



Beta Gamma Sigma International EXCHANGE

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A Marketplace of Ideas for BGS Members Around the World

Volume 1, No. 1 - Spring 2003



BGS Program Promotes Future Leadership Excellence

Student Leadership Forum participants John T. Richie (left, Samford University), Irina Kirton (University of Florida) and Nick Federowicz (Bryant College) work together on a team-building exercise.

Seventy-two student members came together in Baltimore, Md., Oct. 31 to Nov. 2, 2002 to participate in the Forum.

the responsibility that comes with a distinguished record. As recent corporate misdeeds have shown, achievement alone is not enough. High achievement must be balanced with character and conviction if someone wants to become an effective "leader."

The U.S. Small Business Administration website (www.sba.gov) says that ethics are the foundation of effective leadership.

"Business ethics are a hot topic these days... But along with this new focus comes a lot of 'gray area.' Many times, managers are forced to decide on issues where there are arguments on both sides – a problem that makes ethical decision-making very difficult."

Ethics was only one of the aspects of effective leadership covered at the Student Leadership Forum.

In one entertaining team-building exercise, students had the opportunity to work within their teams to build the perfect egg catcher. Each group was given a certain amount of artificial money to "buy" everyday items that could be used in the project during a special auction. The items included empty pizza boxes, cotton swabs, bubble wrap, newspaper, etc. The group

(see Leadership on page 2)

Student Selected First Nahser Award Recipient

As a new feature of the 2002-03 Beta Gamma Sigma Student Leadership Forum, each of the 72 participants was qualified to compete for the F. Byron Nahser Leadership Award. Kina L. Beale, a senior majoring in management information systems at Loyola College in Maryland, was named the first Beta Gamma Sigma Nahser Award recipient.

As part of the recognition, Beale was presented with a \$2,500 award, which may be used to help defray educational costs. The award was named after F. Byron Nahser, managing partner of Corporantes, Inc. and chairman and CEO of The Globe Group, in appreciation for his generous assistance at the first three Forums. His program, "Learning to Read the Signs: Uncovering the Values Driving Your Business and Personal Decisions", helps students at the Student Leadership Forum blend their personal values and career objectives as they move into the professional business world.

Beale said she was very proud to have won the award and participated in the Forum.

"This conference was an invaluable experience," she said. "It has allowed me to analyze my personal

(see Beale on page 3)

The Merriam-Webster Dictionary defines a leader as someone who "directs the operations, activity, or performance of." Leadership then, could be thought of as the ability to successfully direct others toward a common, successful conclusion.

The goal of the third annual Beta Gamma Sigma Student Leadership Forum, held Oct. 31 through Nov. 2, 2002 in Baltimore, Md., was to assist in the process of building strong leaders for tomorrow's business world. Students from more than 70 colleges and universities across the United States gathered to examine their personal character and values, and how these fit with their visions and expectations of their professional future.

Typically first-semester seniors from business schools accredited by AACSB International, the 72 participants were all recent inductees into Beta Gamma Sigma and therefore appreciative of the value of high academic achievement. But what many had not considered previously was

Student Leadership Forum Participants
(those not pictured in other areas of the BGS International Exchange)



Carol Adams
University of Alabama at Birmingham



Joseph Gyengo
Auburn University



Helen J. Davant
Baylor University



Christy Snow
California State Polytechnic University, Pomona



Kathleen Jackson
Clark Atlanta University



Justin Jenkins
University of Colorado at Boulder



Sarah Molseed
Creighton University



Jacqueline L. Werner
Creighton University

Leadership (cont. from page 1)

members had to work together to decide how much to spend on auction items, which design would work the best, and who would perform various functions within the group. All this had to be done within a certain time period and without instruction from outside sources.

Following construction, each team had the opportunity to drop eggs from increasingly high levels into the egg catchers on the ground. Whichever team dropped from the highest level without breaking the egg was declared the winner.

