the Association oversees biennial self-studies by those admitted in order to maintain their membership. One representative from each member society is part of the voting council that approves societies for membership, the self-studies for continuing membership and all other major issues of the Association. More information can be found at their web site [⇨ONLINE](#).

In February of this year, Dr. Sandie Kiehl, Secretary, and Rich Sosnowski, Executive Director, represented DMD at the annual ACHS conference held in Boston. Both opine that there is much value to DMD as representatives from member societies exchange ideas, discover new benefits and products, and share new and better methods of operation. Representatives of DMD have been attending the conferences for five decades.

Presenters included many speakers from various sectors of industry. Bill Suneson, co-founder and President of Next Generation Insurance Group, explained the benefits of partnerships with each Society.

Associate Dean Christopher Boss, Northeastern University, welcomed us to Boston and spoke on the role of honor societies and their social responsibilities - beyond academic achievement as an understanding of, and service to, the global community.

John Kusenski, Director of Pre-Law Programs and Assoc. Professor, North Carolina Central University, shared legal considerations and helped us understand the 2008 revisions to the nonprofit corporation act.

Kenneth Elmore, Dean of Students, Boston University, presented global issues, community development, and social justice concerns that should be on the radar of student members of honor societies. *(continued on page 10)*

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## A Letter from the President



**Dr. Charles Fazzi**

*Spring is here with the leaves returning on the trees and the flowers beginning to bloom. It is a time for renewal and growth. This is also a time of new life and growth for our Society. New members are added to our chapters and new chapters are added to Delta Mu Delta.*

*As our former president,*

*Dr. Michael LaRocco once wrote in a previous edition of the Vision; "New chapters and new members are Delta Mu Delta's greatest assets as we continue to add new talented business students to our membership!"*

*We are establishing and continuing initiatives that will allow every qualified business student to have the opportunity to become a DMD member. If your school is a multiple campus institution, a co-chapter can be established at each campus to invite qualified members into our society. If your academic business program has a distance learning component, invitation materials and the induction ritual will soon be available through electronic media to allow this group of students to become members of our Society. At our upcoming board of directors meeting we will begin exploring the possibility of developing an online registration system for new members.*

*Please feel free to contact your regional representative or the DMD central office for assistance in establishing a co-chapter or to utilize our online materials for your distance learning program. We want every educational institution that has a Delta Mu Delta presence to extend the invitation to membership to all qualified business students regardless of their location. We are prepared to help you in this endeavor.*

*Our 2009 biennial conference was held this past November in Saint Louis, Missouri. It was a resounding success and I want to extend my appreciation to Sandie Kiehl, our Secretary for her diligent work in organizing the event. Please see the article that appears elsewhere in the Vision for a complete description of the conference. We elected a new group of officers and regional representatives and I look forward to working with them in the future to continue to advance this Society to new heights.*

*My sincere thanks to Dr. Michael LaRocco, my predecessor, for the fantastic job he did as president. It will be tough to follow in your footsteps, but I will do my best.*

## Regional Representatives

### REGION 1 - NORTHEASTERN

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Puerto Rico, Rhode Island, Vermont and Virgin Islands, **Canada:** Newfoundland, Labrador, Prince Edward Island, Nova Scotia, New Brunswick, and Quebec



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### REGION 2 - EASTERN

Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, and West Virginia



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### REGION 3 - SOUTHEASTERN

Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee



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### REGION 4 - NORTH CENTRAL

Illinois, Indiana, Minnesota, Michigan, Ohio, Wisconsin, **Canada:** Ontario



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### REGION 5 - MIDWESTERN

Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota, **Canada:** Manitoba



**Prof. Joni Adkins**  
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### REGION 6 - SOUTHWESTERN

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**Dr. Gene Smith**  
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Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming, **Canada:** Saskatchewan, Alberta, British Columbia, Yukon, Nunavut and Northwest Territories.



**Prof. Carol Farabee**  
Western International University  
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### REGION 8 - INTERNATIONAL

All but North America.



**Dr. Michael V. LaRocco**  
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## First Biennial Held in St. Louis



Although the calendar said the first weekend in November, the weather said mid-May as 100 members of Delta Mu Delta and their guests gathered in St. Louis' Union Station for the Society meeting. Especially for

those from northern states, the sunny, warmer-than-usual weather gave the weekend the feel of a resort vacation.

