

BETA GAMMA SIGMA News

Business Can't Succeed on Tech Alone

'Can we teach business people values, morality, ethics and judgment?'



Michael J. Birck, Chairman of Tellabs, Inc., speaks April 7, 2002 before an audience of business school deans at the Beta Gamma Sigma International Honoree Luncheon in Chicago. The Society honored Birck as its 2002 International Honoree.

This article is an excerpt of Birck's International Honoree Address.

I am proud to have been nominated for the Beta Gamma Sigma International Honoree Award. I have learned a bit about some of the activities you are pursuing and the things you are doing here, and I would like to address some of the issues that I think represent an important part of business going forward. These things may have escaped our attention momentarily in the last five years or so.

Let me begin with technology. Some would say we live in the age of technology, and I think in general it is fair to say that. That technology is pretty good; we are accustomed these days to some pretty heady stuff. For example, mapping the genetic structure – the human genome project – is a remarkable advance in a whole host of things related to more than just genetics, but the well-being and treatment of people's health.

The Hubble Telescope, out there in space, just recently repaired by some astronauts, which allows us to probe parts of the universe that we never knew existed. We can access almost any information we might have an interest in – and perhaps

some things that we don't – through the Internet. We have virtually limitless ability to communicate anywhere on earth by satellite, optical fiber and optical switches. We can hold in our hand global positioning system instruments that allow us to know exactly where we are and to identify exactly where we are going.

These are pretty remarkable advances, but just as clearly, technology doesn't solve all of our problems. Just think of Enron, the Middle East, terrorism, and Alzheimer's and other uncured diseases as sobering reminders that we've got a ways to go in a lot of areas.

Reflecting back on the technology area, we have indeed learned to map the human genome, but this is only the first step in an extraordinarily complex journey, one fraught with enormous ethical and social implications.

We can observe the vastness of the universe, and in doing so raise more questions than we answer.

The so-called Internet Economy has shown severe signs of stress over the last couple of years, and has faltered considerably. Many of those communications companies that my company depends on to sell our equipment to are thinking in terms of insolvency. The two most prominent satellite-based communication carriers are insolvent. Many in our industry speak of excess capacity, and in fact talk about a communications or bandwidth glut.

While we usually know where we are or where we're going, we're not always sure it's worth making the trip, or what the trip is all about.

So we have some challenges. But just as technology is essential to our lifestyle, so are some other things. I suggest that what we need, beyond the technology component, is a value system, a moral compass, self-reliance, patience, passion

(see Birck on page 4)

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BGS Principles Key to Scholarship Recipients

This spring, nearly 20,000 outstanding business students promised to uphold the principles of Beta Gamma Sigma during induction ceremonies held at BGS campuses across the United States, Canada and Hong Kong. In its continuing effort to reward the very “best of the best” of these students, the Society and its member deans awarded more than \$70,000 in student scholarships to be used during the 2002-03 academic year. Since 1988, nearly \$700,000 has been distributed through the Beta Gamma Sigma Scholarship Program. The program would not be possible without the generous support of BGS donors, including those listed on page 7 and 8 of this issue of the *BGS News*.

The following are two examples of this year’s scholarship recipients. Their dedication to academic success, combined with healthy doses of optimism and enthusiasm, ensures that their futures in the business world are bright. Beta Gamma Sigma is proud to be a partner in helping all of our outstanding scholars reach their potential as outstanding leaders.

As a junior majoring in business administration and accounting at the University of Alabama in Huntsville, **Tawanna Nation** strives for excellence. With a cumulative 4.0 grade-point-average, she has mastered excellence academically. Donna S. Reed, assistant professor at the University of Alabama in Huntsville, said Nation displays outstanding leadership potential as well.

Reed listed these attributes in describing Nation: “Very disciplined and hardworking; very mature.” She has a “keen intellect and good analytical abilities.” As a leader, Reed said Nation “provides excellent leadership for class

group assignments and has very strong ethics, excellent organizational skills, and is respectful of others’ opinions.”

