
The Honors Journal

ABΓ

Virtus Et Umbra

Alpha Beta Gamma

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

Canada • United States • Mexico

Spring 2010

Congrats to Alpha Beta Gamma!

Richard Irvine, Alpha Alpha Chapter--The Alpha Beta Gamma International Business Honor Society held its Annual Leadership Conference at Pensacola Beach this year April 8-11, and PJC's Alpha Alpha Chapter hosted it. ABG chapters from New England to California attended. Chapter Faculty Advisor Richard Irvine made a presentation titled "Welcome to Paradise! Things To Do, Places To Go, People To See," and member and Honorary Advisor Naomi Howard presented "The Value of Radio Frequency Identification in Business." Ms. Howard won best presentation in her category. Mr. Irvine won an award for outstanding leadership for his assistance in arranging hotel, meeting room, and dining facilities.

Member and Vice President Edina Simmons was named Most Valuable Member of Alpha Alpha Chapter for 2009-2010 and was presented the Eva Bobrow Medallion of Excellence. Members Liz Faires and Public Relations Officer and Historian David Speakman were elected to the ABG National Student Executive Board for the forthcoming year.

The conference was widely regarded as very successful, educational, and enjoyable by the approximately 90 people in attendance.



THURSDAY

4 PM REGISTRATION/CHECK IN
7 PM PIZZA PARTY ON BACK PORCH OF HOTEL

FRIDAY

8AM-NOON PRESENTATIONS
WELCOME TO PARADISE!--RICHARD IRVINE,
ALPHA ALPHA
DUTIES OF NATIONAL STUDENT OFFICERS
--DAVID VILLALOBOS, NATIONAL PRESIDENT
**YOU CAN LEARN WHILE YOU SERVE WITHOUT
LEAVING HOME**--REBECCA RUTZ, BETA TAU
THE TIMES, THEY ARE A CHANGIN' --DON
JOHNSON, ALPHI PI
**HOW WE USED TRIBUTE AS A CHAPTER FUND
RASER**--ROBERT AND CAROL FRANKLIN, GAMMA
TRIBUTE ART LIVE--RANDELL HEDDEN AND
LYNDSY WAUGH (GUEST SPEAKERS)

1:30PM LUNCH AT CRABS

AFTERNOON AND EVENING ON YOUR OWN TO ENJOY
PENSACOLA BEACH

SATURDAY

9AM-NOON PRESENTATIONS
LITTLE SUSIE HOMEMAKER/ROCKET SCIENTIST--
DANIELLE YAKOVETZ, GAMMA GAMMA
THE VALUE OF ABG--SUSANNE BETTS AND MEGAN
WILSON, ETA PSI
LEADERSHIP RESILIENCE--TODD METZGER,
DUSTIN WILKINS, SABRINA ALMARODE, ALPHA NU
**"ANDY ANDREW'S SEVEN DECISIONS THAT
DETERMINE PERSONAL SUCCESS"**--KATHLEEN
MEEHAN, DAVID LIMONTE, SANDRA LOJANO, AHMED
SAFIEH AND YUNUS SAIYED, DELTA
THE VALUE OF RFID IN BUSINESS--NAOMI
HOWARD, ALPHA ALPHA
UPDATE ON RECENT CREDIT CARD LAWS--
BEVERLY LEE, ALPHA PI
NATIONAL SERVICE PROJECT--STACEY
SCHNEIDER, NATIONAL STUDENT EXECUTIVE BOARD
NATIONAL STUDENT OFFICER SPEECHES
ELECTION OF NATIONAL STUDENT OFFICERS

AFTERNOON ON YOUR OWN

6-9 PM AWARDS BANQUET AT HEMINGWAYS
RESTAURANT--MR. FRED SIMMONS, GUEST SPEAKER

SUNDAY CHECKOUT AND DEPARTURE

ABG National

CHIEF EXECUTIVE OFFICER
Professor John D. Christesen
Westchester Community College

NATIONAL EXECUTIVE CHAIRS
Professor Marc Zagara
Georgia Perimeter College
Professor Renee Summers-Akers
Hinds Community College
Professor Harold E. Tepool, Jr.
Vincennes University

CHIEF FINANCIAL OFFICER
Paul V. Cunningham
Metropolitan Museum of Art--New York

FUND TRUSTEES
C. George Alvey
Donald Bertram
Richard Irvine
Joseph Perry
Paul Cunningham

WEBMASTER
Danielle Yakovetz

FACULTY EXECUTIVE BOARD
Professor Gaye Andersen, Davenport University
Professor Harold E. Tepool, Jr., Vincennes University
Professor Kathy Moreno, Abraham Baldwin Community College
Professor Becky Rutz, Mississippi Gulf Coast Community College
Professor Dixie Towers, The Art Institute of California-Orange County

EXECUTIVE COORDINATOR--**Brenda Bogren**
STUDENT OFFICER LIASON--**Kathy Moreno**

NATIONAL SCHOLARSHIP COMMITTEE
Professor Pamela Donahue, Chairperson - Northern Essex Community College; **Professor Gaye Andersen** - Davenport University; **Tim Cooper** - Martin Community College; **Professor Carla Rich** - Pensicola Junior College; **Professor Rebecca Rutz** - Mississippi Gulf Coast; **Professor Renee Summers-Akers**, Hinds Community College; **Professor Harold Tepool** - Vincennes University

NATIONAL STUDENT PRESIDENT, 2010
Maria T. Salvatierra - Alpha Delta
NATIONAL STUDENT VICE-PRESIDENT, 2010
Liam Robinson - Gamma
STUDENT EXECUTIVE COMMITTEE, 2010
Secretary: Karmel Keeton - Beta Tau
Liz Faires - Alpha Alpha
David Speakman - Alpha Alpha

THE HONORS JOURNAL of Alpha Beta Gamma

Editor
Gaye Andersen

Assistant Editor
Danielle Yakovetz

Chief Executive Officer
John D. Christesen

Send newsletters to:

Alpha Beta Gamma
The Honors Journal
75 Grasslands Road
Valhalla, NY 10595
or

E-mail to: ceo@abg.org
or gaye.andersen@abg.org

Special Features this Edition

2010 Leadership Conference

Highlights from the Conference	pg 1
Scholarship and Award Recipients	pgs 4 - 6
Memories from Pensacola Beach	pgs 9 - 11

Award Winning Essays

Sophia Abeles Essay award	pg 12
Dr. Mary Bone Competative Essay award	pg 8
Ester Cross-Carter Memorial Essay award	pg 18
Francis Cunningham, Esq. Memorial award	pg 25
Keith Ulich Memorial Essay award	pg 23

Keep
turning...

***Information about Alpha Beta
Gamma, business articles, humorous
quips and quotes, and much more!***

Greetings!

As I think over the past year, I cannot help but be proud of what an awesome group of people we have in Alpha Beta Gamma.