Experts agree that great leaders recognize and reward individual *and* group achievements. Warren Bennis and Patricia Ward Biederman, in their book *Organizing Genius: The Secrets of Creative Collaboration*, suggest that our society tends to glorify the individual while ignoring – or at least minimizing – the greater success achieved by individuals working together.

“Given our continuing obsession with solitary genius, reflected in everything from the worship of film directors to our fascination with Bill Gates and other high-profile entrepreneurs, it is no surprise that we tend to underestimate just how much creative work is accomplished by groups. Today, an important scientific paper may represent the best thinking and patient lab work of hundreds of people.

“Collaboration constantly takes place in the arts as well. A classic example is the Michelangelo masterpiece, the ceiling of the Sistine Chapel. In our mind’s eye, we see Michelangelo, looking remarkably like Charlton Heston, laboring alone on the scaffolding high above the chapel floor. In fact, 13 people helped paint the work. Michelangelo was not only an artist; he was...the head of a good-sized entrepreneurial enterprise.”

To reinforce the importance of teamwork, George Burman, member of the Beta Gamma Sigma Board of Governors and former professional football player, spoke on the topic of “Leading as Part of a Team”. Citing examples from various

The tremendous success of the 2002-03 Beta Gamma Sigma Student Leadership Forum would have been impossible without the generous contributions of the Forum’s corporate sponsors and the member contributors listed on page 7 and 8. The Society thanks those who have partnered with us in fulfilling our mission and objectives.

Corporate sponsors committed at different levels in support of this year’s Forum. Two partners pledged their support at the Platinum Level (\$10,000 or more): **Corporantes, Inc.** and the **KPMG Foundation**. The **Coca-Cola Company** and **Southtrust Bank** committed support at the Silver Level (\$2,500-\$4,999), while **Dow Jones & Co./The Wall Street Journal** committed at the Bronze Level (up to \$2,499).



Left to right: Jessica Lang, East Carolina University; LuJuanda Rogers, University of Detroit Mercy; Ashley Niblett, University of Arkansas; Christopher Buckley, Jackson State University; Laura Hill, Salisbury University; Nicole Papin, LaSalle University; and Kevin Brickman, Saint Louis University.

stages of his life – from college football player, to professional football player and Ph.D. candidate (simultaneously), to Dean of The School of Management at Syracuse University – Dean Burman stressed that to get anything worthwhile accomplished, leaders must have the right players in order to succeed.

“Leadership is about driving change,” Burman said, “especially in today’s dynamic world. It begins with a vision, requires determination and succeeds with a committed team.”

Finally, for the third consecutive year, F. Byron Nahser, Managing Partner of Corporantes, Inc., facilitated the main discussion and interactive session, “Learning to Read the Signs: Uncovering the Values Driving Your Business and Personal Decisions”. This program gave students the opportunity to consider what qualities and attributes were important to them as they transitioned from college to their professional lives.

Matt Chambless, a student representative from Georgia Southern University, said he learned a great deal from the activity.

“Ron Nahser’s program forced many of us to consider life issues that we may have been avoiding through a creative, rational process. It was greatly beneficial to me as it revealed that, underneath it all, the potential for leadership resides in all of us.”

Finally, the most lasting and valuable aspect of the Forum may have been the opportunity for a small group of very high-achieving management students to come together and share common – and diverse – experiences. Each of these members has the potential to become an outstanding leader in his or her chosen profession. Hopefully they will continue to build on the relationships and networks that were established in Baltimore.

“The Beta Gamma Sigma Student Leadership Forum was a motivating and comforting experience,” said Justin Jenkins from the University of Colorado at Boulder. “It was extremely beneficial to meet with business students from around the nation – to interact with them, listen to them, and learn from them. Thanks for a wonderful experience!”

Message from the President

As Beta Gamma Sigma continues to celebrate its 90th anniversary year, I thought it appropriate to highlight some of the special activities that took place the week of Feb. 19, 2003. Many collegiate and alumni chapters gathered their members and celebrated with the rest of the Society. After 90 years of recognizing honor, wisdom and earnestness – and nearly 500,000 members inducted – Beta Gamma Sigma has earned a place of distinction in the world of management education and professional business practice.

