
The Honors Journal

ABΓ

Virtus Et Umbra

Alpha Beta Gamma

International Business Honor Society of Community, Junior, and Technical Colleges

Canada • United States • Mexico

**Awards
Edition**

Spring 2004

ABG'S RETURN TO PLAYA DEL CARMEN

The 2004 Alpha Beta Gamma National Leadership Conference was held at the Reef PlayaCar in Playa del Carmen, Mexico April 15-18.

The conference was attended by over 70 members of Alpha Beta Gamma and advisers who enjoyed the sun and surf while attending seminars and getting acquainted and reacquainted.

Despite finding out on the night before the conference that our hotel reservations had been cancelled and the conference had been moved from the initial location, ABG's converged on The Reef with good humor and high expectations. Professor Mark Zagara's high expectations were that he never be in charge of another conference!

Thursday evening the group met for dinner and enjoyed a wonderful Mexican buffet and exotic libations. There was an exciting air of congeniality as old friends reunited and new friendships began to form.

The scholarship Committee met and worked late into the night on the very difficult task of judging from many wonderful essays and annual reports.

Friday's sessions started bright and early with a welcome address by Ginny Fastje, and then we were on our way. Friday's presentations included:



See page 25 for more pictures!

Is There a Dent in Your Identity? Ruth Hughbanks, Former National Student President, Gamma Gamma Chapter, Davenport University.

"Elementary My Dear" Parliamentary Procedure Level 1. Professor Becky Rutz, Beta Tau Chapter, Mississippi Gulf Coast Community College.

Caring and Sharing—Excellence in Community Service. Victoria Petrie, President, and Marie Jackson, Secretary, Chi Epsilon Chapter, Southwest Tennessee Community College.

Personality Inventory/Career Compatibility. Professor Tina Crocco, Alpha Pi Chapter, Georgia Perimeter College.

These workshops were followed by lunch and free time. ABG's scattered in groups to partake of all that Mexico has to offer from fun at the beach, visiting tourist attractions, exploring Cancun, shopping, or just laying by the pool.

The adviser's meeting was held on Friday evening, old and new business was discussed.

Saturday's sessions opened with student nominations and speeches. Nominees were: President—Melissa Sperling, Ruth Hughbanks, Megan Norman. Vice President—Curtis Jones, Viljon Caka. Executive Board—Wanda Carr, Victoria Petrie, Emilio Vasco, Jerry Maselli, Linda Burrows.

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Saturday's sessions included:

Fund Raising Made Easy. Sandy McMurtrie, Chapter Vice President and Treasurer and Wanda Carr, Chapter President, Kappa Eta Chapter, Martin Community College.

DiSC—Behavior/Attitude (A Diagnostic Experience). Gaye Andersen, CEA, Gamma Gamma Chapter, Davenport University.

Advertising Is a Love/Hate Relationship. Kyle Gilreath, Chapter President, David McMillan, Treasurer. Gamma Alpha Chapter, Brevard Community College.

Web Design—How to Build A Chapter Website. Jerry Masselli, Delta Chapter, Westchester Community College.

Kids Konnection. Bridget Urquidez, Chapter President, Beta Tau Chapter, Mississippi Gulf Coast Community College.

Following the workshops, student elections took place as well as voting on the best presentations. Results would be announced at the Awards

banquet later in the evening. Students were dismissed for lunch and free time.

The Awards Banquet was preceded by a group photo shoot. Alpha Beta Gammans enjoyed a wonderful dinner and fellowship in anticipation of the main event of the evening—the award presentations and announcement of new officers for the upcoming year. A special presentation was made to Prof. John Christesen in appreciation for all of his efforts on behalf of Alpha Beta Gamma.

(Awards and election results listed in separate articles).

ABG's partied into the night—not wanting the conference to end. . . but, end it must. Another wonderful conference was but a memory as members left paradise for home returning to everyday life. All attendees left richer for the experiences gained. We forged new friendships, learned many new things, explored new cultures, and will bring new ideas and renewed vitality back to our home chapters. Adios!

Alpha Beta Gamma 2004 Student Officers

The 2004 ABG National Student Officers elected at the Leadership conference are:

National Student President—Melissa Sperling

National Student Vice President—Curtis Jones

National Student Executive Board—Wanda Carr, Victoria Petrie, and Emilio Vasco

THE HONORS JOURNAL
of Alpha Beta Gamma

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Note From the Editor

We hope you enjoy this awards edition of the Honors Journal. It is wonderful to wrap up the school year with the award winning accomplishments of so many talented students. As you read through the scholarship essays you will be awed with the creative abilities of our members, and the impressive accomplishments of our chapters—and what a great organization Alpha Beta Gamma is!

Thank you to all students and advisers who sent materials in to be published. Please be assured that we will use your contributions in the Fall edition. We would love to hear news from all chapters so that we can include your activities and events in the next edition. Please email any news and/or information to me at gaye.andersen@davenport.edu.

To our graduates, good luck as you take the next step into your future and begin to turn your dreams into reality. To everyone, have a safe and enjoyable summer!

ABG Baseball Caps

New ABG Baseball caps are now available from Graduate Supply House. White caps with Red ABG Logo and the motto *Virtus Et Umbra* on the back of the cap are now available for \$19.95. Call Frances at (601) 354-5323.

National Leadership Conference 2004 Award Winners

The Golden Key Award—
GAMMA GAMMA,
Davenport University

This award is given to the chapter that displays overall excellence and serves as a model chapter for others to emulate.

Excellence in Financial
Management Award—
GAMMA,
Vincennes University

This award is given to the chapter that displays excellence in fundraising and cash flow management.

Excellence in Campus Service
Award—
BETA TAU,
Mississippi Gulf Coast
Community College

This award is given to the chapter that best serves the host college.

Excellence in Recruitment
Award—
BETA OMICRON,
Northern Essex Community
College

This award is given to the chapter with excellence in recruiting by means of materials and marketing programs.

Donald Bertram Community
Service Award—
ALPHA ALPHA,
Pensacola Jr. Community College
This award is given to the chapter that displays innovation in service to the community.

Best Chapter Website—
DELTA,
Westchester Community College

Harold E. Tepoch Award—
CHI EPSILON,
Southwest Tennessee
Community College
Awarded to the chapter with the best promotional materials from chapter activities.

ABG College President—
NATHAN L. ESSEX,
Southwest Tennessee
Community College
Awarded to a college president who has demonstrated, over an extended period of time, inordinate support for the mission of Alpha Beta Gamma.

C. George Alvey Distinguished
Fellowship Award—
PAMELA DONAHUE,
Northern Essex
Community College

Awarded to the chapter adviser who emulates the significant contribution made to Alpha Beta Gamma by Adviser Emeritus, C. George Alvey of the Rho Chapter.

Dr. Robert Litro-Chapter
President Award—
PRUDENCE CASKEY,
Pensacola Jr.
Community College
Awarded to the most outstanding chapter president.

Dr. Mary Bone Competitive
Essay—
JANET GASPERSON,
Gamma Gamma,
Davenport University
Awarded to the writer of the best essay entitled “What Alpha Beta Gamma Means to Me”.

Prof. Steven Graham Memorial
Award—
KINGLEY VIBERT,
Gamma Gamma,
Davenport University
Awarded to a student nominated by a faculty adviser in attendance at the Annual Leadership Conference.

Francis Cunningham Esq.
Memorial Competitive Essay —
MAGNAGALE KONE,
Alpha Psi,
Del Mar College
Best essay entitled “Ethics in Business”.

Peter J. Gleason Essay—
MARYLOU MAMRILA,
Gamma Gamma,
Davenport University
Best Essay entitled “Business and the Environment, Today and in Ten Years”

The Sophie Abeles Essay Award—
REBBECA ANDERSON,
Beta Tau,
Mississippi Gulf Coast
Community College.
Best essay entitled “Learning”.

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Nathan Ancell Memorial Award—
JASON MULLINEX,
Beta Tau,
Mississippi Gulf Coast
Community College
Awarded for the best business plan.

Steve Perri Memorial Essay —
ANGENIS GONZALEZ,
Beta Omicron,
Northern Essex
Community College
Best Essay entitled “Pros and Cons
of Being an Entrepreneur”

Ester J. Cross memorial Essay—
KIMBERLY TWORIG,
Eta Delta,
Delaware Technical
Community College
Best essay entitled “Helping Others”.

Cerrone Award—
VICTORIA PETRIE,
Chi Epsilon,
Southwest Tennessee
Community College
Awarded to a Chapter President
who has done an outstanding job
rejuvenating a chapter.