In addition to her induction into Beta Gamma Sigma, Nation was selected to join Alpha Lambda Delta (freshman honor society) in 2000 and Phi Kappa Phi in 2002. She has received the University



Tawanna M. Nation
University of Alabama
in Huntsville

Women’s Club Scholarship, the Boeing Scholarship and the Academic Excellence Scholarship, and has been named to the Dean’s List and Honor-Scholar’s list on multiple occasions.

Nation said she feels very positive about her association with Beta Gamma Sigma.

“Beta Gamma Sigma represents honor, wisdom and earnestness – three very important traits that every leader must possess,” she said.

“Future employers will know that I have what it takes to be a leader and that I will perform to the best of my ability. I have proven myself to be one of the best in my class, and I will strive to be the best in my professional career.

“I am delighted to be a member of Beta Gamma Sigma, and I welcome all of the challenges that come with this designation.”

Nathan Bergman is typically cautious when it comes to accepting academic honors. The junior management major at the University of North Dakota said that’s because some of the “honors” have no real meaning behind them.

“In the past I have been nominated for miscellaneous awards and memberships but I never accepted or joined,” he said.

“This is partly because everyone and their

dog was nominated.

“BGS is different. Only the very elite from the junior class were eligible for membership. This stands out, and since I have a thirst to stand out in life, I accepted membership to Beta Gamma Sigma.”

He said he is glad he overcame his initial skepticism.

“I’m not exactly sure what it was that convinced me to accept the nomination as a member of Beta Gamma Sigma,” Bergman said. “It could have been my wife telling me I should go for it, or even my mother’s incessant nagging. But when it came down to it, I decided to accept because of the prestige that accompanied being a member. In hindsight, I was a fool for even slightly considering not joining.”

Bergman, a 4.0 student ranked No. 1 in his class, is currently working part-time in Wal-Mart’s management training program. He has worked for the retailer since August 2000.

In addition to his induction into Beta Gamma Sigma, Bergman has been recognized for his outstanding efforts by the Future Business Leaders of America.

He has held the position of treasurer for the Marketing and Management Club at the University of North Dakota, and has received the T.M. Davidson Scholarship for academic excellence.

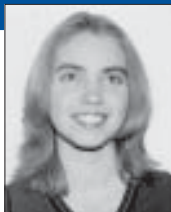
“Hopefully I will be able to take as much as possible from Beta Gamma Sigma as past members have taken,” he said. “The values of BGS will be with me throughout the remainder of my college career, and will also accom-

pany me in my future business life. It is important to have a set of values and beliefs that govern day-to-day activities, and I am anxious to apply the ones carried by Beta Gamma Sigma to my professional career.”



Nathan W. Bergman
The University of
North Dakota

Beta Gamma Sigma 2002-03 Scholarship Recipients



Carol L. Adams
University of Alabama
at Birmingham



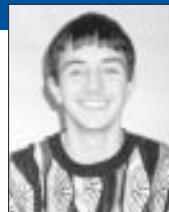
Ashley K. Niblett
University of Arkansas



Brandon H. Flinchum
Appalachian State
University



Nancy L. Giesman
Ball State University



Nicholas Federowicz
Bryant College



Wong Wing Yan
The Chinese University
of Hong Kong



Matthew J. Nemes
Coastal Carolina
University



Peter N. Toma
University of
Detroit Mercy

A Message from the New BGS President

Greetings! I am both honored and humbled to serve as your new President of the Board of Governors of Beta Gamma Sigma.

I am honored to be part of an organization whose members both embrace and reflect its mission statement, namely, "...to honor and encourage academic achievement in the study of business and personal and professional excellence in the practice of business."

I am humbled by the commitment and efforts of the many individuals who make Beta Gamma Sigma such an outstanding organization. These include the faculty advisors at the 371 schools that have chapters, the deans and department heads who provide strong support, the members of the Board of Governors, Dean Quiester Craig, the outgoing (in several ways) president, the volunteers who help direct our alumni chapters, the organization's superb administrative staff and of course, most importantly, the alumni and students who have achieved the credentials enabling them to join Beta Gamma Sigma each year. This past year alone, more than 19,000 exceptional business students were inducted into the Society!

This spring I participated in a number of Beta Gamma Sigma induction ceremonies. As new inductees listened to and accepted the principles represented by the Greek words Beta, Gamma, and Sigma, it was clear that they were committing themselves to something very important and very timely. Let me quote a few sentences from the induction ritual, which describes what Beta symbolizes:

Beta is the initial letter of the Greek word BEBAEOS, which signifies honor.