Some alumni chapters took advantage of the date to hold panel discussions with prominent local business leaders. Other chapters held networking receptions. Still others celebrated with “social” gatherings. Many members were able to take part in a variety of anniversary events.

The “Alumni Network” continued to expand on February 19 as the Society held kickoff events in the Phoenix and South Florida areas. Members had an opportunity to hear about the history of the Society, while at the same meeting they pondered the potential of these newly formed chapters. I offer a personal invitation to members in those areas to investigate the benefits of alumni chapter membership and become involved with others who were honored as “the best in business.”

In addition to special alumni chapter events, many collegiate chapters held special ceremonies and celebrations as well. From DePaul University to

the College of William and Mary, from Trinity University to the University of Arkansas, from Southeast Missouri State University to Ball State University, Beta Gamma Sigma and those inducted to membership were the honored guests. Cakes, balloons, special invitation ceremonies, guest speakers and many other events took place at scores of Beta Gamma Sigma schools.

I was fortunate enough to take part in a very special ceremony honoring Beta Gamma Sigma at Purdue University. The chapter highlighted the significant accomplishments of past inductees from Purdue and the special contribution the Society has made to the Krannert School.

Purdue Beta Gamma Sigma chapter advisor Jack Hatcher, Krannert School professor of accounting, spoke to the new inductees. He stated that, “Initiation into Beta Gamma Sigma is the most significant form of academic recognition at the Krannert School.” With the number of chapters and members who took part in the special celebrations, that statement could be applied to any of our colleges and universities.

Once again, I urge all of you to display your membership with pride in this 90th anniversary year. As we seek to navigate today’s troubled economic, social and political waters, the principles of Beta Gamma Sigma – honor, wisdom and earnestness – will continue to serve us well.



Left to right: Gina Bartolomeo, Villanova University; Matthew Chambless, Georgia Southern University; Dennis Weidenaar, president of Beta Gamma Sigma; Kina Beale, Loyola College of Maryland; F. Byron Nahser, Managing Partner, Corporantes, Inc. and Chairman and CEO, The Globe Group; Nicholas Federowicz, Bryant College; and Lucinda Nicklay, Ball State University. Beale was the recipient of the 2002-03 Nahser Award; the other students pictured were award finalists.



Beale (cont. from page 1)

values, my leadership skills, and determine how these values and skills will shape my life.”

Beale and other Forum participants were asked as part of the application process to write about “My Expectations of a Great Leader”.

“I expect great leaders to lead in a way that manifests their integrity,” she wrote. “Integrity means doing what is right. Integrity means using available resources to benefit others, not yourself.”

Beale is a very accomplished student and has compiled a long list of recognitions and awards. She received the 2002 William G. McGowan Scholarship from the Sellinger School of Business, the 2002 Junior Information Systems Award, and

the 2002 ALANA Scholar Award. She has received the Claver Scholarship, the Keelty Scholarship, the 2001 United Methodist Ethnic Scholarship, the Gift of Hope Scholarship, the 1999 Excellence Award for Spanish, and the 2001 Sophomore Business Achievement Award.

She is a student officer of the Beta Gamma Sigma Chapter at Loyola College, president of the Entrepreneurship Club, and a member of the Dean’s Student Advisory Council. She has volunteered her time and talents to Loyola College’s Academic Mentor Team, the D.C. Summer Initiative Program (mentoring sixth-graders), and Baltimore Action for Justice in the Americas.

LaJuanda Rogers
University of
Detroit Mercy



Kara Davenport
East Carolina
University



Heather Smoot
East Tennessee
State University



Joshua Yborra
Eastern Illinois
University



Gerald Buchman
Eastern Michigan
University



Joseph Panarelli
Georgetown
University



Stephanie Scherer
Georgia Institute
of Technology



Amy Ziobrowski
Georgia State
University



Christine Mounthongdy
University of
Hawaii



B-Zine Email Newsletter

Are you receiving the BGS email newsletter, the *B-Zine*? If not, it only takes a moment to join the almost 50,000 members who already get the newsletter each month. Just send your full name, the school where you were inducted into Beta Gamma Sigma, email address and mailing address to bzine@betagamma.org. Do it today and you won't miss another informative issue.