The Zagara Competitor’s Award—
KATHRYN RAYL,
Sigma,
Abraham Baldwin
Agricultural College
Awarded to an outstanding Alpha
Beta Gamma athlete.

Best Student Presentation—
SANDY McMURTRIE
and WANDA CARR,
Kappa Eta,
Martin Community College

Faculty Presentation Award—
GAYE ANDERSEN,
Gamma Gamma,
Davenport University

Eva Bobrow Medallion of
Excellence—
LINDA BURROWS,
Eta Delta
WANDA BUTLER,
Zeta
VILJON CAKA,
Delta
NIKKI CHEYNE,
Omega
JANET GASPERSON,
Gamma Gamma
WILLIAM GILREATH,
Gamma Alpha
MARIE JACKSON,
Chi Epsilon
EDITH LANES,
Gamma Kappa
MEGAN NORMAN,
Gamma
RAINEY THIBEDEAUX,
Alpha Alpha
BRIDGET URQUIDEZ,
Beta Tau
AARON YOUNG,
Sigma



Congratulations!

The Cerrone Award

Presented to a Chapter President who has done an outstanding job of rejuvenating a chapter.

Nominee: Victoria Petrie Advisor Naming Nominee: Bettie Abernathy-Phillips
Chapter Name: Chi Epsilon College: Southwest Tennessee Community College

I would like to nominate Victoria Petrie, President, Chi Epsilon Chapter, for the Cerrone Award. Victoria has proven herself to be a confident, compassionate leader for the past two years. During the time she has presided over Chi Epsilon she has shown a degree of commitment and dedication that is unparalleled in the history of our Chapter. When Victoria became Chi Epsilon's President she faced a number of challenges. A few of them are addressed below and it can be clearly seen in Chi Epsilon's "2003 Annual Report."

One of Victoria's most important challenges has been to improve the financial state of Chi Epsilon. Two major set backs were of concern: Fundraising.com for Hershey Candy Sales, and the Mid-South Coliseum Pizza Hut Concession Stand. These activities allowed the Chapter to barely break even in 2002 but were no longer viable options for Chi Epsilon in 2003.

- Through online searches for fundraising events, Victoria chose Glamour Magic and InkBank.com for two new approaches (among others) to get members involved in fund raising activities.

- Victoria worked at all of the fundraising events to help generate revenue above that of the active members.

- Under Victoria's leadership Chi Epsilon nearly tripled its cash received from 2002 to 2003. The cash received in 2002 was \$3,760.00 while the cash received in 2003 was \$9,670.33.

Another challenge Victoria faced was to create a variety of marketing pieces for ABG--for both the national and local chapters. In order to do this, she had to recreate the camera ready art work of the Alpha Beta Gamma (ABG) national seal which was lost some time ago. She has since accomplished all these tasks.

Chi Epsilon has used the seal Victoria created to produce a variety of other marketing materials that are included in our 2003 annual report and are avail-

able to other chapters. A few of the items that she has created and contributed to include (but are not limited to)

- National Seal for print and electronic publications

- About ABG PowerPoint presentation now on National Website

- Chapter and National letterhead and envelopes

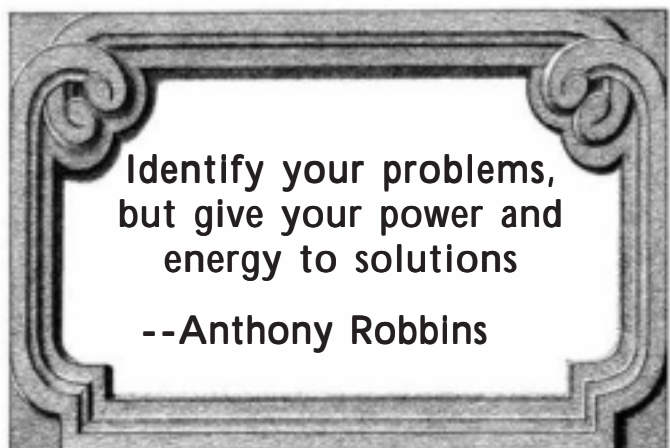
- Officers business cards

- A variety of flyers for events and fundraising

- 5 press releases, all of which were published by the school and local newspapers.

Victoria is a student who exemplifies the word "Honor". If she gives her word that something will get done, it simply will. She has stayed up late many nights working with me to create promotional materials and plan fundraising and community service events for our Chapter and its members. Her academic standing upon completion of her coursework at Southwest was a 3.423; and as a result she graduated Cum Laude in the fall of 2003.

The future of any organization depends on the dedication and leadership of its chief operating officer. With Victoria as one of the leaders of ABG I can only predict success. She deserves this award.



The C. George Alvey Distinguished Fellowship Award

Awarded to the chapter adviser who emulates the significant contribution made to Alpha Beta Gamma by Adviser Emeritus, C. George Alvey of the Rho Chapter.

Professor Pamela Donahue of Beta Omicron Chapter, Northern Essex Community College was awarded the C. George Alvey Distinguished Fellowship Award after being nominated by two students for her efforts on behalf of her chapter.

Rachel Lopes, Past President of Beta Omicron says in her nomination letter “Professor Donahue plays an active role in recruiting students into Alpha Beta Gamma as well as an instrumental part of our annual induction ceremony Banquet. She truly makes this event memorable for all who attend. Her dedication and interaction with students has helped Beta Omicron earn two national awards.”

Kiersten Gurley, incoming Beta Omicron President applauded Donahue for her excellence as a teacher and her 16 years of dedication to Alpha Beta Gamma. Gurley praised Professor Donahue’s “dedication and enthusiasm”.

According to Gurley, Professor Donahue has organized fundraising events and community service projects, among them a canned goods and clothing drive for Lazarus House (a shelter for the homeless). Gurley stated “she also personally organized a bake sale to raise funds. . . I personally witnessed her asking each and every member to participate, and through her candid enthusiasm the event was a huge success. I even received a personal thank you letter after the event.”

Professor Pamela Donahue is Chairperson of the National Scholarship Committee and is on the National Executive Committee. Donahue has helped establish scholarships for ABG members in the Scholarship Directory Program at many local colleges throughout New England.

The Professor Steve Graham Memorial Award

Awarded to a student nominated by a faculty adviser in attendance at the Annual Leadership Conference.

Nominee: Kingley Vibert

Advisor Naming Nominee: Gaye Andersen

Chapter Name: Gamma Gamma

College: Davenport University

Originally from the Port-au-Prince, Haiti, Kingley grew up in Canada and came to the United States in the late 1990’s to be with his mother. At that time, Kingley enrolled in adult education classes to improve his English language skills.

Kingley quickly acclimated to life in the United States and began attending Davenport University in 2000. Kingley’s charm and courtly, gentle manner soon made him a favorite of faculty, staff, and students. Upon joining Alpha Beta Gamma, he became very active--lending support wherever and whenever needed. After graduating in 2002 with dual Associate degrees in Marketing and Management Kingley decided that he would like to pursue a diplomatic career and began to seek a Bachelors degree in political science. Running for and winning a position on the ABG National Student Executive Board at his first national conference in 2002 and the National Student President post in 2003 shows that he should do well in the political area!

Kingley has written and published his first book *Quand les Couleurs Seront Transparentes* in French (his native language) in 2003 and is now offering the book *Roses Bloom When Brainstorm* in English (see press release on page 14). I am not sure, but this may make him the first ABG to publish a novel!

Kingley has been working as an intern in Congressman Peter Viscosky’s office, attending school full time, working on the finishing touches to his book (and a sound track which will accompany the novel), and is also a Student Ambassador at Purdue University.

This extremely talented and energetic young man has his eye on the stars--and will certainly become one! He will bring honor to this organization, and we will all be able to one day say “I knew him when”

What Alpha Beta Gamma Means to Me

By Janet M. Gasperson

I was fifty years old and without a job for the first time in my life. I did not know what I was going to do. I identified who I was as a person by the job I held. I had begun working for an insurance company in Chicago at age eighteen and here I was thirty-one years later, age fifty and unemployed. My life as I knew it had ended. It was a cold February afternoon when I disembarked from the commuter train for the last time. I walked to the car with tears streaming down my face contemplating what I would do when I did not have to get up and go to work the next day. My family was very sympathetic and told me I deserved some time off to find myself and get a long deserved rest. Several weeks into my being without a job I learned through the Indiana Unemployment Office that I was entitled to tuition reimbursement because of a grant offered by the Federal Government. I was a long time employee who had to be retrained to be put back into the workforce. This was good news to me. One of the biggest regrets of my life was not going to college. I had had a career in Chicago and now I decided I was going to get a college degree. My family was supportive and encouraged me to follow my dream, go to college and get a degree. Little did I know that the journey to my degree would introduce

me to Alpha Beta Gamma. Alpha Beta Gamma was icing on the cake to my thirty-two year old dream of a college degree.