Dennis Weidenaar

- Honor is personal integrity and excellence of character.
- All honorable persons conscientiously seek to recognize, to uphold, and to encourage that which is ethical and which is just.
- All honorable persons recognize their duties before they demand their rights.
- They respect law and promote order not because of a negative fear of sanctions but because of an affirmative conviction that a good society requires the stability which order provides.

- Honor is a guiding star, which encourages altruism, enlightened social responsibility and service rather than selfishness.

For some of you, many years have passed since you committed yourselves to these important principles, but recent events indicate they never have been more important. I am honored to be associated with an organization with such relevant principles defining its membership.

Under the leadership of the Society's past two presidents, Quiester Craig and Don Parker, Beta Gamma Sigma has reached out to its membership to meet the rapidly changing environment in which business is conducted. These changes include globalism, shorter employment and career cycles, vastly widened communication opportunities and the critical importance of leadership. We are all deeply indebted to Quiester and Don for their vision and efforts.

As we look ahead to the next two years, we are committed to embracing the reality of globalism by increasing the number of international chapters. We will seek to enhance the effectiveness of alumni chapters as vehicles for developing

(see Weidenaar on page 6)



Key Notes

B-Zine Email Newsletter

Have you received the Beta Gamma Sigma B-Zine? It's the Society's newest tool to keep its members informed about current business topics.

This email newsletter covers a current "hot topic" in the world of business and includes an original article from us and links to several articles available on the web.

To be included in the next e-mailing of the B-Zine, just send your name and email address to:

b-zine@betagammasigma.org

BGS LogoLine

Would you like to display your pride in Beta Gamma Sigma membership at the office? How about a gift for that special BGS member? The BGS LogoLine has what you need.

Check out the latest selection of BGS apparel and gift items at: www.betagammasigma.org/apparel.html or call or email the Central Office to receive the full-color LogoLine catalogue.

There's something for everyone – from t-shirts, sweatshirts, golf shirts and caps, to mugs, paperweights, portfolios and business card holders.

Avis Discount

Beta Gamma Sigma members receive special Avis car rental rates by using Avis Worldwide Discount Number L492070.

Not only do members receive a discount on their car rental, but the Society benefits as well. Every time members use the number on their Avis contracts, regardless of other over-the-counter promo rates or discount agreement rates, Beta Gamma Sigma accrues benefits.



Stephanie L. Ramsey
Eastern Illinois University



Brian L. Beirne
Fairfield University



Matthew J. Chambless
Georgia Southern University



Carol L. Gardner
Indiana University-Purdue University at Ft. Wayne



Kathryn R. Thomas
Indiana University South Bend



Timothy E. Emmet
James Madison University



Nolan Kirby
La Salle University



Candace D. Williamson
Louisiana State University, Shreveport

Birck (cont. from page 1)

for learning, and judgment. Those are things that don't normally come with a technology degree, and I suspect that over the past few years they haven't necessarily been a part of a business degree, either. I think both areas need to rethink some of their fundamentals.

Many of these things should have been learned in the home and in our primary and secondary schools, but we know that is not always the case. In fact, it's quite rarely the case. I



suggest that higher education has a very vital role to play in all of these areas. And business has to clean up its act. Together, higher education and business can accomplish some things that will keep out – in my judgment – undesirable intrusions into what we do. I don't think government intervention is the solution to the kinds of problems that we are seeing in either technology or business, but if we don't clean up our act, we are going to have an intrusion that we don't like.

Let's think for a moment about the first two things on the list – a value system and a moral compass. Can anyone refute the notion that most of the business issues that preoccupy us today have to do with the meager supply of both of those items? We are sickened to the point of depression over the ongoing revelations concerning Enron and Arthur Andersen – a continuing saga of greed and power and arrogance.

Others are engaged in the same sorts of things. There is no shortage of opportunities to improve the situation. Last week I saw in the Wall Street Journal that Xerox – one of those respected "older" names in technology – agreed to pay a \$10 million fine to the SEC and restate earnings for the last four years, without admitting that they

did anything wrong and obviously without taking credit for having done anything right. Something is wrong when problems like these affect a technology leader – and a business leader – and they have to be corrected by the SEC and judges.