What kinds of issues are covered in the *B-Zine*? In one issue, the economic effects of the pending war in Iraq were discussed in a variety of professional articles. In another, valuable advice about 529 plans – the tax-free college savings plans that have exploded in popularity – was given by several well-respected sources. Still another issue examined the National Association of Colleges and Employers' (NACE's) *Job Outlook 2002* survey. Anything business related that is important to business professionals is a potential topic for the *B-Zine*.

Here's how it works. Each month BGS selects a current business topic and develops an original article or two about it. In addition, we comb the Internet looking for the most up-to-date news about the topic and provide links to that information.

Many BGS members have praised the format and content of the *B-Zine*.

"The format of this email pub is terrific!" wrote Sharon Pauli. "I like the quick transition to the topics, the brief 'headline' about content of each piece, the no-frills publication style (making it load quickly for those of us without a high-speed line)...and I like that they are on a current and relevant topic."

Commenting on the issue related to the economic effects of potential war in Iraq, one member wrote, "I am simply taking a moment to express my appreciation for this *B-Zine*. Someone has done a good job of selecting articles that concisely cover our most recent market concerns. Thank you."

If you would like to submit an idea for a future issue of the *B-Zine*, your input is welcome and appreciated. If you would like to be among the almost 50,000 members who receive timely information on current business subjects, make sure to send your email address to the Central Office at bzine@betagamma.org.

New Beta Gamma Sigma Career Center Coming in Fall 2003

Coming fall 2003, Beta Gamma Sigma will debut an exciting new feature that is sure to please many members. Because of numerous requests from job seekers and those looking to fill positions, the Society is planning an entirely new on-line job/career site that caters to members' needs. Beta Gamma Sigma has begun working on this new

project now to ensure that it meets the needs of as many members as possible.

Look for more information throughout summer 2003 at BetaNet - www.betagamma.org. We will also contact those members with an email address on file when the service is available.

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.

BGS LogoLine

Would you like to display your pride in Beta Gamma Sigma 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.betagamma.org/regalia.htm

or call or email the Central Office to receive the full-color LogoLine catalogue.



Shaun Mitchell
University of
Illinois at Chicago



Victoria Lavery
Illinois State
University



**Christopher
Buckley**
Jackson State
University



Jennifer Wange
James Madison
University



Kelly Wilcox
Kennesaw State
University



Lea Dorto
Kent State
University



Dawn Garrett
Longwood
University



Deborah Hiser
Loyola Marymount
University



Michelle Sisco
Loyola University
Chicago

Bill Moeckel: Former Beta Gamma Sigma President

Bill R. Moeckel, president of Beta Gamma Sigma from 1976-78 and dean emeritus of the School of Business Administration at Miami University, died Sunday, Feb. 2 in Oxford, Ohio. He was 77.



Moekel retired in 1987 from the university after more than 20 years as dean of the business school. Under his leadership the school tripled its enrollment to rank among the nation's top 10 in number of undergraduate majors.

In addition to serving as president of Beta Gamma Sigma, Moeckel served as a national officer of the Society from 1970-76. Moeckel held the position of vice president and was influential in the 1975 Beta Gamma Sigma decision creating the Board of Governors as the Society's new organizational structure. He also served in 1982 as president of AACSB (now known as AACSB International – The Association to Advance Collegiate Schools of Business).