The theme for the Biennial, "On the Move," encouraged speakers to reflect on the past as well as plan for the future. Sessions focused on what the past taught us, what the future might hold for us and how we can leverage that to chart our own futures. Paul Kravitz, Manager, New Products and Business Development for Nestle Purina PetCare Company, shared the company's experience learning the importance of consumer behavior in new product development. Dr. Thomas Head's presentation, "Lessons Learned about International Management Consulting," also shared experiences to leverage in our own careers.



"Lessons from Humpty Dumpty" encouraged us to look at economic recession as an opportunity. Dr. Benjamin Akande, Dean of the School of Business and Technology at Webster University, reminded us that recessions are feedback in real time. We are pushed to change, as what we are doing is no longer working well. The Great Depression brought us new products and new ways to market them. Akande took a look at Humpty Dumpty as a role model for an approach to business.

Both Chris Torbit and Joe Helmsing shared their experience with mobile marketing. Torbit's work in marketing via mobile communications technology and multi-channel marketing has put him at the forefront of direct marketing. While Torbit markets to those who are mobile through the mobile devices they carry, Helmsing's mobile experience is of a different sort. Helmsing and his brother bought a small company that built and repaired truck bodies. Changing the name to Craftsman Industries was the first step in changing the focus of the company to customization. The vehicles are the marketing devices – displaying the product, containing equipment for presenting information about the product, or an environment to interact with a product. In addition, the company makes mobile special purpose vehicles such as classrooms, museums and kitchens the Red Cross uses in aiding disaster victims. More about this innovative company [⇨ONLINE](#).

Finger food and Jeff Cook were on the menu for the Friday evening reception in Union Station's Great Hall. Cook was a founding member of the country music group Alabama and a member of the Country Music Hall of Fame. In over 25 years of recording, the band received many awards including RIAA's Country Group of the 20th Century. The music, the food and the prizes made the event memorable.



Jeff Cook with a group of DMD members.

Early on Saturday morning the silent auction items were all in place. Lively bidding ensued until 1:30 when the coveted items were picked up by winning bidders. The silent auction raised over \$700 for the Scholarship Fund, thanks to all the generous item donors as well as those who bid.

On Saturday evening, Dr. Michael LaRocco, DMD President, presented awards to many of the attendees. The winners of the "Rich" and "Tony" awards were recognized as well as many scholarship winners. Dr. Janis Petronis and Rich Sosnowski were recognized for their service to Delta Mu Delta as active board members. Both join the Advisory Board, of which their Chair casts one vote at board meetings.



From left to right: Dr. Janis Petronis, Rich Sosnowski, Dr. Michael LaRocco

Sunday breakfast preceded the business meeting of the Society. Reports from the committees detailed the progress of DMD since the last meeting and the new challenges the Society faces. Delegates approved the reports and elected new officers. See the new board and their bios [⇨ONLINE](#).

At a time when funds were scarce and budgets tight, a number of sponsors stepped forward to help provide what was enjoyed at this Biennial. Tote bags, Biennial themed note pads and entertainment are only some of what their generosity provided. These people are an inspiration to all.

More about the Biennial Conference, including the list of sponsors and the program brochure, [⇨ONLINE](#). More pictures [⇨ONLINE](#).

For the last six years, the theme for the programs of the Association of College Honor Societies (ACHS) has been “A Matter of Ethics.” ACHS continues to encourage member societies to commit to bringing ethics to the forefront, to encourage programs in, communication about, and the practice of, ethical behavior. Individuals who earn membership in honor societies are strong in achievement and knowledge. The aim of the ethics program is to help these individuals build a strong core character as an aid to reaching their potential. As the ethics emphasis continues, the Association has adopted an additional theme – social responsibility. Ethics and social responsibility, although not the same, are intertwined.

The idea that all are responsible to society for our actions is not a new one. Considering the needs of society as a whole in judging the rightness of individual acts is the basis of law and, in large part, is the glue that holds societies together. We should be able to meet our own needs without harming others. In fact we could meet our own needs in a way that also meets the needs of others – to do well by doing good.<sup>1</sup>

More than a century ago, Alexis de Tocqueville<sup>2</sup> called it the principle of self interest rightly understood. The principle became known as enlightened self-interest. It has been and continues to be a subject to debate and to generate academic business research, as well as surveys of businesses, employees and consumers. Since the turn of this century, social responsibility, in particular corporate social responsibility (CSR), is the name by which this phenomenon has been known.