In my industry – the telecommunications industry – we've had some interesting examples of how things ought not to be done. Winstar, a startup that was highly competent in the early part of this decade, is now bankrupt. Global Crossings, a company that emerged from a startup eight years ago, has just recently declared bankruptcy and represents one of the biggest bankruptcies ever. Someone we had hoped to be a major customer of ours, Qwest, has not declared

bankruptcy but can be included in the category because they are on that path. So are companies like MCI Worldcom and Williams Communications.

Think about Qwest. Here's a company that last week notified the SEC and their shareholders that they were about to take a \$20-\$30-million charge to earnings. Now, Qwest was a startup that never made an operating profit and they acquired a well-established local exchange carrier called U.S. West and put the two companies together. They paid \$35 million for U.S. West in 1999, and combined they are worth substantially less than that right now – less than half that.

But that hasn't stopped the people who founded Qwest from enriching themselves. One of those, Phil Anschutz (founder and chairman of Qwest), before the real nature of that organization became known, cashed in \$2.5 billion worth of stock. Who's left holding the bag? You and I and other investors. The president of the company, Joe Nacchio, took out \$300 million before the stock took an enormous tumble. He also had a \$3 million per year salary package, and when asked about that

in a stockholder meeting, he said he thought he should be paid more than a second baseman because he brought more value to the program. I'm not so sure about that.

Global Crossings enriched its founder, Jeff Winnik, by half a billion dollars or more before they declared bankruptcy, and there were a few others involved, as well.

In my view, these things represent the triumph of greed over good business practice. Your business is establishing and planting in the minds of people what good business practice is. There are some longer-term implications of all this. One of those is the trust and confidence that investors will place in companies like

mine. If those businesses are not capable of engendering trust and the confidence of investors, then our entire business structure is in some disarray.

We have to, I think, begin at the point in the development of careers of the folks that you represent to do something

about this. Time, nature and the courts have a way of dealing with the exceptionally greedy – the likes of Ken Lay and Jeff Skilling. I'm more concerned about the myriad others aspiring to great wealth instead of focusing on building true value.

You need to be constantly emphasizing to the embryo business people that you deal with, and then we in the business community need to reaffirm on a day-by-day basis – particularly with the young people who join us – the need to focus on value. As I said before, I don't think government is the answer. I don't think we need more laws. That doesn't work. It's got to be inculcated in people's hearts and minds at the time they are forming their ideas on how to be in business.

Can you – or we – teach embryo business people values, morality, ethics and judgment? Well, I think maybe we can.

(see Birck next page)



Beta Gamma Sigma 2002-03 Scholarship Recipients (cont.)



Jacqueline A. Meyd
Loyola College
in Maryland



Jennifer A. Betz
Marquette University



Anne Channel
Middle Tennessee
State University



Carrie A. Bogart
University of North
Carolina at Greensboro



Michael T. Melby
University of
Notre Dame



Lynn M. Cadrin
Quinnipiac University



April R. Adkins
Radford University



Chiquita L. Baylor
Southeastern
Louisiana University

Birck (cont. from page 4)

- *In some cases it has to be done by example, and we can all provide a good example.* It can always be done by emphasizing the values that businesses cherish, and accountability is a big part of that. Teaching people to be accountable is an important element in teaching them to be good business people.

- *One of the ways to do that is by setting goals and high standards.* You're here attending a conference put on by an organization that represents precisely that – high aspirations in scholarship and goals in careers – and provides the kind of guidance to youngsters, to students, to those entering business, that says standards are good and accountability is important.

- *Higher education and business both need to emphasize openness and action rather than schemes and strategizing about how we can, for example, make revenue when it really isn't revenue.* That's how

some of these companies have gotten themselves in trouble. They began to look at revenue growth as the most important part of business. I think we're now returning to a time when people recognize that profits are a little more important than people thought for a long time.

- *We need to emphasize management processes over structure.* That hasn't always been the mentality in business, I can assure you. Doing things the right way, and doing the right things, are much more important than what an organizational chart looks like or how a business is structured.