ALUMNI NETWORK UPDATE

Atlanta Area Alumni Chapter

www.bgs-atlanta.org

Annual Meeting and Dinner - *May 20, 2003 (tentative date); Five Seasons Brewing, 5600 Roswell Road*

Speaker Event - featuring Jeffery S. Swanagan, Executive Director of the Georgia Aquarium - *June 17, 2003; Five Seasons Brewing, 5600 Roswell Road*

Monthly Speakers and Networking - *each third Tuesday, 6-9 pm; Five Seasons Brewing*

Boston Area Alumni Chapter

www.bgsboston.org

Chicagoland Alumni Chapter

www.betagammasigma.org/chicago.htm

Dallas/Ft. Worth Area Alumni Chapter

www.betagammasigma.org/dallasfortworth.htm

Houston Area Alumni Chapter

www.betagammasigma.org/houston.htm

Los Angeles Area Alumni Chapter

www.bgs-la.org

How to Network Effectively - *Late April / Early May 2003, Orange County. Please check the website or send an email to president@bgs-la.org for details on this and other upcoming events.*

Minneapolis/St. Paul Area Alumni Chapter

www.betagammasigma.org/twincities.htm

New York City Alumni Chapter

www.bgs-nyc.org

Philadelphia Area Alumni Chapter

www.betagammasigma.org/philadelphia.htm

Phoenix Area Alumni Chapter

www.betagammasigma.org/phoenix.htm

Executive Committee Meeting - *May 2003*

Networking and Golf Outing - *July 2003*

"Welcome Back" Meeting - *September 2003*

St. Louis Area Alumni Chapter

www.bgsstlouis.org

Happy Hour Get-Together - *April 16, 2003; Patrick's at Westport Plaza; Networking and Socializing starts at 5:30 pm; celebrate the end of the tax season!*

Achieving Success through Networking - *June 18, 2003, 6:30 pm; cost and location will be announced on the website.*

San Diego Area Alumni Chapter

www.betagammasigma.org/sandiego.htm

Networking Social and Annual Elections - *June 12, 2003, 6:30 pm; Busters Beach House at Seaport Village (619-233-4300). Check out the enclosed registration form for those residing in the San Diego Area.*

San Francisco Area Alumni Chapter

www.bgssf.org

East Bay Mixer (informal) - *April 16, 2003*
Career Success through Business Ethics - *May 15, 2003*

South Bay Mixer (informal) - *July 17, 2003*
Formal Event / Fall Elections - *October 16, 2003*

Seattle Area Alumni Chapter

www.betagammasigma.org/seattle.htm

South Florida Area Alumni Chapter

www.betagammasigma.org/southflorida.htm

South Florida Chapter May 2003 Alumni Reception - *May 20, 2003, 7:30-9:30 pm; Florida Atlantic University, Boca Raton Campus University Center*

Washington, D.C. Area Alumni Chapter

www.betagammasigma.org/washingtondc.htm

Investment Strategies that Work - Strategies for Dealing Financially with the Unexpected - *April 25, 2003, 6-8 pm; location to-be-determined; presentation by Audrey X. Croft, American Express Financial Advisors Inc.*

Beta Gamma Sigma regularly sends email updates to members about alumni events in their area. To receive these updates, please send your name, mailing address and email address to:

bgshonors@betagammasigma.org

AACSB (cont. from page 8)

accredited programs, including the best students inducted into Beta Gamma Sigma.

"More than ever, the world of business and how it is conducted is under harsh scrutiny. What students take away from their educational experience to the workplace helps shape the future course of business around the world. AACSB International intends to continue addressing the important issues affecting our chosen field, now and in the years to come."

AACSB International's mission is to provide global leadership in advancing management education through sharing best practices, professional development, and by setting an example that will inspire and motivate b-schools around the world. Trapnell said that BGS members, because of their successes, can help.

"I would ask members to please spread the word about AACSB International accreditation and continue to be proud of their election into Beta Gamma Sigma, whether it took place last year or during the last century."

JaLynda Parker
Mississippi
State University



Jesse Abraham
Monmouth
University



Cory Jenkins
Morehouse
College



Grace Mutahi
Morgan State
University



Marian Okwu
Morgan State
University



Amber
Henderson
Murray State
University



Clarence
Phillips, Jr.
North Carolina
A&T State
University



Lakila
Richardson
North Carolina
A&T State
University



Nicole John
The Pennsylvania
State University



Meet the BGS Board

When John Fernandes joined AACSB International – The Association to Advance Collegiate Schools of Business as President and CEO more than three years ago, he faced several serious challenges. Although AACSB had a long and proud history, the organization needed a visionary leader who could assist with development of a relevant mission for the future.