What does social responsibility mean? Should our company participate in it? If so, how? How much? What, if anything, will it do for the company? Can the firm be socially responsible without hurting the bottom line? There are no standard, simple answers for these questions. Each entity should look at what social responsibility entails and what the benefits and costs are likely to be.

So, what does social responsibility mean? Some associate it with environment and going green. According to the 2010 CSR Branding Survey<sup>3</sup>, consumers who were aware of CSR defined it in the following ways:

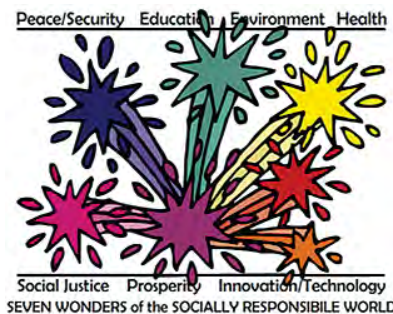
- ★ Philanthropic: Giving back to the community, to society
- ★ Law abiding: Regulating themselves, being accountable
- ★ Ethical: being honest, caring about the effect on the consumer, the quality and value
- ★ Treating employees well
- ★ Environmentally responsible

Consumers were willing to pay more for products produced by companies performing in socially responsible ways. A full 70% said they would pay more, and 28% said they would pay at least 10% more for these products.

The consumer preference for socially responsible products is one of the benefits of providing such products. CSR differentiates the firm’s products and enhances its reputation. CSR efforts also appear to build employee morale and loyalty. Studies show

socially responsible firms have an advantage in employee recruiting and retention. The CSR 2010 Branding Survey reports that 34% of salaried employees said they would take a pay cut to work at a socially responsible company. Younger employees were even more motivated by social responsibility – of those under 35, almost half said they would take a pay cut.

Irresponsible company social behavior can increase costs later. The defective product covered up causes the company to fail, whereas the recalled one of another company makes its reputation as a caring producer. Dumping waste on site that is later discovered to be toxic costs millions to remedy. Employees poorly paid and lacking benefits respond with poor performance, poor attitude and look for other work. Turnover is costly.



How can a firm decide where to implement socially responsible policy? Cost to implement is certainly an important factor. The triple bottom line approach may help the firm make a better decision than just focusing on the profit bottom line. The triple bottom line<sup>4</sup> posits that profit is the economic bottom line that must be considered in making any decision. The social, or people, bottom line and the environmental, or planet, bottom line must also be recognized.

The social bottom line recognizes that there are multiple stakeholders, not all of whom are stockholders. Vendors, customers, employees (as well as the community to perhaps a lesser extent), are affected by the decisions made by a firm. The environmental bottom line recognizes the firm’s impact on the present and the future.

Critics of SR initiatives point to the economic cost. The firm must be willing in some cases to sacrifice a short term benefit for a longer term one. But the way that our markets operate may make that a difficult choice.

Skeptics claim that numbers of CSR initiatives are facades, that companies may claim to be socially responsible, or they select an easy and cheap initiative to implement while engaging in socially irresponsible behavior behind the conference room door.

Yet others, admitting the goals of social responsibility are ones firms should pursue, say the drive for current profit and the punishing consequences for missing profitability goals by slim margins cast doubt on the ability to sustain any voluntary CSR efforts long run. These critics point to regulation as the path to the goals that CSR espouses.

The concept of CSR continues to be debated. Recognized authorities in business claim both sides of the question. Arguments for and against have validity. The Economist devoted an issue of the magazine to the arguments against the viability of CSR in 2005. Thankfully, the companies that adopt CSR tend not to abandon them and the number of companies that adopt socially responsible policies continues to grow.

<sup>1</sup> Often heard, sometimes attributed to Ben Franklin.

<sup>2</sup> “Democracy in America” 1899

<sup>3</sup> Released March 29, 2010. Conducted by Penn Schoen Berland, a research based consultancy, in connection with Landor Associates, brand consultants, and Burson-Marsteller, a strategic communications firm.

<sup>4</sup> Phrase coined by John Elkington, co-founder of the business consultancy SustainAbility, in his 1998 book *Cannibals with Forks: the Triple Bottom Line of 21st Century Business*.

## Zeta Xi at Alcorn Inducts Seven



The Alcorn State University Zeta Xi Chapter of Delta Mu Delta held this year's induction on Thursday, December 3, 2009, in the Gold Room of the Clinton Bristow, Jr. Dining Facility. Pledging the DMD oath were Amber S. Cooley, BreAnna Dennis, Heather Jackson, William Luse, Charlette Mock, Erica Pratcher, and Maranda A. Younger.