- *By developing capabilities and broadening perspectives instead of trying to control behavior.* I don't particularly care if someone isn't at work an hour before we have an official starting time, or even



whether or not they're there when the bell rings, so to speak. I'm more interested in what they do when they are there. We're not punching time clocks; we don't have time clocks, even in our manufacturing operations, for that reason. We're more interested in what goes on when people are there, and if they are engaged they'll be there in adequate time to get done whatever task is before them.

- *By developing skills that help students and employees approach, comprehend, analyze and use information effectively, regardless of the subject matter.* I often talk to engineering graduates. Every time I've done that, they really didn't want to hear about technology, per se, they wanted to know how to start a business. The first question they always ask is, "What do I do first?" They all think the first thing to do is talk to a lawyer and get a charter or something. I tell them, no, the first thing to do is develop a business plan that makes sense.

- *It's important to emphasize entrepreneurial behavior.* I think that's a universal need in business. As a young manager I started my career at Bell Laboratories, which at that time was part of AT&T, and I lasted six years there. I was entranced by the technology and the access to the world's authority on almost anything technical somewhere in the organization, but what I couldn't stand was the bureaucracy.

It was stifling. Bureaucracy stifles an entrepreneurial approach to things, which includes optimism.

- *By developing the ability to work together as a team and to think independently without a whole lot of supervision.* Whenever we interview someone – whether it's a technology person or a business person – we seek to find out, "What do they know about working as part of a team?" Nothing worthwhile gets done by an individual.

- *By developing judgment.* Now, how do you develop judgment? Well, by example.

Judgment to some extent is a matter of experience, a matter of intelligence. It is knowing what matters, what counts. It also has something to do with knowing what's right and what's wrong.

- *By insisting on the ability to communicate.* To succinctly make a point, and to be able to do it through the written word, the spoken word or by listening, is an important element in education and business, as well. We typically find someone coming into the workforce that is deficient in one or more of those areas. They know how to read a P-and-L or balance sheet, but when it comes time to disclose what they've learned, they find that it's a little more difficult. Communication may be the most important element in business.

- *We need to get back to using a judgment-based approach when reporting results rather than a rules-based approach.* There are too many smart people out there who are very adroit at working around the rules. If you put enough really smart people on a project to work around the rules, they'll figure out how to do that. But if those people have as their perspective judgment – "Does this make business sense?" – we don't spend so much time trying to work around the rules.

Those are some of the things that I think represent some needs, and the inser-



tion of values and a moral compass into the embryo portion of a business person's career – reinforced by business itself focused on these kinds of things – makes an awful lot of sense. I think that's what we have to set as our goal.

Make sure that you pay some attention to things called values, morality and ethics. To re-establish that trust is absolutely necessary for the kind of business world that we all want to see.



Julie M. Delano
University of Southern Maine



Eric S. Forti
State University of New York at Binghamton



Peggy S. Witt
The University of Texas at Tyler



David S. Randolph
University of Tulsa



Candice M. Rhodes
Valdosta State University



Jennifer L. Ranta
Valparaiso University



Matthew C. Moyer
University of Vermont

Additional 2002-03 Beta Gamma Sigma Scholarship recipients will be pictured in the Fall 2002 issue of the BGS News.

Meet the BGS Board Members

As a continuing feature, the BGS News introduces members of the Beta Gamma Sigma Board of Governors. These individuals provide invaluable leadership to the Society and help plot the course for its future. Several individuals were elected to the Board at the Biennial Business Meeting in April 2002, including the two featured in the following articles. Their terms run from July 1, 2002 to June 30, 2006.

Yash Gupta

A strong supporter of Beta Gamma Sigma and its programs, Yash Gupta became Dean of the University of Washington Business School and Kirby L. Cramer Chair in Business



Administration in August 1999. Prior to his move to Seattle, he was the Dean of the University of Colorado-Denver College of Business and Administration.

During his seven years at UC-Denver, he turned a young, relatively unknown institution into Colorado's fastest growing business school with new programs, five new research centers, a new board of advisors and a prominent reputation in the Denver business community.