This year's conference was a shining example. It was evident from start to finish, from arrival through departure, how proud the Alpha Alpha chapter was of their part of this wonderful country. All of the conference attendees were impressed with the amount of preplanning that went into this event. From the pick ups at the airport, through the personal recommendations of things to do, the wonderful restaurants, and the opening conference session, the personal touches and local hospitality provided a warm and wonderful atmosphere in which to hold our conference.

Of course, everyone had a part of this success—all of the advisers; chapter officers and members; Mark Zagara; Brenda Bogren (who was sorely missed); Pam Donahue and the Scholarship Committee; the National Officers and Kathy Moreno; Danielle Yakovetz, our webmaster; Tim Cooper, our Media Coordinator; Paul Cunningham, our Financial Officer; and, of course, our dearly beloved CEO, Dr. John Christesen.

The conference sessions were amazing, and everyone benefitted from all of the interesting topics. The networking opportunities were rife and I am sure that many of the bonds established during this conference will last a lifetime. Please encourage all of your chapter members to try to attend next year's conference—these events are truly not to be missed!

I am so very proud to be a part of this wonderful organization.

Enjoy your summer,

Gaye Andersen

2010 Leadership Conference Awards

The following pages list the 2010 award winners as announced at the Annual Leadership Conference. Winning essays are published throughout this edition of the Honors Journal. Congratulations to all winners!

Brooks College Golden Key

To the chapter that displays overall excellence and serves as a model chapter for others to emulate.

GAMMA, VINCENNES UNIVERSITY
BETA OMICRON, NORTHERN ESSEX
COMMUNITY COLLEGE

Excellence in Financial Management

To the chapter that displays excellence in fundraising and cash flow management.

ALPHA EPSILON, VENTURA COLLEGE

Excellence in Recruitment

To the chapter with excellence in recruiting by means of materials and marketing programs.

GAMMA, VINCENNES UNIVERSITY

Excellence in Campus Service

To the chapter that best serves the Host College.

BETA TAU, MISSISSIPPI GULF COAST
COMMUNITY COLLEGE

Harold E. Teepool Award

Given to the chapter with the best promotional material from chapter activities.

GAMMA, VINCENNES UNIVERSITY

Donald Bertram Community Service

To the chapter that displays innovation in service to the community.

NU ALPHA, BLUE RIDGE COMMUNITY COLLEGE

National Student Service Project

ETA PSI, DELAWARE TECHNICAL COLLEGE

Best Chapter Website

ZETA BETA, CITY COLLEGE OF SAN FRANCISCO

http://www.ccsf.edu/Organizations/Alpha_Beta_Gamma_Club/

Best Poster Award

NU ALPHA, BLUE RIDGE COMMUNITY COLLEGE

Chapter awards were selected based on submitted 2009 Annual Reports.



Continued on next page

*Individual scholarship awards based on essay and achievements
for 2010 were awarded as follows*

Sophia Abeles Essay

This competitive essay should concentrate on the theme of "Learning".

CHIN YAN FUNG, GAMMA, VINCENNES UNIVERSITY

Dr. Mary Bone Competitive Essay

Awarded to the writer of the best essay titled, "What Alpha Beta Gamma Means to Me".

TAMARA LAPOSTA, BETA OMICRON, NORTHERN ESSEX COMM. COLLEGE

Ester J. Cross-Caster Memorial Essay

An essay on the topic "Helping Others" is required

TAMARA LAPOSTA, BETA OMICRON, NORTHERN ESSEX COMM. COLLEGE

Francis Cunningham Esq Memorial Essay

Applicants must submit an essay on the subject "Ethics in Business".

ELIZABETH FAIRES, ALPHA ALPHA, PENSACOLA JR. COLLEGE

Keith Ulich Memorial Essay

The essay should detail the concept of Living Life to Its Fullest.

DANIELLE YAKOVETZ, GAMMA GAMMA, DAVENPORT UNIVERSITY (ALUM)



Prof C. George Alvey Distinguished Fellowship Award

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

PAMELA DONAHUE, BETA OMICRON, NORTHERN ESSEX COMMUNITY COLLEGE

Hausman Siegel Distinguished Chapter President Award

An exemplary president whose tenure would serve as a model for all Alpha Beta Gamma officers to emulate

RAYMOND MORUA, ALPHA EPSILON, VENTURA COLLEGE

The Professor Steve Graham Memorial Award

Awarded to a student who is nominated by a faculty adviser. Both must be in attendance at the Annual Leadership Meeting.

CAROL FRANKLIN, GAMMA, VINCENNES UNIVERSITY

Gaye Andersen Award of Excellence

Each year there is someone whose unique contribution does not fit into one of the society's existing awards.

RICHARD IRVINE, ALPHA ALPHA, PENSACOLA JR. COLLEGE

DAVID VILLALOBOS, DELTA, WESTCHESTER COMMUNITY COLLEGE

The Joseph Perry Creativity Award

Awarded to either an adviser or student who makes a significant editorial contribution to the Honors Journal.

KATHLEEN MEEHAN, DELTA, WESTCHESTER

The Cerrone Award

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

ROBERT VAN EMAN III, CHI ZETA, ATHENS TECHNICAL COLLEGE

Continued on next page

Continued from previous page

Pamela Donahue Award

Presented to the Best Faculty Presenter at the Annual Meeting.

DON JOHNSON, ALPHA PI, GEORGIA PERIMETER COLLEGE

Ginny Fastje Best Student Presentation

Award determined by a vote of all students attending the Annual Conference.

TODD METZGER, DUSTIN WILKINS, SABRINA ALAMODE, NU ALPHA, BLUE RIDGE COMMUNITY COLLEGE
NAOMI HOWARD, ALPHA ALPHA, PENSACOLA JR. COLLEGE - **ALUMNI CATEGORY**

Eva Bobrow Medallion of Excellence Award

One Alpha Beta Gamman from each chapter who has contributed in an outstanding fashion and achieved excellent results for the chapter.