Courtney Hall, past president of the chapter, gave the keynote address. He stressed setting goals and persistence when facing obstacles as keys to success. More [⇒ONLINE](#)

## Zeta Upsilon Celebrates 15 years, Inducts Seven

Six student members and an honorary member were inducted as Zeta Upsilon Chapter celebrated its 15th year as a chapter during a ceremony on April 30, 2009. Pictured below are five students inducted. From left to right are Melinda Sue Valenzuela, Frank Aldo Jones, Haley Howard, Stephen Armstrong, and Lindsey Anstine. At the far right is Dr. Melanie A. Croy, Dean School of Professional Studies, who was recognized with an Honorary membership. Catherine Lewis, the sixth student, is not pictured.



Zeta Upsilon is located at Sul Ross State University in Alpine, Texas. Mazie E. Will, Associate Professor of Business Administration, is the faculty adviser for the chapter. More [⇒ONLINE](#)

## University of Phoenix: First Co-Chapter Inducts Members

The Lambda Sigma Chapter of the University of Phoenix held its first induction ceremony February 12th at its Idaho campus co-chapter. Over 80 guests watched as 28 students and two honorary members were inducted at the University's Meridian, Idaho, campus. Honorary inductees were Tom Luna, the Idaho Superintendent of Public Instruction and Joel Maier, College Chair for the School of Business in Idaho and the Idaho co-chapter's Faculty Adviser. Special guest in attendance from Phoenix was Hal Morgan, Associate Dean for the School of Business and Kevin Wilhelmsen, Project Director for Regulatory Affairs. In attendance from Idaho was Bill Bach, Campus Director and Christine Rood, Director of Academic Affairs. More [⇒ONLINE](#)

## New Chapter Installed in NC

Lambda Xi Chapter, the newest honor society at Greensboro College, in Greensboro, North Carolina, was installed on April 24, 2009. Dr. Brenda Harper, then Society representative for the southeastern region, presented the charter for Lambda Xi

to Professor Angela Tharrington, Chapter Adviser, and Professor Donald P. Schraeder, Business Division Coordinator. In connection with the chapter's installation, it held its inaugural induction ceremony at the same time. More [⇒ONLINE](#)



## Big Season for New Chapters

We are welcoming ten new chapters to our Society during the spring of 2010!

Caldwell College, Caldwell, New Jersey  
Cedar Crest College, Allentown, Pennsylvania  
Lee University, Cleveland, Tennessee  
Lynchburg College, Lynchburg, West Virginia  
Norwich University, Northfield, Vermont  
University of Phoenix, Nashville, Tennessee  
University of Phoenix, Dallas/Ft. Worth, Texas  
Webster Columbia Metropolitan, Columbia, South Carolina  
Webster Regents College, London, England  
Wheeling Jesuit University, Wheeling, West Virginia.

We look forward to sharing their highlights and pictures in our next issue.

## Alpha Nu Inducts 60 in Spring Ceremony

Dr. David W. Gill was Alpha Nu Chapter's guest speaker at the induction dinner held on April 16, 2009. Dr. Gill was welcomed by Dr. Wesley E. Lindahl, Dean of the School of Business and Nonprofit Management (SBNM) at North Park University, Chicago. Dr. Gill spoke to over 60 undergraduate and graduate inductees, as well as business faculty, on the topic *Is Business Ethics a Luxury in a Time of Economic Crisis?*

Dr. Gill is an ethics educator, writer, and consultant based in the San Francisco Bay Area. He has served as business and organizational ethics consultant/trainer. Dr. Gill is the editor of *EthixBiz.com*, and his latest book is *It's About Excellence: Building Ethically-Healthy Organizations*.

## Epsilon Eta Co-Chapter Installed

Florida Institute of Technology petitioned for a co-chapter at their Redstone Arsenal campus in Huntsville, Alabama. Dr. Brenda Harper, Vice-President of Extension Development, presented a copy of the 1987 Epsilon Eta Chapter charter during the installation.

Honorary members Dr. Timothy White and Candace Rippey and 12 students were inducted in a ceremony following the installation. Officers were elected from the new student members: as President, Said Belhadj; Vice President, Katrina Zimmerman Breitback; and Secretary/Treasurer, Samantha Shirley. Cheryl Sullivan was appointed Chapter Historian. Other student inductees were Kathleen Carnell, Mary Frazier, Donald Hunter, Michael Pauly, Sharon Raynor, Sabrina Thompson, Neisha Valentine, and Cindy Watkins.