I started Davenport University in the fall of 1999. I loved my classes and I made the commitment to apply myself completely. I had to prove to me that I still had it – even at my age. Through the next several quarters I continued to make excellent grades and was invited to join Alpha Beta Gamma (ABG). I was familiar with ABG because a friend's daughter was a member. I thought ABG was a sorority and I declined the invitation. After all I was now fifty-one and much too old to be a "sorority girl".

As my time at school continued I began seeing fund raisers and projects sponsored by ABG. I began talking to Mrs. Gaye Andersen, our Chapter sponsor, as well as members of ABG. I learned that it was not a sorority but a national business honor society that recognizes students' hard work and their high GPA's, for which they all work so diligently. I decided I was not too old to be honored for my scholastic achievement, so the next time the invitation to join was extended, I accepted the honor of becoming an ABG member. The second year of my membership in ABG I wanted

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Alpha Beta Gamma International Business Honor Society

Eligible Disciplines

Accounting	Computer Programming	Industrial Relations	Range Management
Advertising	Conservation & Regulation	Investments & Securities	Recreational Management
Agricultural Business	Culinary Management	Legal Secretary	Restaurant Management
Arts Management	Dairy Management	Management Information Systems	Secretarial Science
Aviation Management	Data Processing	Management Science	Small Business Management
Banking	Environmental Design	Market Research	Systems Analyst
Broadcasting, Radio, TV	Economics	Marketing Management	Textile Engineering
Business Administration	Entrepreneurship	Medical Secretary	Theatre Management
Business Economics	Fashion	Mortuary Science	Trade Management
Business Journalism	Fashion Merchandising	Office Technologies	Transportation Management
Business Management	Finance	Operations Research	Travel & Tourism
Business Statistics	Graphic Design Technology	Paralegal	Wildlife Management
Casino Management	Hotel Management	Personnel Administration	Word Processing
Communications	Human Resource Management	Postal Services Management	
Communication Technology	Industrial Management	Public Administration	
Computer Information Systems	International Business	Public Relations	
	International Public Relations		

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to take a more active part in our Chapter so I ran for the position of Vice President and won. The next year I decided to get even more involved so I accepted the position as President of our Chapter. Holding an office gave me the opportunity to see more of the behind-the-scene results of several of our projects. As an officer I had the chance to help deliver presents to a shelter, participate in a walk-a-thon for breast cancer awareness, and also deliver food to a food pantry. This is when I learned that ABG is about helping others.

I was an ABG member, an honor student; I had finally made it. I had proven to myself that I could still compete with the youngsters. As I attended meetings and began to participate in ABG I realized that ABG was not about me and my grades. Alpha Beta Gamma was more than that. ABG is about the community where I live, where my family lives, and where I attend school. I learned that ABG extends a helping hand to those around us who are not as fortunate as we are. It is about giving back.

Before I became a member of ABG, I bought raffle tickets, candy bars, and chili at the chili cook-off. I believed the money raised during these fund raisers was to enrich the coffers of the Chapter. Little did I know the wonderful things this money could bring to others.

Personally I have participated in numerous fund raisers and projects for our Gamma Gamma Chapter. I have helped put baskets together for children who are hospitalized on Easter, raised money for the Leukemia Foundation through a Mother's Day tea in the student lounge, participated in a walk-a-thon for breast cancer awareness, and collected hats and gloves to help keep little hands and ears warm during the cold winter months. Our Chapter has also sponsored angel trees at Christmas that supply presents to homeless families and even to some of our students who have fallen on hard times, and we have collected hundreds of pounds of food that has been distributed to food pantries and women's shelters.

I had the opportunity to deliver Christmas presents to a women's shelter. I knew these places existed but I had never come face-to-face with a shelter and what it represents. Being there was an awakening for me. I realized that shelters and their very existence

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ABG RESUME PAPER

Special resume paper which indicates membership in Alpha Beta Gamma is available from the national organization. Advisers can request supplies at the adviser home page or fax your requests to Brenda Bogren (914) 785-6481.

For late-breaking
news and all kinds
of good stuff,
check out our
website

www.ABG.org



Ethics in Business

By Magnagale Kone

Most people define an ethical standard as a set of behaviors established for people working together in the same place or as part of the same group or profession. Within the past several years, businesses and professional organizations have developed formal statements of values and principles that describe the codes of conduct under which they manage their businesses. In an ideal work environment, the business' ethical standards coincide with employees' personal morals and ethics and contribute to a shared vision of appropriate professional conduct. However, ethics is not just doing things that are legally required or morally right; it's also being consistent to a set of principles. Statistics support the premise that companies expressing more explicit commitment to ethics make larger market value added.

In fact, making ethical decisions in business is often tough because business ethics is not simply an extension of an individual's personal ethics. Having good ethical standards may not be enough to handle

the difficult choices that frequently arise in the workplace. In the business environment, people deal with decisions about complex issues such

as professionalism, lobbying, truth in advertising, product quality, pricing, hiring practices, accountability, avoidance of harassment and discrimination, occupational health and safety, environmental protection, external communications to shareholders, clients and the public, the balance between transparency and openness, confidentiality, community relations, political activity, business goals such as becoming market leader.

Many organizations have failed their professions and businesses in time of scandals and crisis. Businesses should learn from past experiences or from litany of scandals afflicting other businesses. Here is an example of a common, Enron Bankruptcy. After

reading "WHAT WENT WRONG AT ENRON," a book written by Peter C. Fusaro and Ross M. Miller about the bankruptcy of United States energy giant, I've noticed that Enron Bankruptcy could mostly be attributed to an unethical conduct than a financial issue. Enron's clout in Washington and the White House in particular was well known. It had long been tied to political parties and powerful members of Congress. Its campaign contributions and aggressive lobbying tactics were well known on Capitol Hill, and the company had often gotten his way on crucial legislative votes.

The question that arises here is what should a business do when it is confronting an unethical conduct? In Enron's case, the company and its executives had already heard rumors of wrongdoing before the crisis became public. Enron could have been saved if its leaders had chosen to make a strong and timely statement on the ethics of a specific behavior without judging whether or not a specific executive is guilty. But, by choosing to do nothing then, the business failed. The creditability of any business depends on the integrity of its leaders.

That is, organizations need written ethics standards, ethics training, and a means to seek ethics advice, such as telephone help line or ethics office. A major benefit of such training is that it becomes easier for employees to overcome their reluctance to discuss ethics in public and to talk about troubling workplace issues with their co-workers. Also, good communication among colleagues is essential. An effective ethics program identify some important benefits for companies. Such benefits include recruiting and retaining qualified workers, create a good and productive work environment, building a corporate social responsibility, maintaining the trust of employees, encouraging a good communication, establish a language for ethical dialogue in the workplace environment, link the staff's efforts to the company's mission and vision.

Also, businesses must understand how successful will be a corporate ethics training program if business leaders' decisions are guided by ethical principles. Businesses must not make ethical decisions in the

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"Ethics is not just doing things that are legally required or morally right; it's also being consistent to a set of principles."

The Dr. Robert Litro Distinguished Chapter President Award

Presented to the most outstanding chapter president.

Nominee: Prudence Caskey

Chapter Name: Alpha Alpha

College: Pensacola Junior College

Clubs in two-year schools are difficult to keep going. Students come and go so quickly. As chapter advisers, we have seen thousands of students in our years at Pensacola Junior College. Only the very best business students are invited to join Alpha Beta Gamma.

The mission of ABG is to honor two-year business students for superlative academic achievement. Most of the work involved is done by the club members themselves, particularly the club officers. In some years, the job is done better than others. It all depends upon the members of the club. With our rapid turnover, continuity is sketchy, enthusiasm wanes, leadership is lost.

Three years ago Alpha Alpha Chapter was at a low point. While we had an excellent president, she had little help and consequently had to do almost everything herself to keep the club going. And she was about to graduate.

Enter Prudence Caskey. At her first meeting attended, she ran for an officer position. She did not

win. She came up with a fundraising idea. It was disapproved by PJC administration. But Prudence was not discouraged. She embraced her new club. She wanted to do more than receive a pin and a certificate and rest on her laurels and leave the work to others. She felt an obligation to give something back and to see that future outstanding business students receive recognition for their hard work and good grades.