RAYMOND MORUA, ALPHA EPSILON, VENTURA COLLEGE
CAROL FRANKLIN, GAMMA, VINCENNES UNIVERSITY
EDINA SIMMONS, ALPHA ALPHA, PENSACOLA JR. COLLEGE
KARMEL KEETON, BETA TAU, NORTHERN ESSEX COMMUNITY COLLEGE
MARIA SALVATIERRA, ALPHA DELTA, ELGIN COMMUNITY COLLEGE
ELIJAH KNIGHT, ALPHA PI, GEORGIA PERIMETER COLLEGE
TODD METZGER, NU ALPHA, BLUE RIDGE COMMUNITY COLLEGE
SUSANNE BETTS, ETA PSI, DELAWARE TECHNICAL COLLEGE
TONYA ALLEN, BETA OMICRON, NORTHERN ESSEX COMMUNITY COLLEGE
KATHLEEN MEEHAN, DELTA, WESTCHESTER COMMUNITY COLLEGE
DAVID LIMONTA, DELTA, WESTCHESTER COMMUNITY COLLEGE
ROB VAN EMAN, CHI ZETA, ATHENS TECHNICAL COLLEGE
EDWARD PIERRE-PAUL, IOTA DELTA, NASSAU COMMUNITY COLLEGE
ASUNTA BAMINI, DELTA PHI, ART INSTITUTE OF CALIFORNIA
PAM ROBERSON, KAPPA ETA, MARTIN COMMUNITY COLLEGE

2010 national Student officers

PRESIDENT: MARIA SALVATIERRA--ALPHA DELTA

VICE PRESIDENT: LIAM ROBINSON--GAMMA

EXECUTIVE BOARD:

DAVID SPEAKMAN--ALPHA ALPHA

KARMEL KEETON--BETA TAU

LIZ FAIRES--ALPHA ALPHA



2009 National Student President David Villalobos and the 2010 National Student Officers

Alpha Beta Gamma International Business Honor Society

Eligible Disciplines

Accounting	Electrical & Electronics Engineering	Market Research
Advertising	Electrical Technology	Marketing Management
Agricultural Business	Electronics Servicing Technology	Media Arts & Animation
Architectural / Design Construction	Environmental Design	Medical Secretary
Arts Management	Economics	Mortuary Science
Aviation Management	Entrepreneurship	Motor Vehicle Technology
Baking & Pastry	Fashion Design	Office Technologies
Banking	Fashion Marketing & Management	Operations Research
Broadcasting, Radio, TV	Fashion Merchandising	Paralegal
Business Administration	Finance	Personnel Administration
Business Economics	Fire Science Technology	Postal Services Management
Business Journalism	Game Art & Design	Public Administration
Business Management	Graphic Design Technology	Public Relations
Business Statistics	Health Insurance Claims Management	Range Management
Casino Management	Health Information Technology	Recreational Management
Civil Construction Technology	Health Services Administration	Restaurant Management
Communications	Horticulture Technology	Safety and Health Technology
Communication Technology	Hotel Management	Secretarial Science
Computer Aided Design/Drafting	Human Resource Management	Small Business Management
Computer and Electronics Service	Industrial Design	Systems Analyst
Computer Information Systems	Industrial Management	Textile Engineering
Computer Network Technology	Interior Design	Theatre Management
Computer Programming	International Business	Trade Management
Conservation & Regulation	International Public Relations	Transportation Management
Construction Mgmt. Technology	Industrial Relations	Travel & Tourism
Culinary Arts	International Public Relations	Visual & Game Programming
Culinary Management	Investments & Securities	Visual Effects & Motion Graphics
Dairy Management	Legal Secretary	Web Design & Interactive Media
Data Processing	Management Information Systems	Wildlife Management
Digital Photography	Management Science	Word Processing

The Marc Napolitano Memorial Award



Celebrating the life of Marc Napolitano, friends of the family have established the Marc Napolitano Memorial Essay Competition. Each year a Book Stipend of \$300.00 will be granted to the most outstanding essay which ponders this theme: **Aside from direct advertising, how is mass media (film, television, or the internet) used by corporations and businesses to enhance their image and branding - - ultimately their bottom line.** The Scholarship Committee will select the best essay and the winner will be announced at the Annual Leadership Meeting.

What Alpha Beta Gamma Means To Me

By Tamara LaPosta

Making the decision to come back to school after being laid off was difficult. I graduated high school eighteen years prior and was left with the memory that I was the classic under achiever who barely graduated. Initially when I started college, I had low expectations for myself because that is what I had always done. As the semester progressed, I became engaged and before I knew it I finished my first semester. The cherry on my reward was being invited to join Alpha Beta Gamma. Becoming a member has forever changed me.

My first semester seems so long ago. I remember feeling slightly disheartened because I had just lost my job of twelve years and was nervous coming back to school. I was fortunate to have teachers that captured my interest and pushed me to excel. When I completed my first semester on the Dean's list, I could hardly believe it. I have to admit that I was skeptical when I received the invitation to join Alpha Beta Gamma. I didn't think that I would be able to maintain my GPA or perhaps I was scared of the expectations it implied. At the same time, I was excited. I felt like my hard work was being recognized. For once, school was an enjoyable endeavor. The turning point for me was the initiation ceremony. I felt fortunate to be part of an honors fraternity, even more privileged to be elected Secretary and frankly the entire experience

sparked a fire in me to continue to succeed. Since joining, I have pushed myself each semester and have successfully maintained a 3.85 GPA.

As a member, I have participated in various events around campus on behalf of the chapter. Having a shy personality, it has always been difficult to start a conversation with strangers. Alpha Beta Gamma has allowed me to engage in the college experience. I find that I've gained confidence when dealing with others, a skill I will take with me when I go back into the workforce. In group projects, I've found a voice and the ability to be natural leader. This has better prepared me for real life. It has made me a more complete package to present to potential employers.

Since becoming a member, I feel as though I've given myself permission to succeed. For many years, I considered myself a less than mediocre student. Alpha Beta Gamma inspired me, pushed me and ultimately bettered me. I've gained confidence and determination. I no longer say "I can't" but instead have adopted a new mantra of "give me more". My newly found passion for learning is positively changing not just my life, but also my son's. I'm able to instill in him this passion for school. He is equally proud of me when I bring home an A as I am of him with his grades. Although he's only six, I hope he'll remember proudly the day his mother graduated college with honors, a member of Alpha Beta Gamma.

The One-Minute TIP

Some of us are "planners." For them plans, research and a methodical approach are required. Impulsive action doesn't work for them. But others are built for speed. They see opportunity and feel they must act quickly. That's fine, too! People are different! Whatever your preferred style, design your life and create boundaries so you are (mostly) exposed to the type of opportunities that work best for you.



Memories from Pensacola Beach

I learned about the business world and how to get ahead in your workplace. Also, how to be proactive in actually getting a job.

Learned new skills about being proactive on retaining employment, being positive about life changes

Great opportunity for networking with students from various chapters across the United States



Tribute Art Live was my favorite presentation

Possibly attending my last conference and meeting new people

Falling asleep on the beach during the day



I will always remember my designated driver, Stacy, who drove us to Peg Legs for dinner since I knew that I should not drive.

Meeting Janene from Alpha Alpha at the airport 10 minutes after arriving and the extremely warm reception. She offered us a ride to the hotel—this was very welcomed after our long trip.

A guy from Athens, Georgia brought his guitar to the beach and sang me a beautiful song

Flying for the first time

Networking with students from all over the U.S. and eating great food with great new friends.

T-shirts for the conference members

The friends I have made and the knowledge I have gained from my peer's presentations are irreplaceable.

Met great people from different places and cultures, which helped me to better understand people and expand on ideas.