Prior to his selection by the AACSB Board of Directors, Fernandes was Executive Vice President and Chief Operating Officer for the Institute of Internal Auditors (IIA). He has extensive experience in association management and auditing, skills that were necessary to help AACSB achieve its goals. He holds a bachelor's degree in accounting and communications from Babson College in Wellesley, Massachusetts and a master's degree in public administration from the University of Houston.

Since joining AACSB, Fernandes has led a series of successful initiatives to make AACSB International membership more valuable for its member institutions. He was responsible for developing concrete goals and objectives for the association that included the development and start-up of *BizEd* magazine, now considered a "must-read" for management educators around the world, and the expansion of educational services offered to

Albert J. Niemi, Jr. is the dean of the Edwin L. Cox School of Business at Southern Methodist University (SMU) and holds the Tolleson Chair in Business Leadership. His areas of expertise are economic growth, economic forecasting and American business history. Niemi graduated cum laude from Stonehill College with an A.B. degree in economics. He earned the M.A. and Ph.D. degrees in economics from the University of Connecticut. Before coming to SMU, Niemi served as dean of the Terry College of Business at the University of Georgia from 1982-1996.

Niemi is an active teacher and scholar. He has taught more than 15,000 students and consistently has been recognized for distinguished teaching. Niemi has written six books and more than 200 articles for leading academic journals and business periodicals.

Since arriving at the Cox School of Business, Niemi has increased the school's national visibility. He is an effective fund-raiser and has increased the school's endowment from \$78 million to more than \$120 million. In addition, he has developed an MBA Global Leadership Program that provides all

members. He also ramped up efforts by the association to become more global, with AACSB membership and accreditation becoming increasingly sought after by business schools around the world.

Finally, he led the association during a period when its accreditation standards were being reviewed, analyzed and revised. New standards will be considered by the membership at the 2003 International Conference and Annual Meeting in New Orleans.

Fernandes, a member of the Beta Gamma Sigma Board of Governors since 2000, said the relationship between the two organizations is extremely important.

"There will always be a strong link between AACSB and Beta Gamma Sigma," Fernandes said. "First and foremost, only AACSB accredited institutions are eligible to form BGS chapters. Students who attain membership in BGS can be considered the best of the best, and are great ambassadors to educate their children, co-workers and others interested in attending business school about how important it is to attend an AACSB accredited institution."

Cox MBA students with a structured two-week global experience.

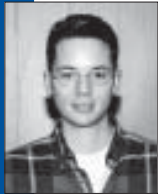
Niemi is active in the business community and speaks to numerous civic and business groups across the nation. Niemi serves on the boards of Titanium Metal Corporation, American Plumbing and Mechanical, and Bank of Texas.

Niemi is actively involved in the community and serves on the Executive Committee of the Dallas Council on World Affairs, the Board of Directors of the Hong Kong Association of North Texas, and the International Advisory Council of the Greater Dallas Chamber of Commerce.

In addition to his service to Beta Gamma Sigma on the Board of Directors, Niemi has worked extensively in business school and university accreditation. He serves on the Business Accreditation Committee of AACSB International and he chaired or served as a member on Accreditation Review Teams to more than 20 universities. He recently completed a three-year term on the Board of Governors of the American Association of University Administrators.



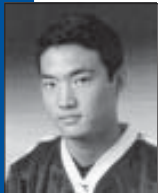
Jennifer Sanders
Purdue
University



Artie Livermore
Radford
University



**Michael
Gustantino**
Shippensburg
University



Dae Lim
University of
South Carolina



Sara McDonald
University of
South Carolina



Adrian Joseph
South Carolina
State University



Sara Westrich
Southeast
Missouri State
University



Timothy Kinkel
Southern Illinois
University at
Edwardsville



Lindsey B. Nix
Stephen F.
Austin State
University



John J. Fernandes



Albert W. Niemi, Jr.