Gupta was born in India but completed his schooling in both India and England. He received a master's degree in production management from Brunel University of West London and a Ph.D. in management sciences from the University of Bradford. After several years as a senior consultant with London-based Coopers & Lybrand, Gupta accepted a position as assistant professor at the University of Newfoundland.

Two years later, and now an associate professor, he joined the University of Manitoba, where he became a department chair in 1984. In 1988, Gupta accepted a position as Frazier Family Professor at the Louisville School of Business and later became coordinator and senior research fellow for the university's Telecommunications Research Center.

Gupta has had over 160 journal articles published internationally and serves as a reviewer and editorial board member for many leading journals. He publishes so prodigiously, he was awarded the University of Louisville President's Award for Outstanding Scholarship, Research and Creative Activity in 1991. In 1994 and 1996, he was ranked in the U.S. as the most prolific scholar in the area of operations

management.

With Gupta's leadership, in 2000 and 2001 the BGS chapter at the University of Washington successfully nominated two individuals for Beta Gamma Sigma's prestigious Business Achievement Award.

Lynne Richardson

Lynne Richardson is Dean and Professor of Marketing in the College of Business at Ball State University in Muncie, Ind. Previously, she served as Associate Dean and Professor of Marketing at the University of Alabama at Birmingham (UAB). In 1989, Richardson received her Ph.D. in marketing from the University of Alabama. She earned her MBA from UAB in 1983 and her bachelors in marketing in 1980 from the University

of Montevallo.

Professionally, she is a member of the Business Accreditation Committee for AACSB International and is a Past President of the Birmingham American Marketing Association Chapter. Her teaching and research interests are in the areas of professional selling and channels of distribution.

Although she is new to the Beta Gamma Sigma Board of Governors, Richardson is very familiar with the Society at the collegiate-chapter level. During her time at UAB, she served as faculty advisor and president of the chapter for six years. She said as a Board member, she would like to help chapters make the most of their Beta Gamma Sigma opportunities.

"My main goal is to help figure out ways for schools to promote the relevancy of Beta Gamma Sigma to invitees in order to increase the acceptance rates, especially at those schools where the rates are lower," she said.



In Muncie, she is a member of the Board of Directors of the American Heart Association and the Muncie Children's Museum. She has also been tapped to serve on the Executive Committee of Vision 2006, an economic development project of the Muncie-Delaware County Chamber of Commerce. She serves in a variety of local

volunteer positions.

Richardson served as a consultant and speaker on various marketing topics for Birmingham-area organizations, including Xerox.

Weidenaar (cont. from page 3)

new contacts with fellow members of Beta Gamma Sigma. Through the availability and expansion of BetaLink, we will increase our communication with and between members of the Society.

By continuing the Student Leadership Forum we will enhance the

leadership skills of our newest Beta Gamma Sigma members. In an exciting development, the Society announced the establishment of the F. Byron Nahser Leadership Award, which includes a \$2,500 award. All of the students participating in the Student Leadership Forum will be eligible to compete for the Nahser Award, which may be used to help pay for

the following year's studies. One student will be chosen and presented the award annually at the Forum. This is another great example of Beta Gamma Sigma doing more for its members.

These are demanding times, but who can better address our business challenges than members of Beta Gamma Sigma, the best in business!

Beta Gamma Sigma Contributors

February 21 - May 31, 2002

Contributors to Beta Gamma Sigma are recognized in club categories and named in each issue of the *BGS News*. Members of the President's Club have given \$1,000 or more; the Key Club - \$500 or more; and the Century Club - \$100 or more. The current listings include those who have given during the period March 1 - May 31, 2001. President's Club and Key Club contributors are featured on page 8.

CENTURY CLUB - \$100

Arizona State University
William Weise

University of Arkansas
Julia P. Mobley

University of Baltimore
Frederick J. Kelly

Baruch College, CUNY
Anthony K. Adjei
William E. Oakley

Baylor University
David M. Jacobs

Bentley College
Ronald J. Torres

Bradley University
Debra L. Bernstein

California State University, Long Beach
Gary M. Greytak
Russell E. Walker

University of California, Los Angeles
Steven R. Cohen
Richard S. Taylor

University of Chicago
Denis E. Springer

University of Colorado
Harvey A. Everett

Columbia University
Earle W. Kazis
Diana M. Sattelberger

University of Detroit Mercy
Phares A. Noel
Peter T. Swallow

East Carolina University
Jerome P. Janssen, Jr.