Prudence was elected president of Alpha Alpha Chapter about two years ago. Immediately, the club took an upswing. She delegated duties to fellow officers and members, placing responsibility in their hands. They responded with enthusiasm and dedication. Several of those members are still with the chapter today. Along with Prudence, they are the members of this club who have made it the outstanding chapter it is today. With aggressive fundraising efforts, our club has been able to bring five students to the Leadership Conference this year and seven

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The Zagara Competitors Award

Presented to an outstanding Alpha Beta Gamma athlete

Nominee: Kathryn Rayl

Advisor Naming Nominee: Kathleen J. Moreno

Chapter Name: Sigma

College: Abraham Baldwin Agricultural College

It is my honor to nominate Kathryn (Katie) Rayl for the Zagara Competitors Award. As the treasurer of Sigma Chapter, Katie is respected for her level of dedication and attention to detail unusual for a student her age. On the tennis courts, Katie is respected as the number one singles tennis player on the ABAC team.

In addition to her rigorous tennis schedule, Katie has carved out time to meet with me weekly in order to perform her duties as ABG treasurer. She not only balances the bank statements and prepares flawless Treasurer's Reports, but she also maintains a detailed spreadsheet of income and expenditures. In prepar-

ing for the annual budget meeting with the Inter Activities Council at ABAC, Katie prepared a proposed budget, based on past expenditures. At the budget meeting, Katie made an impressive presentation on behalf of Alpha Beta Gamma.

Katie's involvement in ABG activities go beyond participating in the planning and execution of the monthly meetings or generating various financial reports. This year alone, Katie has also represented ABG in the following events:

- Club Day: represented ABG at a booth and enlisted new members

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Alpha Beta Gamma National Scholarship List

Ashland University	Eckerd College	New England Culinary Institute
Auroro University	George Washington University	New Mexico Institute of Mining and Tech.
Babson College	Gustavus Adolphus College	New York School of Interior Design
Bentley College	Iona College	Niagara University
Bloomfield College	John Brown University	Northeast Missouri State University
Bradford College	Johnson & Wales University	Kirksville
Bluefiel College	Juniata College	Northeastern State University, OK
Brenau University	Kings College	Northeastern State University, MA
Caldwell College	Le Moyne College	Notre Dame College of Ohio
California Lutheran University	Lees – McRae College	Pace University
Canisius College	Lenoir Rhyne College	Rensselaer Polytechnic Institute
Central Wesleyan College	Liberty University	Rust College
Charleston Southern University	Limestone College	Saint Vincent College
Clarkson University	Lincoln Memorial University	St. John's University
Clark Atlanta University	Linfield College	SUNY Binghamton
Coppin State College	Livingston University	SUNY Buffalo
Daeman College	Long Island University, CW Post	Teikyo Marycrest University
De Paul University	Manhattan College	University of Pittsburgh at Bradford
Drexel University	Mercy College	University of Findley
Duquesne University	Mississippi University for Women	University of Tampa
Eastern College	Neumann College	

Pros and Cons of Being an Entrepreneur

By Argenis Gonzalez

What are the pros and cons of being an entrepreneur? The answer is that the advantages depend on the individual involved. To some people simply being their own boss is enough to keep them happy. Others wish for immense financial success. Some of the reasons people start or buy their own businesses are to be their own boss or create their own job, seek an alternative to their current career, make better use of their skills and knowledge, introduce a new product or service, or take advantage of a business opportunity.

These are all valid reasons to want your own business, but the success or failure of a person's business venture is as unique as their fingerprint. There is no simple or standard method for launching a successful business. Before hazarding into the world of entrepreneurship and self-employment, a lot of homework needs to be done. You need to research your idea and potential market, create a business plan and operating strategy and work out the financing details. First assess your own capabilities, resources and characteristics. This helps you concentrate on your strengths as well as identify the additional tools, resources and skills you'll need - from financing to market planning to bookkeeping.

Enjoy what you do: Do you have a passion for your business idea? You'll be spending time and money to make your idea work - having a true affinity for the business makes it a lot easier.

Commitment, resourcefulness and motivation: Are you committed to making your business work, or do you get frustrated and discouraged easily? Do you like taking initiative and making decisions? Do you have the creativity to solve problems or know when to ask for help? To make it through the start-up phase, you need plenty of initiative and drive. And to run the business requires constant care and management.

Risk tolerance: Do you understand the risks involved in starting a new business? Are you aware of the consequences of failure? While there may be potential for high earnings there's also the potential for financial loss if your business doesn't succeed. If you are not willing to take the risk, perhaps you should reconsider. Some individuals start their businesses part-time or after hours while still working at salaried jobs. This way, you have more security while waiting for your business to get off the ground.

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Time and patience: Do you have the time and patience to nurture a business from the ground up? Starting a business requires careful planning and preparation. Are you prepared to work long hours and make sacrifices?

Flexibility: Are you prepared to weather the business cycles of highs and lows? Circumstances can change almost daily. You have to remain flexible and adapt to new conditions, and perhaps get used to an unpredictable income.

Personal and family considerations: Making a profit may take several months at the very least. Making that profit doesn't necessarily mean you'll take home a great salary. Your energy and time will be engrossed in the business for months.

Skills and proficiency: Do you have the necessary knowledge and skills? Can you take leadership role as well as pay invoices? It helps to have a solid understanding of your market and product or service. You'll also need to have excellent organizational and management skills. You'll end up wearing many hats - sales, marketing, money management, production, administration, and managing people.

Health: You may have to endure a lot of stress and a heavy workload. Are you physically up to the challenge? Although health is an issue when it comes to the stamina required to run a business, starting a business has been known to bring individuals out of a health crisis and give them something to live for.

To be more precise, the benefits of starting a business are:

Control: Even if you like your boss and your job, it still remains that you can be fired at any time. That boss you like so much can be transferred. Your company can go bankrupt. Starting your own business puts you back in control of your work.

Money: Many people choose to start their own business for the simple reason that they think that they are worth more than they are making or that they want the chance to provide a better life for their family.

Creativity and independence: If you feel inactive in your current job, you won't feel inactive for long if you start your own business. Running your own

business may require that you be the marketing wizard, salesman, bookkeeper, secretary, and president all rolled into one.

Freedom: Working at your own business gives you the flexibility to decide when and where you will work. You decide your hours and place of business.

Here are the downsides:

Uncertainty: The life of an entrepreneur is not necessarily an easy one. Is it fun? Yes. Is it challenging, exciting and spontaneous? You bet. But it is not easy. The hardest part of being in business for you is that there is no steady source of income; a paycheck does not come every two weeks.

Risk: Not all entrepreneurial ventures are successful. It is the willingness to take a smart, calculated risk that is the hallmark of an entrepreneur. But even calculated risks are still a risk. You could make a million or you could go bankrupt.

Lack of structure: Many people like the structure of working for someone else. They know what is expected of them and how things will look most days. That simply is not true when you work for yourself. It's very unpredictable.

In conclusion, entrepreneurs are among the most creative people in the business world. Embedded with a set of unique personal characteristics they are individuals who organize, manage, and assume the risks of starting a new business or taking over an existing business. They are innovators who devise new products, technologies or processes which were previously thought of as infeasible. Always looking for new opportunities, entrepreneurs are good at adapting to change, developing their personal strengths, and overcoming their weaknesses in order to accomplish their goals. Entrepreneurs also have a powerful impact on society. They create jobs, produce new goods and services, contribute to the community's tax base and create wealth. In so doing they play a significant role in sustaining and/or revitalizing a community's economy.

"Running your own business may require that you be the marketing wizard, salesman, bookkeeper, secretary, and president all rolled into one."

2003 National Student President Published Author

The following press release comes from AuthorHouse publishing company. Congratulations to Kingley on his accomplishments!

Love and Ideas on the Streets of New York

New Novel Tells of Relationship That Thrives on Intellect and Ideas

Kingley Vibert presents a new novel that adds an urban, hip-hop twist to today's selection of modern fiction. In *Roses Bloom When Brainstorm* (now available through AuthorHouse) an Indiana woman moves to New York, meets an eclectic Rastafarian man, and the two develop a unique and loving relationship.

Roses and her friend, Cheetah, move to New York to attend the Drama School of Art with the dream that they will be discovered. After getting into a huge fight with her friend, Roses meets Dios, a writer who sells his work on the street. He invites Roses into his world of thoughts and ideas and opens his mind to her, too.