## LaGrange College -- First ACBSP Accounting Accreditation

The Association of Collegiate Business Schools and Programs (ACBSP) has announced that the LaGrange College, Georgia, Accounting Department has been awarded ACBSP's first Accountancy Accreditation. LaGrange is the home of the Zeta Pi Chapter of Delta Mu Delta. Zeta Pi is the 2009 winner of the Outstanding Chapter of the Year Jablonsky Award (the "Tony"). Professor Cindi Bearden, an 18-year adviser and founder of this chapter, was also the 2007 winner of the Sosnowski Outstanding Faculty Adviser of the Year Award for the outstanding way she has led the chapter. This school appears to be accustomed to excelling.



at LaGrange College, already accredited by ACBSP, were reaffirmed at the same time.

Earning this accreditation was a three-year-long process involving LaGrange's accounting faculty, staff and students. After the self-study document was prepared, an accreditation team visited the college in March. They liked what they observed and recommended the accreditation.

ACBSP's mission is to establish, promote, and recognize educational practices that contribute to the continuous quality improvement of business education programs, teaching of

LaGrange College was presented its accounting Certificate of Accreditation during the ACBSP Annual Conference in San Antonio, Texas, in June. This accreditation represents the first institution in ACBSP history to earn ACBSP accreditation under the new accounting standards. The business programs

business courses, and student learning outcomes in colleges and universities throughout the United States and abroad. ACBSP was established in 1988 and has over 612 member institutions. For more [⇨ONLINE](#)

## DMD Recognizes Faculty Advisers

As a Society, Delta Mu Delta promotes that chapter offices be held primarily by student members of the chapter. That makes the faculty adviser the source of continuity in each university supporting a DMD chapter. Representing the society to the chapter and the chapter to the society is often time-consuming and effort-intensive. We seek to recognize those who make these important contributions to the health and strength of Delta Mu Delta with framed certificates for service anniversaries in 5 year increments. These certificates are sent to a dean or department head for presentation to the faculty member at some appropriate public moment. As these presentations occur through the year, we are often sent information and pictures of these events.

Dr. Patricia A. Rucker, Senior Vice President, Academic Advancement, and Provost at Pierce College, presented two faculty advisers' awards. Dr. Rita Toliver and Dr. Marie Gould were honored, each having served 5 years as founding advisers for the Kappa Nu Chapter. Dr. Rucker reports that both were surprised and delighted to be recognized. Picture [⇨ONLINE](#).

Also honored for 5 years of service was Dr. Ronda Credille, the adviser for Zeta Kappa at Southwest Baptist University. Zeta Kappa's Chapter President, Rebecca Wright, presented the award to Dr. Credille at the winter trustees' luncheon in February. Dr. Kenneth Bandy, Dean of the College of Business and Computer Science, reports they were able to surprise Dr. Credille, who thanks Delta Mu Delta for the award. At right: Dr. Credille and Rebecca Wright.



Professor Donna Rochester, adviser for Gamma Eta at Walsh College, received her 5 year service award in November. The award was presented as part of the college's service award ceremony. Picture [⇨ONLINE](#).

The complete list of honorees for this academic year is found [⇨ONLINE](#).

## Special Thanks!

From the \$5 donation received from the same individual every Spring & Fall edition, to the \$5,000 donation from the MBA student who just graduated, to the \$10,000 donation from very special alumni, each and every donation is deeply appreciated. Over the years, including the winners to be announced on July 1, 2010, the earnings of the Scholarship Fund will have benefited over 860 students with a total greater than \$650,000. We are so proud of our membership!

## Edgewood Recognized by Wisconsin Green Tier Program

Edgewood College in Madison, Wisconsin, the home of Delta Mu Delta's Lambda Epsilon Chapter, is also the home of considerable environmental stewardship. The college completes its fourth year in the Wisconsin Department of Natural Resources Green Tier program this spring. Participation in the program includes making changes to existing campus features, the construction of green buildings, and innovative programs to encourage attention to the use of resources. Of the thirty-four participating organizations and companies, Edgewood is the only educational institution.