Enjoyed the time for lunch at Crabs when we were all together as one group



Student interaction

Getting to know the other members from around th nation was my greatest memory

The guest speaker for the Tribute to Live Art



"The times, they are a changin'" was a reminder of all the changes that have taken place in the last 20 years and the fact that our students are sometimes not aware of where we came from.

Meeting Raymond and Trevor from Ventura College

Tribute Art Live presentation by the VU ABG—Gamma chapter, Randy Hedden painting.

It was a great experience meeting the members from Alpha Beta Gamma throughout the United States. The presentations were informative and interesting. I had a great time!

I gave my first student presentation

Great presentations and creativity



Networking with fellow ABG'ers at the beach

Meeting everyone and being able to connect and network, knowing that I can contact these people even after the conference. This was an awesome experience.



My memory is of Randy Hedden and the Tribute to Live Art

This is my first conference, and it has been awesome meeting people from all over the country and networking.

I had a great experience trying new food and going to restaurants that I have never been to

I met so many interesting people at the convention that made this weekend an unforgettable one.

Liz from the hosting chapter extended her hospitality by introducing us to Peg Leg Pete's fine sea food

I met John Christesen and he was very professional and well respected. ABG has taught me how to be outgoing with people



The Tribute to Live Art presentation and the great seafood.

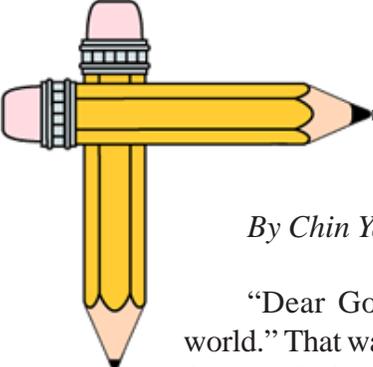
Meeting Randy Hedden and seeing his artwork and learning how he completes his artwork

I like the student presentations, they are inspiring! In addition, the conference is a great opportunity to meet people with the same future goals.

You have to think out of the box

Running for vice-president and being forced to write a memory





Learning

By *Chin Yan Fung*

“Dear God, please help me see the world.” That was my wish on my 17th birthday. I studied in Hong Kong for sixteen years. I was already a diligent young lady, but I wanted to experience something different and unique. As a result, I decided to leave my safety net, my birth place, my parents, and my mother language, to go somewhere unfamiliar to educate myself in a new environment. When I was seventeen, I went to the fairytale country of Germany as an exchange student for one year.

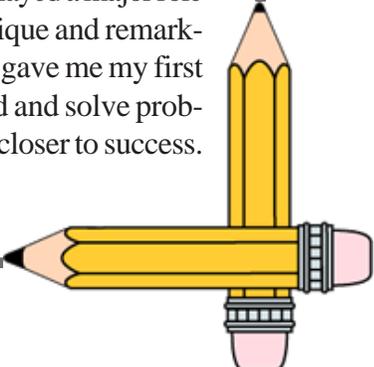
When I landed in Frankfurt airport, I stared at the buildings, people’s clothes, their body proportion, the colors of their eyes, their walking gestures. My very first observation was that Germans walk very fast! The main sources which had developed my image of Europeans were from TV and movies. Hence, Europeans to me were pictured as ladies and gentlemen with blonde hair, dressed in tuxedos or gowns, strolling in a garden. However, the scene I saw at the airport altered my image of Europeans. Germans walked quickly with their backs up straight. They looked like they were determined to achieve a mission. By observing and examining details, I obtained a more complete and clearer picture. Having unique experiences through detailed observation enriches me. That is one of my major methods of learning.

During the exchange, I went to school with German students of my age. It was a big challenge for me for the first three months. I didn’t speak German, and the curriculum was different than in Hong Kong; I was lost, and felt very confused in class. In addition, the students already had their group of friends; it was

not easy for them to integrate a stranger with a completely different ethnic and cultural background. Last but not least, the students didn’t feel comfortable talking to me in English, so they made an excuse to walk away to avoid speaking with me. Although there were many obstacles, I didn’t give up. In the class, whenever I heard a word which I didn’t understand, I wrote it down in my vocabulary notebook; I looked up the word when I got home. In order to join their social network, I bought up interesting topics to develop conversation, and most importantly, I learned the language as quickly as I could.

I stayed with a couple during the exchange year. They were very lovely and generous. They didn’t have children; they treated me like their own daughter. They showed me many places in and around Germany to enrich my experience; we visited Berlin, Munich, Dresden, Austria, and the Czech Republic. Moreover, they taught me about many German cultures and traditions. For instance, since the water tax was very high in Germany, they asked me to take shower only once every two days. I always listened and analyzed. Then I would try to adapt to their living pattern. Listening and analyzing are my most valuable methods of learning.

My exchange journey was precious and unforgettable. I thank many people for this amazing experience. However, I think my curiosity and determination also played a major role in making the experience unique and remarkable. This exchange journey gave me my first opportunity to face the world and solve problems alone; it took me a step closer to success.



The New Masters of Management

Apr 15th 2010

From The Economist print edition

THIRTY years ago the bosses of America's car industry were shocked to learn that Japan had overtaken America to become the world's leading car producer. They were even more shocked when they visited Japan to find out what was going on. They found that the secret of Japan's success did not lie in cheap labour or government subsidies (their preferred explanations) but in what was rapidly dubbed "lean manufacturing". While Detroit slept, Japan had transformed itself from a low-wage economy into a hotbed of business innovation. Soon every factory around the world was lean—or a ruin.

Management gurus are always glibly proclaiming revolutions. What happened in Japan qualified, as did the advent of mass production in America a century ago. Now something comparable is taking place in the developing world.

It is hardly news that the world's centre of economic gravity is shifting towards emerging markets. Buy a mobile phone and it will almost certainly have been made in China. Use it to phone a customer helpline and your call may well be answered by an Indian. Over the past five years China's annual growth rate has been more than 10%, and India's more than 8%. Yet even these figures understate the change that is taking place. Emerging countries are no longer content to be sources of cheap hands and low-cost brains. Instead they too are becoming hotbeds of innovation, producing breakthroughs in everything from telecoms to carmaking to health care. They are redesigning products to reduce costs not just by 10%, but by up to 90%. They are redesigning entire business processes to do things better and faster than their rivals in the West. Forget about flat—the world of business is turning upside down.

Developing countries are competing on creativity as well as cost. That will change business everywhere.

Competing for the future

As our special report argues, the rich world is losing its leadership in the sort of breakthrough ideas that transform industries. This is partly because rich-world companies are doing more research and development in emerging markets. Fortune 500 companies now have 98 R&D facilities in China and 63 in India. IBM employs more people in developing countries than in America. But it is also because emerging-market firms and consumers are both moving upmarket. Huawei, a Chinese telecoms giant, applied for more international patents than any other firm did in 2008. Chinese 20-somethings spend even more time on the internet than do their American peers.