Florida State University
Robert Gilliam
Angus C. Morrison

Fordham University
Andrea T. Kiefer
William J. Malachowski

George Washington University
Eric M. Schaufert

University of Houston
Paul S. Lindholm

University of Illinois
John H. Barnes
Clifford R. Buys

Indiana University
Charles D. Baillie
Thomas S. Hoelle
Robert C. Purcell, Jr.
Hugh A. Sanders+

Indiana University Northwest
Kay A. Humes

University of Iowa
Jeffrey B. Warner

University of Kansas
Edward C. Burns

Kent State University
Theodore A. Simon

University of Kentucky
William D. Morris

Lehigh University
Eugene Mercy, Jr.

University of Louisiana at Monroe
Saul A. Mintz

Loyola University Chicago
Joseph A. Benjamin

Marquette University
Sean M. Finnigan
Keith O. Hanson
Theodore C. Rogers*

University of Maryland
Margaret Hicks
Curtis L. Scribner+

University of Miami
David R. Frum
Ray M. Shaw

Michigan State University
Karen A. Everett
Philip E. Lippincott
Alexander C. McKeen
Stephen P. Stonestreet

University of Michigan
A. P. Bartholomew, Jr.
Susan P. Tournier

University of Minnesota
Hugh A. Barker*
David G. Croonquist+
James B. Dagnon

University of Nebraska-Lincoln
Harold D. Kube

New York University
Alice R. Buedden
Lester H. Lieberman

New York University Graduate School of Business
Michael Fleming
Dwight A. Kellogg

Northern Illinois University
Denis M. Desmond

Northeastern University
Denise M. Sample

Oakland University
C.S. Bud Kulesza

The Ohio State University
Ralph E. Kent*
Charles Plum

University of Oklahoma
Charles T. Doyle
Sterling L. Sawyer
John F. Y. Stambaugh

University of Pennsylvania
Thomas L. Markl

Purdue University
Timothy M. Rooney

Rutgers, State University of New Jersey Newark
Michael T. Bucci

Samford University
Carl W. Gooding+

Santa Clara University
Jacque M. Hansen

Seattle University
David M. Cass
Stephen F. Norman

University of South Carolina
James M. Mancini

University of Southern California
Emeline R. Adwers
Jay H. Grodin
James O. Stolaroff

Southern Illinois University at Carbondale
Roy A. Causey

Southern Methodist University
Cher E. Thomas Jacobs

Syracuse University
Frederick H. Weeks

Temple University
John W. Wilchek

Texas A&M University
Jim Plummer

The University of Texas at Austin
Grant A. Fuller
William E. Rosenthal

Washington and Lee University
Julian B. Mohr
Peter B. Taylor

University of Washington
Philip R. Bogue

West Virginia University
Russell L. Isaacs

Western Michigan University
David R. Mitchell

College of William & Mary
Eric R. Maggio

University of Wisconsin-Madison
Keith A. Bouterse, Jr.
Rodney R. Rohda
Jon G. Udell

MATCHING GIFT CONTRIBUTORS

Aon Foundation
Lisa S. Kremer

Alliant Energy
Keith A. Bouterse

Bank of America
Beth A. Inlander

BP Foundation, Inc.
Cynthia P. Rogan
Janis E. Van Sandt

Compaq
Lorraine P. Steele

Fidelity Investments
Dorothy J. Law

John Hancock Financial Services, Inc.
Gregory Phelps

Intel Foundation
John Lyman

The Northern Trust Co.
John Fisher

Philip Morris Co., Inc.
Hector Alonso
Charles Benesch
Kimberly A. Starke

SunTrust
John McIntyre

Symantec Corporation
Taryn M. Bogonovich

Tomkins Corporate Foundation
Raymond A. Ostanek

Washington Mutual
Darlene K. Winslow

*Directors' Table members
+Multiple/more than club level contributions since the last newsletter

Leadership (cont. from page 8)

because the best students typically have so much to do in so little time. She said the Student Forum "gave us the time to self-reflect and develop paths for our futures."