Green Tier is Wisconsin's next generation approach to reducing our impact on natural resources. Rather than emphasizing compliance with environmental regulation, the approach calls for developing an Environmental Management System (EMS) requiring proactive planning, attending to the environment by all, and examining institutional processes for potential risks whether or not covered by environmental regulation. The Green Tier

participant commits to measurable continual improvement in environmental performance. The application for the program presents the plans for green initiatives. Annual reports detail the activities undertaken to reduce impact and the results of those activities.

Edgewood's application for Green Tier presented three goals for environmental management: to reduce energy usage, enhance wetlands management, and obtain LEED certification for a new residence hall to be constructed.

The goal to enhance wetlands management has been prompted by Edgewood's location. The college is on the shores of Lake Wingra, a 340 acre lake located just outside the city limits of Madison.

To reduce the impact of public use of the wetlands between the college and the lake, a 1200 foot boardwalk has been constructed to allow users to be "in" and see the area without leaving footprints, either physically or metaphorically.



**A Natural Sciences class meets on the boardwalk along Lake Wingra.**



**Solar panels on the roof of Dominican Hall reduce energy consumption.**

Dominican Hall, the newest residence hall on the Edgewood campus, has earned Silver Level LEED certification. The hall was built with impact on the environment in mind on several fronts. Designed to be energy efficient, the

building has high-efficiency heating, light fixtures and appliances, low-emissivity windows, and is heavily insulated. Windows provide day lighting in over 95% of the occupied spaces, and lighting is "on call" by its connection with motion sensors. Solar panels on the roof preheat the water used by the natural gas boilers, improving their efficiency. Water consumption is reduced 40% using low-flow shower heads and toilets.

In addition to reduction in continuing impact from its design, the construction of the hall was undertaken to reduce the impact on the building site itself as well as landfill sites. Over 90% of the construction waste was recycled. Heritage trees were preserved. Landscaping was designed to minimize the impact of storm water run-off. Rain gardens and filtration of storm water are two of the low impact features of the landscaping plan.

Although Dominican Hall is the "piece de resistance" of the Green Tier facilities plan at Edgewood, other buildings have been built or retrofitted with energy saving features. Mazzuchelli Hall was built with a green approach. Regina Hall's windows and boilers have been replaced to conserve energy. The lighting in DeRicci Hall has been upgraded to meet the same goals. Investigation is continuing into achieving LEED certification in existing buildings and a presentation has been made to representatives of the faculty and facilities management.

Energy usage reduction has been accomplished, along with the Green Tier required attention to the environment, by facilities and users with the spring Eco-Olympics. The yearly event pitches the six residence halls into an "unheated" battle to reduce heat, water and energy usage. The event began in 2006, a project of Professor Dennis Collins class "Social Responsibility in Business." Teams of students are assigned to each hall for a seven week period to educate its residents about energy use and motivate them to practice ecological responsible behavior. Usage for the period of the games is compared to baseline data collected earlier, and winners are declared in each of the three usage areas as well as an overall winner.

# Be on top of ground-breaking analysis for the challenges ahead

Today more than ever you need the one magazine that helps you make smarter decisions in your business, career, and investments. Get the most resourceful tool used by leading business educators and corporate decision-makers. Our useful perspective and insight provide a competitive advantage, moving you – and your career – forward.



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Bloomberg  
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## Finding Frederick Feigl

Letters have long been the way for people to communicate with each other. Historical reference to a postal service is found as early as four thousand years ago. The function of the postal service in keeping in touch has been considerably usurped by internet communication through email and social and professional networking sites like DMD's inCircle. Nevertheless, the US Postal Service still does bring us news of each other.

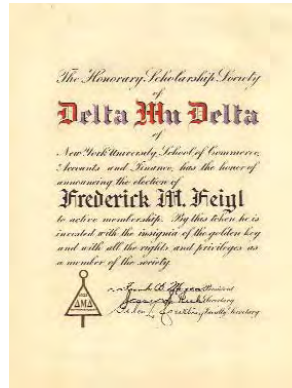
On a late afternoon in mid-September, the mail brought a letter enabling us to add the name of one of the earliest members of DMD to our official records. A letter from Barbara Burke asked for a replacement for the DMD key. Her father, Frederick Feigl, had presented it to her mother, Catherine, who was now approaching her 100th birthday. The treasured key, worn by her mother daily for many years, had been lost. Barbara described her mother, known as Kitty, as beside herself because of the loss.