Even more striking is the emerging world's growing ability to make established products for dramatically lower costs: no-frills \$3,000 cars and \$300 laptops may not seem as exciting as a new iPad but they promise to change far more people's lives. This sort of advance—dubbed "frugal innovation" by some—is not just a matter of exploiting cheap labour (though cheap labour helps). It is a matter of redesigning products and processes to cut out unnecessary costs. In India Tata created the world's cheapest car, the Nano, by combining dozens of cost-saving tricks. Bharti Airtel has slashed the cost of providing mobile-phone services by radically rethinking its relationship with its competitors and suppliers. It shares radio towers with rivals and contracts out network construction, operations and support to specialists such as Ericsson and IBM.

Just as Henry Ford and Toyota both helped change other industries, entrepreneurs in the developing world are applying the classic principles of division of labour and economies of scale to surprising areas such as heart operations and cataract surgery, reducing costs without sacrificing quality. They are

Continued on page 26

College Honor Society Leaders Meet in Boston

February 2010

East Lansing, MichiganGaye Andersen of Alpha Beta Gamma International Business Honor Society attended the annual council meeting of the Association College Honor Societies (ACHS), in Boston, Massachusetts, February 18-21, 2010. Ms Andersen is currently serving on the Board of Directors of ACHS and was elected to serve another three year term on that board. Andersen and 60 others leaders from across the country focused on how to promote programming to accomplish their missions, increase revenue, share management responsibilities, and create partnerships for member societies that will lead to more effective operations in lieu of today's economy.

Bill Suneson, co-founder and President of the Next Generation Insurance Group, and colleagues from Bank of America and Liberty Mutual discussed ways honor societies could create partnerships that would be exclusive to their membership. These professionals imparted valuable information that would help to improve society visibility as well as yield positive financial returns for non-profit organizations.

Associate Dean Christopher Bosso, of Northeastern University in Boston, shared ideas about the role of honor societies and their social responsibilities. He affirmed that even though academic achievement is a major factor driving the honor society mission, the role of member societies should be toward promoting understanding of and service to the global community.

John Kusenski, director of pre-law programs and associate professor from North Carolina Central University, shared legal considerations regarding Honor Society Governance: Membership Organizations and the ABA Model Nonprofit Corporation Act.

The Dean of Students at Boston University, Kenneth Elmore, communicated valuable information regarding global issues, community development, and social justice concerns that need to be on the radar of student members of honor societies.

Elaine Leibsohn, Vice President of National Action Strategies at America's Promise Alliance, was the keynote speaker at the closing banquet and she disclosed information on honor societies and social action strategies. In her role with America's Promise, she leads the organizations national service learning campaign, business engagement, experiential learning, and career exploration initiatives.

Nancy Hensel, from the Council for Undergraduate Research, participated in a panel discussion with students in support of undergraduate research. Later, Will Marlow, President and Co-founder of Alumni Fidelity, discussed the importance of a positive alumni base for member societies. His company hosts an on-line fundraising platform for schools and non-profits.

The Association of College Honor Societies is dedicated to its 67-member council, which builds cohesive communities for national and international honor societies that exhibit excellence in scholarship, service, and governance. The national office is located in East Lansing, Michigan.

MUST READ...

Bill Gates, [Business @ the Speed of Thought](#) Some seminal thoughts on the world of e-business.

Spencer Johnson, [Who Moved My Cheese?](#) On accepting change in the workplace.

Michael Lewis, [The New New Thing](#) A biography of computer whiz Jim Clark.

Marcus Buckingham and Curt Coffman, [First, Break All the Rules](#) What 80,000 managers do differently

Mike Harry and Richard Schroeder, [Six Sigma](#) Management strategy for streamlining and succeeding.

Patricia Seybold, et. al., [Customers.Com](#) Successful Internet and e-business strategies.

Foolish Speed or Tragic Delay?

By Phillip Humbert, PhD

The English language is full of clichés, but few are more confusing than the conflict between “Fools rush in” and “Those who hesitate are lost.” How do we balance the “need for speed” with the advice to “look before you leap?”

We all know the necessity for planning and preparation. We know that success requires a strong foundation, careful thought, and precision. But, we are also advised to “strike while the iron is hot” and told “the early bird gets the worm.” What’s a person to do?

This confusion first struck me when I read biographies of Roald Amundsen and Robert Scott, the first two men to reach the South Pole. Amundsen was the more impulsive of the two. He landed on the shelf ice, unloaded his gear and took off. He got to the pole first, and he returned to tell the tale.

Robert Scott was more organized, and had better equipment. When he landed on the ice, he prepared carefully for the enormous challenge ahead. He was the better scientist and he, too, got to the South Pole. But he got there second and, because of his delay the Antarctic winter set in before he got back. After weeks of bitter and heroic struggle, he and his men died just eleven miles short of base camp and safety.

I was reminded of that this week while reading Edmund Morris’ biography of young Theodore Roosevelt. When he was 25, his wife died in childbirth and in his grief, Roosevelt made his first trip to the Dakota Bad Lands. When his guide quit, he plunged ahead with no idea what to expect. He was unprepared and might have died, but instead found a rugged wilderness that restored his health and in many ways created the man who later became president. Who could have guessed?

So how do we balance the impulse to “plunge ahead” with the cautious advice to “look before you leap?”

First, understand and honor your unique personality. Some of us are “planners.” For them plans, research and a methodical approach are required. Impulsive action doesn’t work for them, and that’s fine! But others are built for speed. They see opportunity and want to act quickly. That’s good, too! People are different and have different styles. Whatever your preferred style, success comes from designing your life and creating boundaries so you are (mostly) exposed to the opportunities that work best for you.

But secondly, successful people understand and work with the limitations of their preferred style.

Some things in life must be grasped instantly or they are gone forever. Sometimes, if “you snooze,

you lose!” and if you are a planner, these quick opportunities won’t fit your natural preferences. Design your life so that, as often as possible, you have the time you need for thoughtful, careful consideration.

Others prefer the drama and thrill of speed. If that’s your preference, design systems that create lots of opportunities where you can “grab and go.” But, be aware of the downside risk. Some impulses, like driving too fast, can end in tragedy.

Finally, learn the art of flexibility. Few people are so extreme one way or the other that we can’t make exceptions when called for. Learn to analyze the true nature of the situation, and respond accordingly. Even if you strongly prefer careful planning, some situations call for immediate action and that’s alright! Go for it! It’s good practice and might, like Roosevelt’s ride into the Badlands, lead to amazing results. Other situations require detailed preparation and no matter how much your instinct is to jump in quickly, caution is advised. Winners recognize the difference and respond appropriately.

The key to success is not your inherent personality, but using it to your advantage. Design a life that builds on your strengths.

Success comes from designing your life and creating boundaries so you are (mostly) exposed to the opportunities that work best for you.

Copyright (c) 2009, all rights reserved.

www.philiphumbert.com or email to Coach@philiphumbert.com

Humor: Random Thoughts



I think part of a best friend's job should be to immediately clear your computer history if you die.