Beth Leuck

"The time of reflection not only gave me an opportunity to evaluate my own personal values and beliefs, but also to learn from others. I learned so much from listening to other students who shared their life experiences, goals and aspirations."

Beta Gamma Sigma holds the next Student Leadership Forum this fall with the same goal of strengthening the leadership abilities and practices of its most outstanding student members.

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Helping Others Defines Medallion Recipients



Bernard J. Milano, president and trustee of the KPMG Foundation and founder of the Ph.D. Project, was a very successful accounting executive in 1993 when he made a critical observation with respect to the number of minority faculty members in U.S. schools of business. Of the more than 24,000 doctorally-qualified business faculty, fewer than 300 were minorities. He noted that diversity in the

workforce was supported by diversity in the classroom, but that diversity in the classroom was enhanced by diversity *in front of* the classroom.

With this influential perception, he exercised the vision and leadership to inspire his employer, KPMG, and other corporate and foundational supporters to recognize that the lack of minority faculty members was a major obstacle to minority enrollment in business schools. The Ph.D. Project was born.

By 2004, the number of minority faculty members holding Ph.D. degrees will exceed 850 – nearly three times the number in 1993. Today, minority professors who have matriculated through Ph.D. programs with the support of the Ph.D. Project stand in front of classrooms in dozens of states. Milano has inspired individuals toward a legacy of academic excellence that will continue to influence business schools.

Milano was nominated for the Medallion for Entrepreneurship by the Beta Gamma Sigma chapter at North Carolina A&T State University.



S. Truett Cathy, founder and chairman of Chick-fil-A Restaurants, believes business success should create a better community. And he certainly has found a formula for success. Currently, Chick-fil-A Chicken Sandwiches can be found in over 1,000 restaurants in 34 states, and at college campuses, hospitals, airports, supermarkets and school cafeterias.

Cathy's success has come through his commitment to customers and his dedication to his restaurant operators and employees. Since 1973, Chick-fil-A has awarded restaurant employees more than \$15 million in \$1,000 educational scholarships.

In addition, Cathy is committed to helping develop leaders among America's youth. In 1984, he took his commitment to educational support a step further by entering into a relationship with Berry College to create the \$24,000 co-op WinShape Centre Scholarship Program. Today the umbrella of the WinShape Centre, Inc. encompasses Camp WinShape and WinShape Homes, a foster care program.

The Beta Gamma Sigma chapter at Georgia College and State University nominated Cathy for the 2002 Medallion for Entrepreneurship.

Beta Gamma Sigma in the 21st Century

In significant milestones for both organizations, AACSB International selected **Carolyn Y. Woo** (left), dean of the College of Business Administration at the University of Notre Dame, to be the organization's next president, while Beta Gamma Sigma elected **Sara M. Freedman**, dean of the College of Business and Industry at Mississippi State University, vice president/president-elect. Freedman will become BGS president July 1, 2004.



These selections are significant because, when each

assumes her position, it will mark the first time either organization has been lead by a female president. Congratulations to deans Woo and Freedman, and good luck in your upcoming leadership roles.

Nahser Leadership Award

With Dr. F. Byron Nahser in attendance, Beta Gamma Sigma announced the formation of the F. Byron Nahser Leadership Award in April at the BGS Deans' Luncheon in Chicago. An award of \$2,500 will be presented annually to one participant at the Beta Gamma Sigma Student Leadership Forum.

Nahser, managing partner of Corporantes, Inc., and president and CEO of The Nahser Agency, leads the Forum discussion with his program, "What Kind of Leader Will You Be?"

Beth Leuck, a student participant at the 2002 Student Forum from Illinois State University, told the deans in attendance that the Forum was an enlightening experience.

"Dr. Nahser began the conference with this quote by Abraham Lincoln: 'If we could first know where we are, and whither we are tending, we could then better judge what to do, and how to do it.' As I sat and thought about

the purpose of the quote, I realized the weekend was developed to help students stop and reflect on their own lives and discover where they want to go; where they have been and what helped them get to where they are today."

Leuck said it is rare for student members to take the time to reflect on their past decisions **(see Leadership on page 7)**

Special thanks to the BGS President's Club, Key Club Contributors

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