On a long, evening walk through the streets of New York, Roses and Dios exchange thoughts and feelings about life, love and experiences. They open their hearts to each other and share their most personal ideas. Soon after, their relationship blossoms into a strong romance that breaks all stereotypes and barriers.

Their deep connection intensifies when Roses plays a game called Brainstorm. It is a game of opinions and feelings that Dios created. The revelations Roses experiences while playing this game takes her one step closer to realizing her full intellectual potential.

Roses Bloom When Brainstorm is a unique work of fiction with an urban twist that creatively addresses the importance of opening one's mind to variety of people and ideas.

Vibert, a native of Montreal, moved to northwest Indiana in the 1990s. He attended Davenport and Purdue Universities, and he has been the student president of Alpha Beta Gamma International Business Society, a student ambassador, and alumni delegate. He has published one other book, *Quand les couleurs seront transparentes*, written in French.

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middle of a crisis to solve an issue. Ethic programs should be pro-active in order to avoid crises or help resolve crises when they occur. However, ethics programs are not the only way to deal with ethical issues in an organization. Businesses should know the reasons why workers are motivated to behave less than ethically. In most situations it's about ambition, a desire to get ahead at any cost; misplaced loyalty, a belief that they are acting in their employer's best interest; pressure to meet overly aggressive financial forecasts; a work environment that rewards unethical behavior, financially or emotionally; ignorance and uncertainty about what constitutes ethical behavior.

Finally, every business should conduct an ethical analysis in order to highlight the inevitable ethical issue it will encounter. There are guiding principles that businesses can use on a day-to-day basis to foster a more ethical workforce. With the rapidly changing structure, every business should renew its ethics efforts, establish a language for ethical dialogue in its individual workplace environment. Organizations must be ready

at any time to label the unethical behavior for what it is. They must keep their ethics current with the changing nature of their businesses.

According to many articles, there is an increased recognition that businesses dealing with good ethics can have a positive economic impact on their performance. Businesses strive to foster productivity; and studies have shown that ethical workplaces actually promote increased productivity by reducing stress and the number of fraudulent individuals.

Thus, businesses should set their ethical expectations early in their relationships; ensure that their employees are up to legal and ethical challenges that they face every day. They should arm their workforce with the knowledge that enable them to positively impact both their corporation's reputation and its bottom line. Organizations should be in business of building public trust. They should understand that the public confidence in their businesses demands that they always be ready to draw clear lines between acceptable and unacceptable behavior.

ABG Recognized by ACHS



ASSOCIATION OF COLLEGE HONOR SOCIETIES

Alpha Beta Gamma
Alpha Chi
Alpha Delta Mu
Alpha Epsilon
Alpha Epsilon Delta
Alpha Kappa Delta
Alpha Kappa Mu
Alpha Lambda Delta
Alpha Phi Sigma
Alpha Pi Mu
Alpha Sigma Mu
Alpha Sigma Nu
Beta Gamma Sigma
Beta Kappa Chi
Beta Phi Mu
Chi Epsilon
Chi Sigma Iota
Delta Epsilon Sigma
Delta Mu Delta
Delta Sigma Rho/Tau Kappa Alpha
Delta Tau Alpha
Eta Kappa Nu
Gamma Theta Upsilon
Kappa Delta Pi
Kappa Mu Epsilon
Kappa Omicron Nu
Kappa Tau Alpha
Lambda Iota Tau
Lambda Pi Eta
Lambda Sigma
Mortar Board
Mu Kappa Tau
National Society of Collegiate Scholars
Omega Chi Epsilon
Omega Rho
Omicron Delta Epsilon
Omicron Delta Kappa
Phi Alpha Theta
Phi Eta Sigma
Phi Kappa Phi
Phi Sigma
Phi Sigma Iota
Psi Sigma Tau
Psi Upsilon Omicron
Pi Alpha Alpha
Pi Delta Phi
Pi Gamma Mu
Pi Kappa Lambda
Pi Omicron Pi
Pi Sigma Alpha
Pi Tau Sigma
Pi Theta Epsilon
Pi Beta
Psi Chi
Rho Chi
Sigma Beta Delta
Sigma Delta Pi
Sigma Lambda Alpha
Sigma Lambda Chi
Sigma Pi Sigma
Sigma Tau Delta
Sigma Theta Tau
Tau Alpha Pi
Tau Beta Pi
Tau Sigma Delta
Theta Alpha Kappa
Upsilon Pi Epsilon

March 5, 2004

John Christesen
Alpha Beta Gamma
75 Grasslands Rd.
Valhalla, NY 10595-1698

Dear John:

This letter is to inform you that the Board of Directors is pleased to inform you that the Standards and Definitions Committee has found that the **Alpha Beta Gamma** governing documents comply with the standards of the Association of College Honor Societies.

We are pleased that your Society is a model in our efforts to certify quality. We will appreciate your continuing efforts to exhibit excellence in scholarship, service, programs, and governance.

Sincerely yours,

Dorothy I. Mitisifer
Executive Director

cc: James A. Viehland

Association of College Honor Societies ~ 4990 Northwind Drive, East Lansing, Michigan 48823-5031
Telephone: 517.351.8335 ~ Facsimile: 517.351.8336 ~ On the Web at: www.achsna1.org

Transferring - Which School is Right For You?

Members of the Accreditation Council (AACSB)

(Only Schools with at least Bachelors, no MBA only schools)

The American Assembly of Collegiate Schools of Business, an organization of institutions devoted to higher education for business administrations and management, was formally established in 1916. The membership of the Assembly has grown to encompass not only educational institutions but business, government, and professional organizations as well, all seeking to improve and promote higher education for business and working to solve problems of mutual concern.

University of Akron	Canisius College	Georgia State University
University of Alabama	Carnegie Mellon University	Gonzaga University
University of Alabama at Birmingham	Case Western Reserve University	University of Hawaii
University of Alabama in Huntsville	University of Central Arkansas	Hofstra University
University of Alaska Anchorage	University of Central Florida	University of Houston
University of Alaska Fairbanks	Central Michigan University	University of Houston – Clear lake
University of Albany	Central Missouri State University	University of Houston – Downtown
University of Alberta	University of Cincinnati	Howard University
Alfred University	Clark University	University of Idaho
The American University	Clark Atlanta University	Idaho State University
Appalachian State University	Clarkson University	University of Illinois at Chicago
University of Arizona	Clemson University	University of Illinois at Urbana-Champaign
Arizona State University	Cleveland State University	Illinois State University
Arizona State University West	College of Charleston	Indiana State University
University of Arkansas	College of William and Mary	Indiana University
University of Arkansas at Little Rock	University of Colorado at Boulder	Indiana University-Northwest
Arkansas State University	University of Colorado at Colorado Springs	Indiana University - Purdue
Auburn University	University of Colorado at Denver	Indiana University at South Bend
Auburn University at Montgomery	Colorado State University	Indiana University Southeast
Babson College	University of Connecticut	University of Iowa
Ball State University	Creighton University	Iowa State University
University of Baltimore	University of Dayton	Jackson State University
Baruch College	University of Delaware	James Madison University
Baylor University	University of Denver	John Carroll University
Bentley College	DePaul University	University of Kansas
Binghamton University	University of Detroit Mercy	Kansas State University
Boise State University	Drake University	Kennesaw State College
Boston College	Drexel University	Kent State University
Boston University	Duquesne University	University of Kentucky
Bowling Green State University	East Carolina University	Lamar University
Bradley University	East Tennessee State University	La Salle University
Brigham Young University	East Texas State University	Universitè Laval
Bryant College	Eastern Illinois University	Lehigh University
The University of Calgary	Eastern Michigan University	Louisiana State University
University of California at Berkeley	Eastern Washington University	Louisiana State University in Shreveport
California Poly. State Univ., San Luis Obispo	Emory University	Louisiana Tech University
California Sate Polytechnic University, Pomona	University of Florida	University of Louisville
California State University, Bakersfield	Florida Atlantic University	Loyola University
California State University, Chico	Florida International University	Loyola University Chicago
California State University, Fresno	Florida State University	Loyola College in Maryland
California State University, Fullerton	Fordham University	Loyola Marymount University
California State University, Hayward	Fort Lewis College	University of Maine
California State University, Long Beach	Francis Marion University	Marquette University
California State University, Long Beach	George Mason University	University of Maryland
California State University, Los Angeles	George Washington University	University of Massachusetts Amherst
California State University, Northridge	Georgetown University	University of Massachusetts Lowell
California State University, Sacramento	University of Georgia	Massachusetts Institute of Technology
California State University, San Bernardino	Georgia Institute of Technology	McNeese State University
	Georgia Southern University	The University of Memphis