Frederick M. Feigl,  
circa 1948-49

As we looked at facts gleaned from the letter, we recognized the potential for an interesting story. Kitty's age led us to believe that Frederick would have been inducted 75-80 years ago. The certificate mentioned New York University, one of the institutions responsible for founding Delta Mu Delta in 1913. So we asked for more information. What could Barbara tell us about her father and what he had done that we could share with our members through the Vision?

Frederick Feigl was born in 1901 to parents who had immigrated to the United States from Germany about 15 years before. In 1920, when Fred was 19, his father died. This left Frederick to support the family: his mother, his sister and himself. This responsibility prevented enrollment in the course work at New York University that would lead to becoming a doctor as the medical courses were held during the day. So he attended college in the evening in the business program while working during the day. Despite the demands of working while getting his education, he excelled in his



Feigl's 1923  
Membership Certificate

studies. In 1923 he was accepted into membership in Delta Mu Delta. He graduated NYU that same year. In 1925 the Board of CPA Examiners granted him his CPA certificate as he had met the experience requirement to use the designation by that time.

During the 30 years Feigl lived in Yonkers, New York, he became interested in government. He was a member of the City Manager League, which proposed that Yonkers adopt a manager form of municipal government. In 1965 he was the Conservative Party's candidate for state senator for his district. He ran with the "Yonkers' Conservative Buckley Team" and is pictured with William F. Buckley in a campaign ad in Yonkers' Herald Statesman newspaper.

In 1967 Feigl retired from business life and moved to New Fairfield, Connecticut. There he continued his concern for good government. His particular interest in governmental spending carried over from his career as an accountant. He held the position of president of the Taxpayers' Association from 1976 until his death in 1980. His obituary called him the "outspoken guardian of all New Fairfield budget presentations." Letters to the editor of the newspaper in New Fairfield praised his efforts, most of them successful, to have the decision makers evaluate proposed spending carefully and avoid costly errors. A response to one of those letters from the editor called him a "careful and courageous critic," noting that his concern and his ability made him "the conscience and the backbone" of the building committee for the high school. At that time, the editor expressed the hope that Feigl would remain "active and vocal in New Fairfield's affairs for many years to come."

Frederick Feigl truly earned the respect of those around him – for the skills he used, the care he took and the responsibility he assumed for watching out for his community. We are proud to recognize him as a member of the Delta Mu Delta community and presented his wife with a 10K Gold Key.

### Do You Prefer Paper?

Most of you are enjoying this Vision online. However, if you prefer to read about what is happening wherever Delta Mu Delta exists, there are three ways to get a paper copy:

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**We thank all those who have subscribed to the Vision.**

## OF NOTE: What Are Our Members Doing?

The National Conference on Undergraduate Research, held in Missoula, Montana, was the showcase for the work of three members of **Iota Omega Chapter** at **Edinboro University in Pennsylvania**. A professional poster entitled "Frankenstein Food: An Analysis of the Consumption of Industrial Food and the Rise of Type 2 Diabetes," by **Kelly Keener** and **Tiffany Sayers** was selected for presentation. Also selected was a paper by **Samuel Dines** – "Radio Frequency Identification: Examining Technology Applications and the Potential for Privacy Abuse."

The Volunteer Income Tax Assistance (VITA) program attracted the attention of **Kappa Gamma Chapter** at **Spring Hill College** in Alabama. VITA provides training for prospective volunteers, who must pass an exam before they are allowed to work with low income taxpayers. For more about what the students did and learned, [⇨ONLINE](#).

The Angel Tree of the Junior Auxiliary of Natchez moved Alcorn's **Zeta Xi Chapter** to action. Christmas gifts for five angels were chosen from the tree and gifts purchased, wrapped and given. For more, and great pictures, [⇨ONLINE](#). Also in the spirit of Christmas was **Epsilon Eta Chapter** at **Florida Institute of Technology**, Huntsville, Alabama. Members of this brand new chapter, installed in December, collected toys for the Marine's Toys for Tots program.

**Epsilon Zeta Chapter** at **Georgian Court University** in Lakewood, New Jersey has been active this year under the leadership of co-Presidents Mary Pavoni and Aneta Gorska. The year started out with a Welcome Party at the Gould mansion on our campus. The Chapter ran an office supply drive for Providence House and packed anti-parasite medication for missions in South America. They also had meetings with the school's new Dean and on Internship and Career Opportunities. The chapter has also helped younger students become more active in the School of Business.