Nothing sucks more than that moment during an argument when you realize you're wrong.

I totally take back all those times I didn't want to nap when I was younger.



There is great need for a sarcasm font.

Was learning cursive really necessary?

Map Quest really needs to start their directions on #5. I'm pretty sure I know how to get out of my neighborhood.

Obituaries would be a lot more interesting if they told you how the person died.



Bad decisions make good stories.

You never know when it will strike, but there comes a moment at work when you know that you just aren't going to do anything productive for the rest of the day.

I'm always slightly terrified when I go to exit out of Word and it asks if I want to save changes to my ten-page research paper that I swear I did not make any changes to.

"Do not machine wash or tumble dry" means I will never wash this — ever.

I hate when I just miss a call by the last ring, but when I immediately call back, it rings nine times and goes to voicemail. What'd you do after I didn't answer? Drop the phone and run away?

I hate leaving my house confident and looking good and then not seeing anyone of importance the entire day. What a waste.

I keep some people's phone numbers in my phone just so I know not to answer when they call.



I think the freezer deserves a light as well.



Time Management

By Zane Wells

Managing your time is the key to developing a personal relation to time and maximizing the amount of useful time in a day. Effective time management can improve efficiency in your daily schedule. There are a few main tasks that I keep in mind when managing my time efficiently. Setting short and long term goals, defining your priorities, and planning out your time are three of the most important techniques to effective time management.

1. Short and Long-term goals

If someone does not have specific goals in mind then there is no drive to fulfill certain needed tasks in life. By setting obtainable short and long-term goals one can get a better understanding on what is needed for success in your everyday life. Goals tell us what is important to us and gives a specific and measurable task to achieve. Short-term goals are ones that you will achieve that day, within a week, or possibly that month. Long-term goals are ones that you will achieve in one semester, one year, or even up to five years. The first step to setting goals is to make goals that are useful and will benefit personal well-being. The second step is to write down the goals in a daily planner or type them in a document so that they can be revised if needed. I usually try to set more short term goals than long term goals. It is usually easier to start off with only a few goals and to slowly increase the amount as certain goals are reached.

Managing your time is the key to developing a personal relation to time and maximizing the amount of useful time in a day

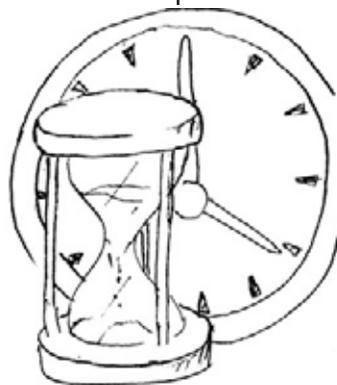
2. Defining Priorities

All successful time management begins with planning. Use a weekly calendar and a daily "To Do" list. Write down all of the things you want to accomplish today, including personal activities such as phone calls and going to the gym. This list is a reminder. Use it to set daily priorities-what must be done today? What can wait? Write a new list each morning. Use it to visualize what you must accomplish in that new day, providing focus to your day's activities.

3. Plan Out Your Time

Once your goals are down on paper and have your priorities defined the next step is to plan out your time so the goals can be completed in a timely manner. Figure out how much time you want each task to take and then plan your days, months, and even years around a certain goal or goals. Once you have designated a certain amount of time for each goal, then it is pertinent to put the goals into a timeline on a calendar. It is also important to give yourself extra time for each goal in case one takes longer than expected.

Having effective time management will not only help you with success in college, but later in life when you obtain your long term goals. Time management personally helps your well-being and is kind of relaxing to know that you have planned out goals in order and ready to be achieved.



Helping Others

By Tamara LaPosta

“There is more happiness in giving than in receiving.” - Acts, 20:35

In times of crisis, it's easy to find throngs of people who want to extend their hand to help others. It's in our nature to want to help a fallen brother. After terrorists attacked our country, we banded together and nurtured each other's wounds. When the floods destroyed New Orleans, the general public was quick to rally and assist. Following the devastating earthquakes in Haiti, the world came together to lend a hand. Equally as important are the silent heroes that extend a hand on any given non-descript day. In today's busy society, it can be hard to think about finding time to help others, and get “nothing” in return. More than ever, people are struggling here at home and worldwide. Unemployment is at an all time high. People are losing their homes and struggling to put food on the table. What motivates us to help? There is the human factor. We are able to connect with others. Helping others is good for the mind and soul. Then, of course, there is personal satisfaction.

In a society known for always wanting something for nothing, it's refreshing to know that there are people who will always do whatever is necessary receiving nothing more than gratitude in return. A helping hand doesn't have to be a grand gesture. Courtesies as simple as “hello” or “good morning” can make the difference between a good

day and a bad day. Even something as simple as a smile acknowledging someone's presence can mean the world to the person on the receiving end. Reaching out to others, in even the simplest manner, enriches lives. The people you help can end up being in your life for a long time. There is also contagiousness to helping others. Kindness begets kindness and has a pay it forward effect.

Studies have been done that show that when you help people, the body releases endorphins followed by a calmness, which relieves tension from the body, allowing the immune system to restore itself. Helping others is a natural wonder drug; it is a cure for all that ails you.

Nothing feels better than knowing you've helped someone or made their day a little better. The “halo” afterglow is affirmation that we are living our life with purpose. If we all take time to do one helpful thing a day, imagine how much better we would feel and how much better our surroundings would be. After all, the emergence of a healthy and positive culture can promote the health of a community. A small neighborly gesture can go far beyond the health of the giver.

Give up a seat for an elderly person, run a fundraiser, walk for hunger. Leave a penny, volunteer; bake a cake for your neighbor. Every little action counts. In the end, even if no one appreciates your actions, you will feel good. You never know when your smile may change someone's day.

The One-Minute TIP

Set it as your minimum standard to live a GREAT life, to make a difference and have some fun! Eventually, down the road one day, we all look back and assess our life and when that time comes, we want to smile, knowing we did it right. Set that as your standard, and go for it.



Published by: The Philip E. Humbert Group, Inc PO Box 50910 Eugene, OR 97405 U.S.A 541-342-1030

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

continued on next page

Continued from previous page

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

WELCOME!