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University of Miami	Pace University	Tennessee Technological University
Miami University	Pacific Lutheran University	The University of Texas at Arlington
The University of Michigan	University of Pennsylvania – Wharton	The University of Texas at Austin
The University of Michigan – Flint	The Pennsylvania State University	The University of Texas at El Paso
Michigan State University	University of Pittsburgh	The University of Texas at Pan American
Middle Tennessee State University	University of Portland	The University of Texas at San Antonio
Millsaps College	Portland State University	Texas A&M University
University of Minnesota	Purdue University	Texas Christian University
University of Mississippi	Radford University	Texas Tech University
Mississippi State University	Rensselaer Polytechnic Institute	University of Toledo
University of Missouri – Columbia	The University of Rhode Island	Towson State University
University of Missouri – Kansas City	University of Richmond	Tulane University
University of Missouri – St. Louis	Rider University	University of Tulsa
University of Montana	University of Rochester	University of The Pacific
Montana State University	Rochester Institute of Technology	University of Utah
University of Montevallo	Rollins College	Utah State University
Murray State University	Rutgers University – Camden	Valdosta State University
University of Nebraska - Lincoln	Rutgers University – New Brunswick	Valparaiso University
University of Nebraska at Omaha	Rutgers University – Newark	University of Vermont
University of Nevada, Las Vegas	Saint Cloud State University	Villanova University
University of Nevada, Reno	St. John’s University	University of Virginia – McIntire
University of New Hampshire	Saint Louis University	Virginia Commonwealth University
University of New Mexico	Salisbury State University	Virginia Polytechnic Institute
New Mexico State University	University of San Diego	Wake Forest University – Wayne Calloway
University of New Orleans	San Diego State University	University of Washington
New York University – Stern	University of San Francisco	Washington University
Nicholls State University	San Francisco State University	Washington & Lee University
Norfolk State University	San Jose State University	Washington State University
The University of North Carolina at Chapel Hill	Santa Clara University	Wayne State University
The University of North Carolina at Charlotte	Seattle University	Werber State University
University of North Carolina at Greens- boro	Seton Hall University	University of West Florida
University of North Carolina at Wilmington	Shippensburg University	West Georgia College
North Carolina State University	University of South Alabama	West Virginia University
University of North Dakota	University of South Carolina	Western Carolina University
University of North Florida	University of South Dakota	Western Illinois University
University of North Texas	University of South Florida	Western Kentucky University
Northeast Louisiana University	Southeastern Louisiana University	Western Michigan University
Northeastern University	University of Southern California	Western Washington University
Northern Arizona University	Southern Illinois University at Carbondale	Wichita State University
University of Northern Colorado	Southern Illinois University at Edwardsville	Winthrop University
Northern Illinois University	Southern Methodist University	University of Wisconsin – Eau Claire
University of Northern Iowa	University of Southern Mississippi	University of Wisconsin – La Crosse
University of Notre Dame	Southwest Missouri State University	University of Wisconsin – Madison
Oakland University	SUNY Buffalo	University of Wisconsin – Milwaukee
The Ohio State University	Stephen F. Austin State University	University of Wisconsin – Oshkosh
Ohio University	Suffolk University	University of Wisconsin – Whitewater
The University of Oklahoma	Susquehanna University	Wright State University
Oklahoma State University	Syracuse University	University of Wyoming
Old Dominion University	Temple University	Xavier University
University of Oregon	The University of Tennessee at Chatta- nooga	
Oregon State University	The University of Tennessee at Knoxville	
	The University of Tennessee at Martin	
	Tennessee State University	

Learning

By Rebecca Anderson

Learning is a never-ending, life-long process. There are many ways to learn, all important, but a college education is a good foundation for life. I postponed my college education for various reasons. I have managed to overcome my past and, at the age of thirty-five, I am finally enrolled in college, fulfilling a dream, and, hopefully, teaching my children the value of an education.

I did not have the money for college after school so I found a job and married soon after. Unfortunately, it was an abusive marriage. I was stubborn and tried to make it work for four long, miserable years before I called it quits. I supported myself the best I could—with a high school diploma, though, I was only earning minimum wage. I remarried twelve years ago and we have two girls, ten and seven. I had the luxury of being a stay-at-home mother and watching my children learn and grow. Children learn at an amazing rate and take such pure, innocent joy in each new discovery! I have spent the last few years taking care of others. We moved home to be with my dying grandmother and then took care of my mother after her stroke. I had the privilege of being a surrogate mother to five beautiful children and helping three infertile couples become parents, as well as Parent of the Year, PTA Vice President, and all the other fun things

we do for our children at school. Watching them go to school, helping them with their homework, seeing them learn... I felt like something was missing. I realized, eventually, the day would come when my outdated schooling would not be enough to keep up with their homework and was saddened. Was I too old to learn?

My grandmother used to say that one could teach an old dog a new trick if one gave it enough treats. Well, it turns out that college is my treat! Last year I made the decision to enroll and, seventeen years after high school graduation, I was finally in college! My teachers have encouraged, uplifted, and inspired me. Every day I bounce in, excited to see what I could learn today. Today's job market requires a degree if one wants to advance in ones chosen field. I am proud to say I will soon have an accounting degree and will be able to compete knowledgeably. I will be able to help support my family and teach my children to succeed.

From the moment we are born, we start learning. When does it end? To grow as individuals, we must continue learning until the day we die. A fundamental part of our learning should be a good education, including a college degree. I hope my children learn from my example and see the value of learning. To learn is to live and to grow. Without learning, we do not gain knowledge; without knowledge, we do not exercise our brains and waste away.

Helping Others

By Kim Tworig

The most selfless form of helping others comes from the kindness we show in our daily lives. We do these things without the thought or need for recognition, and we do them because it is engraved into our character. We tend to underestimate the effect that just a moment in time has on another person and the endless chain it creates, and each moment of kindness is another link in the chain. It is human nature to believe that only dramatic actions are the most important; however, it is amazing how subtle actions substantially impact the lives of other people. Some of the inspiration for writing this essay comes from my father and the lessons of kindness and caring he taught.

My father, an avid gardener and enthusiast of the outdoors, always planted a thriving vegetable and flower garden and spent hours tending it each spring. Many summer meals were rich with fresh fruits and vegetables that came straight from the backyard. Unfortunately, it was not until after my father passed away that our family realized how important his garden was to him and others in his life. After his funeral, numerous

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people shared how they would miss my father's cheerful visits and his weekly basket of vegetables or the fresh flowers on their doorstep. One of the most touching remarks came from one of his friends. The friend's elderly mother was chronically ill, lived alone, and had little interaction with others outside of her visiting nurses and her son. The friend shared with us that my father often stopped by his mother's house bearing gifts of fruits, vegetables, and flowers. During his visits, he took time to sit and talk with her or help with things around her house. He continued his weekly visits until she passed away. The friend was emotional and expressed his appreciation of the kindness my father shared with his mother until the very end, as the visits gave her something to look forward to each week other than nurses, needles, and medicine. What is most remarkable is that our family was not aware of the extent of my father's acts of kindness, as he did not advertise his deeds nor did he ask for recognition for extending a helping hand; he simply did it without a thought for himself. I often think about this, and it makes me feel extraordinarily proud of him for the kindness he showed towards other people and the many links he added to the chain, and it inspires me to help it continue to grow.

Just as my father extended his hand to others in his life, we each have the power within us to extend our hand and make a moment in time a part of the continuous chain of kindness and giving. Helping others can be as simple as a smile, hello, or kind word, as it might be the first bit of kindness received by someone all day. A kind word can build self-confidence, promote happiness, create opportunity, encourage leadership, and change a life. In the words of Mother Teresa, "*Kind words can be short and easy to speak but their echoes are truly endless.*" The power of our kind words is priceless in our everyday lives, and inevitably it will pass on to others.

A few days after my father passed away, my mother found an undeveloped roll of film tucked away in his belongings. After developing the film, she found that it contained pictures taken in the recent days before he died. My father enjoyed taking hikes in the fall and had captured on film the beautiful images of the colorful October leaves and the magnificence of the changing season. It was a permanent view through his eyes of the natural beauty of the world, and I believe it was his message to us to never underestimate the power of the simple things and to use the natural beauty we all have within ourselves to make a difference in another person's life. It is my hope that I will make a difference in someone's life through my daily actions as well as the opportunities for involvement in my community. By doing this, I hope to pass on these traits to my own children so that the links in the chain continue to grow strong.