## Other Donors

Delta Mu Delta has enjoyed contributions from many sources beyond those specified for the Forever Dollars Scholarship Program. Consequently their names have not appeared on page eleven, which is reserved for contributors to the Scholarship Fund principal.

No monies from the Forever Dollars fund are ever used for administrative expenses -- not even to support the Scholarship Awards Program. Instead, all of the interest earned is applied each year to the scholarship awards with any deficiency covered by the operating fund, leaving the principal untouched.

Because those listed below provide donations-in-kind, they free other funds to help defray the administrative expenses of supporting the Scholarship Program.

We would like to acknowledge:

**Giovanni Rende Realty Company**  
2007, 2008 and 2009

**Rich & Joanna Sosnowski**  
2009 and 2010

Other sponsors, both corporate and personal, contributed to the success of our Biennial Conference. Some of those donations were also donations-in-kind and they were separately acknowledged on the Biennial web page, click on Sponsors [⇨ONLINE](#).

### Have a story you would like to share?

Just send an e-mail to [editor@deltamudelta.org](mailto:editor@deltamudelta.org) and write CHAPTER NEWS in the subject line.

## DMD at ACHS *(continued from cover)*

Other presenters included the keynote speaker Elaine Leibsoln, VP of National Action Strategies at *America's Promise Alliance*; Nancy Hensel, Council for Undergraduate Research; and Will Marlow, President and co-founder of Alumni Fidelity.

While the Association emphasis has been on Ethics the past six years (see the separate article in this newsletter and the references on the ACHS home page) members felt that the time had come to expand the emphasis to include social responsibility in all of its facets. A power point presentation of year two of the pilot program explored the application of this incentive. A pdf of this presentation, (warning, large file) can be found at [⇨ONLINE](#).

Some of the ideas came out of the Global Summit on Social Responsibility sponsored in Spring of 2008 by the American Society of Association Executives. This development of a pilot for a grant adviser program was championed across two years by ACHS leaders from several societies.

At the end of each of the eleven approved projects, grants were awarded to advisers from seven different societies and the rewards were judged extremely worthwhile. A unique aspect of this incentive program is the emphasis placed on the cooperation of multiple organizations across a school campus to focus on common outcomes. The presentation was impressive. Much more information on the social responsibility program can be found at [⇨ONLINE](#).

The Council voted unanimously to adopt Social Responsibility as the Association theme and to promote this incentive during the 2009-2012 years.

*Delta Mu Delta would like to thank the following for their financial support to the Society (July 1 - December 31, 2009)*

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(Renaef McFadden's mother)

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## The Rajan Scholarship Award

Last year we announced the Rajan Family Scholarship when we received the funding for our first pledge of a permanent, named scholarship. We are happy to report that part two of that pledge was received late last year with installment three likely received by the time you are reading this and installment four planned for the end of this year.

The funding has been provided by two of Gurram Rajan's four children: Dr. Gurram Gopal, teaching at nearby Elmhurst College, Illinois and Ms. Valli Gurram, employed as a senior data base specialist in Louisville, Kentucky.

In 2011, when fully funded, it will become the Rajan Family Endowment to remain on our list of scholarship awards in perpetuity. More biographical background with a picture will be provided in Spring that year.

The Forever Dollars Scholarship Program offers both partial named scholarships and forever named scholarships, and this funding will become our first endowment. See the Donor page [⇨ONLINE](#).

The Delta Mu Delta



# Vision

“THROUGH KNOWLEDGE, POWER”

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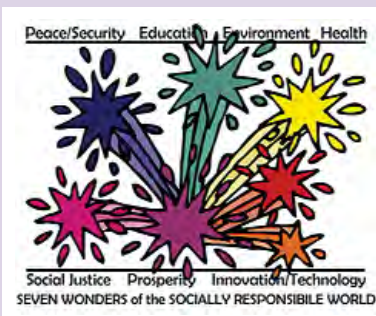


## First Biennial Held in St. Louis

100 members of Delta Mu Delta and their guests gathered in St. Louis' Union Station for the Society meeting in the first weekend of November.

See the article on page 3.

## Social Responsibility



The idea that all are responsible to society for our actions is not a new one. Read more about how DMD is taking the lead on this timely topic. See the article on page 4.

The Delta Mu Delta



# Vision

“THROUGH KNOWLEDGE, POWER”

Spring 2010

“Always do the right thing; it will gratify some people and astonish the rest.” - Mark Twain

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