2009 - 2010 New Chapters



Diablo Valley College
Alpha Tau Chapter
Ken Germann, Adviser

City College of San Francisco
Zeta Beta Chapter
Dennise Mullen, Adviser

Orange Coast College
Theta Zeta Chapter
Charles Zellerbach, Adviser

Danville Community College
Iota Zeta Chapter
Vince Decker, Adviser

The Art Institute of California – Orange County
Delta Phi Chapter
Dixie Towers, adviser

Miami Dade College - Kendall Campus
Gamma Rho Chapter
Maria Mari, Adviser

Waubonsee Community College
Iota Nu Chapter
Suzette Long, Adviser

Alpha Beta Gamma National Scholarship List

Albright College	Eastern University	Neumann College
Allentown College of St. Francis	Eckard College	New England Culinary Institute
Aquinas College	Elizabethtown College	New Mexico Institute of Mining
Arcadia University	Endicott College	New York School of Interior Design
Ashland University	George Washington U.	Niagara University
Aurora University	Gustavus Adolphus College	Northeast Missouri State U.
Babson College	Iona College	Northeastern State University
Barry University	Jackson State U.	Northeastern University
Bentley College	John Brown U.	Notre Dame College of Ohio
Bloomfield College	Johnson & Wales University	Nova Southeastern University
Bluefield College	Juaniata College	Pace University
Boston University	Kentucky Wesleyan College	Polytechnic University, L.I. Campus
Branford College	Keuka College	Rensselaer Polytechnic Institute
Brenau University	King's College	Robert Morris University
Caldwell College	Le Moyne College	Rust College
California Lutheran College	Lees-McRae College	Saint Vincent College
Canisius College	Lenoir-Rhyne College	Shenandoah University
Central Wesleyan College	Liberty University	Sonoma State University
Charleston Southern U.	Limestone College	Southern Wesleyan University
Chatham College	Lincoln Memorial University	St. Cloud State University
Clark Atlanta U.	Linfield College	St. John's University
Clarkson U.	Livinston University	Teikyo Marycrest University
College of Saint Rose	Long Island U, CW Post Campus	University at Buffalo
College of St. Scholastica	Manchester College	University of Pittsburgh at Bradford
Coppin State College	Manhattan College	University of Tampa
Daemen College	Marian College	University of Tennessee at Martin
DePaul U.	Mercy College	University of West Alabama
Drexel University	Merrimack College	Utica College of Syracuse University
Duquesne U.	Midwestern State U	Vincennes University
East Tenn. State U	Mississippi University for Women	Webber College



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

www.ABG.org

Living Life to Its Fullest: Enriching Life through Youth Mentoring

By Danielle Yakovetz

Winston Churchill was famously quoted, “We make a living by what we get; we make a life by what we give.” Youth mentoring fosters growth and inspires greatness in another person by giving the gift of knowledge. It is a fulfilling and rewarding act for both the mentor and his or her protégé, and it enriches the lives of many.

As a youth mentor volunteer, I’ve had the opportunity to build a supportive, non-parent relationship with an adolescent and directly impact the quality of her life. The particular mentoring program I am involved with focuses on inspiring young girls with an interest in the fields of Science, Technology, Engineering, or Math to pursue those interests—to see these areas as viable for study and to consider following career paths that, at present, are predominately male (Nobel, 2007). By working one-on-one with their protégés, mentors in this program can help eliminate the perception that these professions are “too hard” or simply “too masculine” to be attainable. The lives of these young women are immeasurably enriched by the experience, not just in the immediate sense but also in the shaping of their futures.

Acting as an adult role model for a young person is a positive experience for the mentor as well. It is a different role from that of a parent and enriches the mentor’s life in unique ways. A mentor is foremost a teacher but may also serve as a friend, a leader, and a confidant. As someone without children of my own, mentoring presents me the special opportunity to bond with a younger generation. The advancement of women in technology is a cause I resolutely believe in, so the opportunity to inspire a future gen-

eration of girls to become scientists, computer programmers, and mathematicians is intrinsically rewarding. It is believed that correcting the current gender imbalance currently demonstrated in the workforce will be vital for the long-term success of information technology (Nobel, 2007). I feel as though I am having a positive impact and helping to further a cause that is much greater than anything I could achieve as an individual.

Youth mentoring touches more than just the mentor and his or her protégé; it is a great way to enrich society by providing future generations the chance to build stronger communities and live their lives to the fullest potential. Young women in particular are serving a much larger role than ever before in the economic success of cities (Hackworth, 2006). Even those who

do not directly participate in a mentoring program can still benefit from a growing number of knowledge-empowered future leaders. One goal I am aiming to help realize with my mentoring efforts is to put a halt to regional “brain drain”—the tendency for technologically-minded youth to leave the area in search of better jobs when they grow up. Local job opportunities will become more plentiful when there is a strong pipeline of incoming talent to support them, and having an abundance of such workers can give communities many advantages (Hackworth, 2006).

There are many ways to deepen one’s experiences and create a supremely fulfilling and meaningful life. Gandhi urges, “Be the change you want to see in the world.” Certainly life is enriched if one is able to embody this change while simultaneously imparting the wisdom on others.



Hackworth, N. (2006). “City Leaders”. *City: The Community Issues Magazine*. Summer 2006 ed. Vol. 8. No. 3. Lexington, KY: Kentucky League of Cities.

Nobel, C. (2007, Jan 29). “Women in technology: A call to action”. *InfoWorld online magazine*. Retrieved March 12, 2010 from <http://www.infoworld.com/d/developer-world/women-in-technology-call-action-919>.

Creating, Living and Loving a GREAT Life!

By Phillip Humbert, PhD

What does a GREAT life mean to you? That is one of the most important questions an adult can ask – and answer.

Too many of us never really consider the question. We fantasize about having money or fame or perhaps owning a house in the Hamptons or retiring young enough to do what we “really want to do,” but we never rigorously decide exactly what our one and only, unique, GREAT LIFE should look like.

We all know that a great life does not happen by accident. A great life is not easy and it does not come with a diploma, a promotion, getting married (or divorced), having kids or retiring early. It cannot be inherited and it never comes as an accessory with the “goodies” of life. Sure, lots of money, a penthouse apartment, political power or winning the Nobel Prize are wonderful things and I encourage you to aspire to ALL of them.

But none of them will guarantee you a great life.

It seems to me that a GREAT life has a grand purpose, a central theme and a unifying vision. A great life is a lifestyle that is chosen “on purpose” and is lived in the service of a vision greater than itself. A great life is living “a life of one’s own” and it is invested, not merely spent.

Second, it seems to me that a GREAT life makes a great contribution. A great life uses its talents and abilities to make the world better for all of us. A great life stands up, speaks out, and gets things done. A GREAT life makes a difference and leaves the world better than we found it.

Third, it seems to me that a GREAT life leaves a path for others to follow. It is good to do great things; it’s even better to do great things and teach others to follow your lead. A GREAT life leaves a legacy. A GREAT life inspires the next generation

to go further, reach farther, dream bigger and achieve more.

I am convinced that every one of us has the right to a GREAT life. Greatness is not reserved for a lucky few, for the rich or the powerful, for the artistic or for any other category of people. A GREAT life is the birthright of every human being, whether we express greatness by designing tall buildings, or by teaching children to stand tall.

Greatness is our birthright, whether we express ourselves in business or government, in art or music, in parenting, or in any of the thousands of so-called “small” things. Most people remember a special teacher, and many of us had an uncle who taught us to whistle or a grandmother who taught us to read. Perhaps there was a neighbor who taught us to fish, who gave us our first job, or dared us to persevere when things were hard.