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depend upon the generosity of others. I experienced first hand all of the presents and food that had been donated by other clubs and organizations. Seeing the stacks of gifts and food at the shelter was heart-warming and it allowed me to see the kindness of others at work. The accumulation of all of these donated items was going to give many little boys and girls, and moms too, a Christmas; a Christmas that may not have existed except for the generosity of others.

In addition to the Christmas presents I also had the chance to deliver food to a local food pantry. To see the food that had been donated and the appreciation from the volunteers enriched my holiday spirit. I vowed that I would donate food to the pantry throughout the year not just at Christmas. The pantry is three miles from my home and I never knew it existed. Because of ABG I now know that even in my community there are hungry mouths to feed.

I have learned so much about my community and I have ABG to thank for it. Alpha Beta Gamma means many things to me now. When I first joined ABG it was about me. I deserved to be recognized for my academic achievements because I worked so hard to earn and maintain my GPA.

In the last several years being a member of ABG has taught me that I am just a small part of ABG. Our Gamma Gamma Chapter has worked together as a team to assist charities, food pantries, and moms who live in shelters with their children. It just happens that the members of ABG have one commonality; we have the honor of being asked to join because of our grades. Now we have the responsibility, as members, to assist our community.

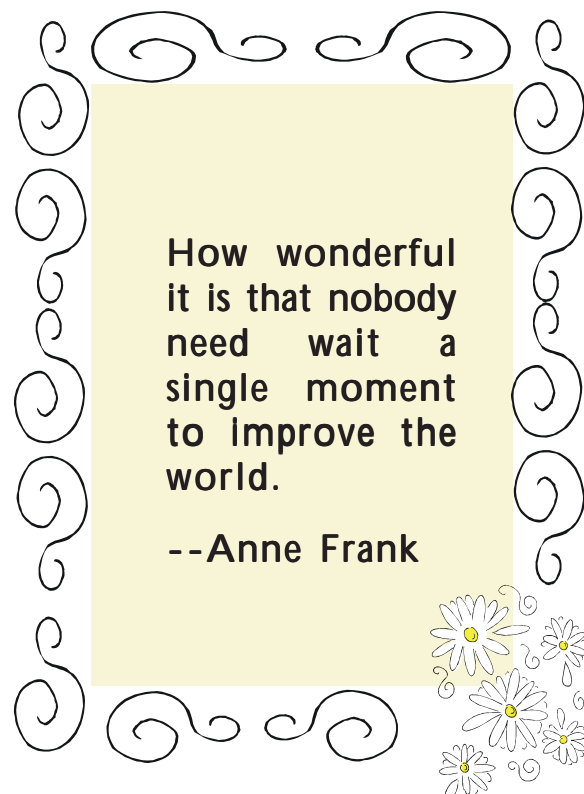
Benevolence is what ABG is about. We are many members who work together to make a better life for others.

What ABG means to me now is different than what it meant in 2000. In 2004 it means that because of ABG there is a family out there tonight having a descent meal because of the food drive we sponsored; it means there are some happy moms who got to see their children's smiling faces on Christmas morning because an ABG sponsored

angel tree that went up at Davenport. It means there are scientists who are working in laboratories to find a cure for leukemia because of the money we helped collect at a Mother's Day tea; it means there are other scientists working in hospitals and labs who are searching for a cure for breast cancer because of the donations that ABG members helped raise during a cancer walk.

Being a member of Alpha Beta Gamma is an honor and a privilege and it means so much more to me now than it did when I first was invited to attend. Being a member of Alpha Beta Gamma means that I have reached the pinnacle of my success as a student, I have been allowed to belong to an elite group of students but most of all it means that I have grown as an individual. I have learned humility, and not to take my health, my warm home, and my wonderful family for granted.

Thank-you Alpha Beta Gamma for the privilege of becoming a member of such an elite group of students, and for teaching me so many things, things that I could have never learned in a text book no matter what my GPA.



The College President of the Year Award

Given to the college president who has demonstrated, over an extended period of time, inordinate support for the mission of Alpha Beta Gamma.

Nominee: Nathan L. Essex, Ph.D.

Chapter Name: Chi Epsilon

College: Southwest Tennessee Community College

SOUTHWEST

TENNESSEE COMMUNITY COLLEGE

P.O. Box 780 • Memphis, TN 38101-0780 • (901) 333-5100 • www.southwest.tn.edu

Scholarship Committee:

I would like to nominate Dr. Nathan L. Essex for the Alpha Beta Gamma College President of the Year award. Dr. Essex has shown a great deal of support both financially and personally to Chi Epsilon.

Dr. Essex has allowed the Chapter to host an annual cat show and receive the proceeds from the facilities rental since the College became Southwest in 2000. In 2000, he approved \$1000 in travel funds to help send the officers and faculty adviser of the Chapter to the National Leadership conference.

In the fall of 2003, Dr. Essex was inducted into the society as an honorary member, where he was also the speaker. He often makes speaking engagements with the club members and believes in the mission of the society.

Dr. Essex began his career in education forty years ago as a high school science teacher and band director. Since that time he has helped an inordinate amount of individuals reach their educational and leadership goal.

One item that has had the largest impact on the Chi Epsilon chapter was his part in the consolidation of two very different institutions: State Technical Institute at Memphis (State Tech) and Shelby State Community College (Shelby State). Chi Epsilon was founded at State Tech and just as the transition period for the resulting college, Southwest Tennessee Community College, was difficult, so was the transition period for the Chapter.

Dr. Essex preformed as only true leaders can and pulled together the institutions as well as the faculty, staff, and administration. By following his example, the officers of Chi Epsilon were able to integrate the students from the former Shelby State into the folds of our society.

Dr. Essex's vitae speaks for itself. Has accomplished many things in his life that exemplify what Alpha Beta Gamma is about. I strongly urge you to consider him for this award.

Sincerely,



Bettie Abernathy-Phillips, Faculty Advisor
Chi Epsilon Chapter, Alpha Beta Gamma
Southwest Tennessee Community College



Hesson Cove Campus • Union Avenue Campus • Fayette Site • Gill Center • Hillington Center •

Southwest Tennessee Community College, a Tennessee Board of Regents institution, is an affirmative

Social Point Coffeehouse Business Plan

by Jason Mullenix

Due to space limitations, we are unable to present this winning submission in its entirety. The following is the table of contents listing for the business plan presented for Social Point Coffeehouse and the executive summary.

Imagine a place where you can get away from the stress of everyday life and please all the senses. Once you step foot into this place, you enter a world where harmony reigns. Taken away to a lush flowering forest, you enjoy the sounds of relaxation while having one of the best cups of coffee you ever had. This is Social Point Coffeehouse.

Social Point Coffeehouse will provide a friendly, comfortable atmosphere where the customer can receive quality food, service, and entertainment at a reasonable price. The coffeehouse will offer a variety of choices to the customers. Some of those choices include specialty coffees and teas, Italian-style sodas, and fruit smoothies. Social Point Coffeehouse will serve breakfast, lunch, and dinner.

The interior design of the building will be like stepping into a forest. This will project a relaxing atmosphere that is very unique. Social Point Coffeehouse will be divided into sections. There will be traditional tables and

chairs, yet another section will have a large sofa, love seat, a coffee table, and book shelves for magazines and board games. There will also be a section for customers to access the Internet. Special theatrical lighting and sound will mimic actual sounds of nature. There will also be a stage for live entertainment.

The coffeehouse will feature nightly entertainment such as poetry readings and open microphone. Musical entertainment will include acoustic, jazz, blues, folk, and ambiance. At least once a month an artist or author will be in residence.

The site will contain a newly constructed 1800-square-foot building located on the corner of University Boulevard and 12th Street. The site shares the University Boulevard “Strip” with various bars, restaurants, and specialty stores.

The area around Social Point Coffeehouse is heavily populated with college students. This is complimented by a large number of downtown businesses.

A strength of this business will be the ability to have live entertainment in a non-alcoholic environment. There are no other businesses in this area that possess that ability. Another strength will be the offering of Internet access.

Social Point Coffeehouse will advertise and promote in several different ways. First, flyers will be distributed to college students and posted on

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	Equipment List	9 - 10

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student bulletin boards on a weekly basis. Flyers will also be distributed to all the local churches in Tuscaloosa. Ads will be taken out in the University newspaper. For businesses in the area, menus will be distributed and ordering will be available by fax machine. A customer mailing list will be developed using point-of-sale software. A calendar of events will be mailed on a monthly basis to frequent customers with special coupons attached.