I love the story of the “star thrower,” about a man walking on a beach after a storm, throwing starfish back into the ocean so they won’t die on the shore. Someone criticizes him for wasting his time, noting there are millions of starfish, and the few he saves won’t make much difference. The man silently bends over, throws a starfish into the surf and replies, “It made a difference for that one.”

Set it as your minimum standard to live a GREAT life, to make a difference and to have fun doing it! Eventually, down the road one day, we all look back and assess our life and when that time comes, we want to smile, knowing we did it right. Set that as your standard, and go for it!



Copyright (c) 2009, all rights reserved.

www.philiphumbert.com or email to Coach@philiphumbert.com

Ethics in Business

By Elizabeth Faires

What are business ethics? A simple definition of business ethics is having a firm grasp of knowing right from wrong and always choosing the side of right no matter the cost to the individual or company. This should include the treatment of employees as well as consumers.

Individuals start learning ethics at a very early age from their parents and guardians in their home environment and their communities. Children are taught right from wrong and how to make the right decisions when issues arise. In the business world, choices must be made no matter the size of the business. For ethics in the workplace to be effective, they must be taught from the top-level on down through middle management to the lowest paid employee in the company.

The Enron scandal in 2001 and the current economic crisis were brought on by big companies such as Enron making the wrong decisions by placing greed before their loyalty to the employees and consumers who trusted them. Since then other harmful unethical business decisions have toppled the world economy and created a recession that has not been seen in over seventy years. The Enron scandal should have been a wake-up call to the world to revamp the way “big business” operates. The recent collapse of the banking industry has proven that Enron was only the tip of an enormous iceberg, and the world economy is the slowly sinking Titanic.

As recently as February 2010, the Toyota Company’s business ethics have come into question over its lack of concern for the safety of the consumer and for its desire to make as much money as possible after an internal memo was introduced to hearings over a safety recall. Toyota saved over 100 million dollars by limiting safety

recalls. So far, that decision has resulted in countless injuries and at least fifty known deaths.

Profits, profits, profits are the focal points across the globe for businesses in today’s economy, but at what cost? Toyota’s President stated that he was not aware of the memo in question that referred to a 100 million dollars savings to the company by limiting a safety recall. He did admit that the Toyota Company, all in the name of profit, had drifted from the original company’s philosophy of building a quality product.

One of the quickest ways to bring a company down is lack of trust from the consumer. If one consumer starts to question the ethics of a company, then that consumer tells close friends and relatives who will tell close friends and relatives, and the negative reputation of the company avalanches from there. This can also start to affect the employees working for that company if they start hearing negative feedback from friends. The local community’s trust in the company will be eroded, and the company will start to fail from the outside in.

For business ethics to work, the top executives need to take a closer look at what the company stands for, such as Toyota. The President of Toyota loosely stated that the company was going back to the founder’s philosophy of building a quality product and not for what profit could be earned by cutting corners and producing an inferior product. This is a big step towards instilling trust from the consumers back into a stumbling company.

Business ethics are not just the company but also the actions of the company from employee relations, suppliers’ business ethics and environmental impact on a local and global scale. Companies need to understand that everything they do needs to be done in an ethical manner and that all decisions should be reviewed with the understanding that ethics means doing right because something is right, no matter the cost to the individual or company.

For business ethics to work, the top executives need to take a closer look at what the company stands for

using new technologies such as mobile phones to bring sophisticated services, in everything from health care to banking, to rural communities. And they are combining technological and business-model innovation to produce entirely new categories of services: Kenya leads the world in money-transfer by mobile phone, for example.

Hope versus fear

All this is obviously good news for the billions of people who live in the BRICS (see article) and other developing countries. More consumers will have access to goods and services that were once confined to the elite. More than 90% of Indians and Chinese tell pollsters that they are optimistic about the future. Anand Mahindra, an Indian business leader, has described his dreams about the future as “not just colourful, but steroidal”.

What about the slow-growth rich world? Emerging firms are advancing on a greater number of fronts than the Japanese did 30 years ago and also advancing much faster, gobbling up Western rivals. Their charge will upset many established Western firms, which will face increasingly savage price competition, and also overturn many assumptions about the rich world’s competitive advantage. Many of globalisation’s most vocal supporters have justified the loss of manufacturing jobs in the West on the ground that the rich world will maintain an

edge in innovation; the clever jobs will stay at home. Emerging economies are not merely challenging that lead in innovation. They are unleashing a wave of low-cost, disruptive innovations that will, as they spread to the rich world, shake many industries to their foundations. All sorts of chief executives will scream for protection.

Change will indeed be painful for incumbents, as disruptive innovation always is. But cheaper goods and services will be a blessing for Western consumers, who are likely to face years of slow income growth. It could also be good news for rich-world governments, which are plagued with deficits even before the baby-boomers begin to retire. Frugal innovation may well prevent America’s health-care system (which already consumes 17% of its GDP) from swamping the rest of the economy. Clever ways of applying economies of scale and scope in new ways could boost public-sector productivity.

Moreover, it is in the nature of innovation to feed upon itself. Innovation in the emerging world will encourage, rather than undermine, innovation in the rich world. Western carmakers learned the techniques of lean production from their Japanese rivals, just as the Japanese had earlier learned the techniques of mass production from the Americans. This great insurrection, like its predecessors, will make us all richer.

“Worry is like a rocking chair — it gives you something to do, but it doesn’t get you anywhere.”

— Dorothy Galyean

“Don’t be afraid your life will end; be afraid that it will never begin.”

— Grace Hansen

“Do not go where the path may lead, go instead where there is no path and leave a trail.”

— Ralph Waldo Emerson

A Short Quiz

The following list is usually credited to Charles Schulz, the creator of the wonderful “Peanuts” comics. Wherever this quiz came from, it’s worth pondering.

1. Name the five wealthiest people in the world.
2. Name the last five Heisman trophy winners.
3. Name the last five winners of the Miss America pageant.
4. Name five people who have won the Nobel Peace Prize.
5. Name last year’s Academy Award winner for Best Actor or Actress.

The point is, none of us remembers the headliners of yesterday. They are the best in their fields. But the applause dies. Awards tarnish. Achievements are forgotten. Accolades and certificates are buried with their owners.

Here’s another quiz. See how you do on this one:

1. List three teachers who aided your journey through school.
2. List three friends who have helped you through a difficult time.
3. Name five people who have taught you something worthwhile.
4. Name someone who made you feel appreciated and special.
5. Think of five people you enjoy spending time with.

Easier?

The lesson: The people who make a difference in your life are not the ones with the most credentials, the most money, or the most awards. They are the ones that care.

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!

E-mail the following information to ceo@abg.org or fax this form to 914-785-6481

Name: _____

E-mail address: _____

Chapter: _____ College: _____

Website name: _____

URL: _____

Very brief description of site: _____