The results of this plan show that Social Point Coffeehouse, when treated as an owner/operator scenario, will require \$464,685.90 in cash to accommodate the first year of operation, of which \$50,000 will be contributed by the owner. Although there is a loss projected in the first year, the second year will make up for the loss and still return a profit.

The owner will be responsible for overall management. There will be a full-time assistant manager, full-time qualified barista/cashier, full-time entertainment supervisor/host, and several part-time employees.

This business plan was developed to secure financing on a certain location near the University of Alabama, with the purpose of opening a coffeehouse. This plan was also developed to define who, what, where, when, and how for the business. This will establish a clear-cut plan and operations map for Social Point Coffeehouse.

The goals of the business are to provide a substantial income, create a business and working environment where both the customer and employee are treated as family, turn a profit by the sixth month of operation, hire competent employees who are committed and loyal, and to create a base clientele of persons who live and work in the area. These persons will enjoy a relaxed atmosphere where they can “hang out.”

To achieve overall success of our concept, we have engaged the consulting services of Alex Fisenko of Portland, Oregon. He has thirty years of experience in this field and has opened and operated 16 of his own shops. The Espresso Roma chain, as well as the Espresso Royale, was opened by some of his ex-employees and/or landlords. He sold his last store in 1994 and since then has helped scores of individuals and companies start their own coffee shops, kiosks, and drive-thru operations. He also contributes articles on this subject to various industry publications. His biography is in the History Section of this plan. We have called some of his former clients and received excellent reports on his performance and trustworthiness.

His involvement in this project will be as follows:

- Design the working environment for speed and efficiency of the operation.
- Choose the best equipment and coffee for trouble-free operation and best tasting drinks.

– Design and implement an initial marketing strategy to attract new customers to this concept.

– Train the management in all phases of the operation including opening and closing, ordering supplies, preparing all the drinks, customer service, maintaining inventory, cash security and control, marketing, and general running of business for efficiency and profitably.

The subject of this report is to analyze the business potential of such an offering. The business analyzed from a marketing, operations, and financial perspective will show that there is great potential for this concept.



Business and the Environment, Now and in Ten Years

By Marylou Mamrila

Fox TV's "24" is an action-espionage drama that unfolds in real time – meaning that the hour it takes to watch the show corresponds to an hour in the lives of the characters. The split screen window allows viewers to see a series of events that are happening at a glance.

This drama symbolized the change that happens in every aspect of our lives whether we are aware of it, care about it, or are prepared for it. The events which have impacted us in the last few years – September 11, the dot.com implosion, business scandals, a recession, and a negative investment environment – have led many to become overly cautious, and skeptical about the future.

Some have become blinded to the opportunities of the future by focusing on these past events. Yet at the same time, there are others who are maintaining an aggressive approach to the future, with innovation, the exploration of new business models, ongoing new product development, and strategic business restructuring. The result - throughout the next dimension, we will see a big disconnect between organizations, as some charge ahead, while others will remain stagnate in their own inactions.

The next decade will also demand new competencies, many of which are related to the notion of cultural literacy and an increasing focus on people and their values. Listening, building relationships and partnerships, and networking will continue to be the skill sets of today and in the next decade. Importantly, many of these skill sets are not just significant to leaders but pertain to individuals as well.

The fact remains that the first wave of baby boomers are getting set to retire. Companies will see an exodus of knowledge as a result of their departure, and it will certainly hurt unless something is done about it. To deal with the skill exodus, organizations must get aggressively involved with issues related to knowledge retention. Training, development, networking, and collaboration will gain importance as the methods organizations use to ensure that valuable knowledge is properly retained. Once the baby boomers retire, will they be the future lead-

ers of entrepreneurship or will they become our future capitalists?

Wealthy people own assets, other people own liabilities – things that cost money to own and maintain. Capitalism is not a dirty word. A capitalist, by definition, is someone who owns assets – assets that produce income. Stock, equipment, and businesses are assets that generate profits. A majority of millionaires living in America today are self-made entrepreneurs. Could the Baby boomers be the upcoming millionaires in our future?

Another dilemma facing our generation is the size of Gen-X and baby boomers in our economy and their spending patterns. By studying expected spending based on the stage of life of the generations, expansions and recessions of the economy can be predicted. Will the economy target the Gen-X or baby boomers with attractive marketing strategies for new business ventures?

The premise is that a growing population is creating economic demands. Individuals undergo predictable spending patterns during their lifetimes. During college years, most people do not have high disposable incomes for spending. Throughout the middle twenties and thirties, people are building their families and households. While in their mid forties, people tend to acquire more elaborate homes. Within their fifties and thereafter, people tend to reduce their spending to save for retirement. Will the baby boomers inherit money and spark the economy with new business enterprises?

The size of generations in the economy and their spending patterns are principal factors driving the economy. By studying and charting the expected spending based on the stage of life of the generations, we could predict expansions and recessions of the economy. Then the economy can target the Gen-X or baby boomers with attractive marketing strategies for new business ventures.

However, with the entry of the Gen-Y into the labor market a double-edge sword might be created? As companies recruit from a talent pool of several million new associates within the next decade,

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CONVENTION 2004 in Playa del Carmen



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will corporations be ready to manage a distinct workforce - which is comprised of four diverse generations (matures, baby boomers, Gen-X, Gen-Y)? How can companies seize the combined potential of these generations?

Regardless of the recent economic slowdown, the demand for top talent of all ages is at an all time high, making recruiting and retaining key talent increasingly hard. Companies cannot afford to ignore workforce dynamics created by generational differences. In fact, companies will need to embrace generational marketing, learning, and teaching practices in order to remain competitive in the future.

On the other hand, the idea of globalization is at a crossroad. The message poses perhaps the most important question of our time. Will market links between national economies keep growing? Will a radical shift in the political environment, which results from terrorism, growing poverty, and the anti-globalization protest movement, take the world in a different direction?

Furthermore, how far can technology take us? Using continuously evolving conventional technologies, automakers could produce a fleet of cars and light trucks that achieve over forty miles per gallon of gasoline. Using hybrid technologies, the fuel economy level could be raised to fifty-five miles per gallon. And with fuel cell technology, that figure could possibly reach eighty miles per gallon. This vehicle fleet would look much like that of today while maintaining, if not improving, performance and safety standards.

The true challenge will be to find ways to manage change, so that we can feel that we can control this evolution in ways that are productive for us. We need to see directions that reinforce our own values, and cooperate with other people who share those values.

Only Fox's "24", can elude to real time action in a single episode, but the realization of what is coming can be a cinematic look into the future. Time is our only non-renewable resource and it often passes unnoticed. We must hurry.

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students last year to Miami Beach. In the past, we have only been able to afford bringing one or two students.

Of the thousands of students known to us over many years at PJC, Prudence Caskey probably embodies what ABG is all about more than any other, and that is leadership, scholarship and cooperation.

Prudence gave birth to her first child last year and graduated in December 2003 from PJC with an associate of arts degree in general studies with a grade point average of nearly 3.70. While at PJC, Prudence was a student ambassador for two years and also a member of Phi Theta Kappa honor society. She is now a financial representative with Western and Southern Financial Group and wishes to one day earn her bachelor degree.

**Do not go where
the path may lead;
go instead where
there is no path
and leave a trail!
--Ralph Emerson**

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Zagara, continued from page 11

- Halloween Carnival: manned a game booth for area children
- Senior Citizens' Computer Class: taught area senior citizens basic computer skills
- Santa's Helpers: collected toys for underprivileged children
- Angel Tree Project: purchased Christmas presents for needy family
- ABAC Beauty Review: contestant representing ABG
- Student Tax Project: spearheaded project to provide free tax services to ABAC students
- Habitat for Humanity: helped build area Habitat home

Alton Hudgins, ABAC's women's tennis coach, has the following to say about Katie: "Katie has been an asset to our tennis team for two years. She is always on time and works hard during practice. She doesn't take time off. She is 'driven'. She has high expectations for herself and constantly strives to meet them. She does not like to fail. She encourages and supports her teammates. She is deserving of this recognition and award."

Because of her performance, both on the tennis courts and off, I believe Kathryn Rayl has demonstrated she is very deserving of the Zagara Competitor's Award.

Share Great Websites with Alpha Beta Gammans



We want to add a new section to the Alpha Beta Gamma homepage--
“Great Websites Recommended by Students”

Help make this a valuable resource for all Alpha Beta Gammans!
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