Beta Gamma Sigma Contributors Nov. 1, 2002 - March 15, 2003

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 November 1, 2002 - March 15, 2003.

CENTURY CLUB

University of Akron

Michael J. Berthelot
David Leshner

University of Alabama

Whit Armstrong

Univ. of Alabama at Birmingham

John A. Pinkston

University of Arizona

Bruce C. McAlister

David P. McElvain

University of Arkansas

Joseph J. Miller

Julia P. Mobley

Auburn University

Vicki L. Bentley

Babson College

Carlo Rathe

Ball State University

John J. Carter

University of Baltimore

Nikolay E. Ratajczak

Baruch College-CUNY

Anthony K. Adjei

Adam M. Gross

Sally A. Guido

Harry A. Hamill

Bernard Hirsch

Peter D. Hopkins

Dr. & Mrs. Samuel G.

Ryan, Jr.

George T. Wendler+

Boston College

Jonathan A. Speros

Bennett S. Yee

Boston University

Gregory E. Hudson+

Gitta M. Kurlat, Esq.

Nicholas P. Pappas

Bowling Green State Univ.

Gregory P. McKinney

Univ. at Buffalo, SUNY

Paul F. Eckel+

University of California

Leonard A. Aplet

William D. Crawford

Marc J. Desoer

Leland E. Leisz

Wilbur H. Stevens

Henry F. Trione

Barbara J. Violante

California State U., Fresno

Susan L. Schweda

California State U., Long Beach

Assumpta L. Kiang

Richard A. Sundell

Russell E. Walker

California State U., Sacramento

Marcus J. Lo Duca

Margo Murray

Daniel K. Turner

U.C.L.A.

Irwin S. Field

Bernard D. Fischer

Raynor J. Klaris

Richard S. Taylor

Canisius College

Gerald C. Saxe

College of Charleston

Jerry Zucker

University of Chicago

Thomas G. Baker

Gerald R. Bouwkamp

Walter R. Danielson

Kamesh G. Venugopal

Clark University

Claire Mayday-Travis

Clemson University

John P. Harman+

University of Colorado

Katherine M. Hart

George C. Keely+

Univ. of Colorado at Colorado Springs

Eileen S. Burnley

Columbia University

Carl E. Favelukes

Diana M. Sattelberger

University of Connecticut

H. Douglas Porter

George G. Roller

University of Delaware

Judith A. Rusch

University of Denver

Charles H. Albi

Howard W. Grimes

Lowell A. Hare

DePaul University

Ellen Miller

Univ. of Detroit Mercy

J. F. Bradley, Jr.

Ronald J. Gdowski

Francis E. Westmeyer

Drake University

J. Robert MacNaughton

Steven J. Roy

East Carolina University

August F. Malson, II

Eastern Illinois University

Waldo L. Born

Jeffrey G. Scott

Emory University

John W. McIntyre

H. G. Pattillo

Florida State University

Donald R. Crisp

Charles N. Keye

University of Florida

John J. Slaboch

Fordham University

Colette M. Dalferes

Diane Kalkbrenner Turner

Francis Marion University

Frank H. Avent

George Washington Univ.

Donald B. Downs

Ian S. Newberg

Eric M. Schaufert

Georgetown University

Robert J. Almerini

Georgia Southern Univ.

Lewis M. Stewart

Georgia State University

W. Daniel Barker

Dale N. Davis

Larry F. Miller

University of Georgia

Kathleen P. Wilson+

Univ. of Hawaii at Manoa

James M. Kowalski

University of Houston

Marilyn M. Falkenhagen

Charles Russell Idol

Kenneth Rosenzweig

Elizabeth C. Starkey

Univ. of Houston-Downtown

Diane K. Nemer

Howard University

Tony R. Spires

Univ. of Illinois at Chicago

Dennis W. Baker

Daniel J. Phillips+

Indiana University

Warren O. Hilton

Thomas S. Hoelle

Erwilli R. Jackson

Elizabeth C. Parrish

Allen E. Rosenberg

R. Robert Snider

Indiana Univ.-Purdue

Univ. at Fort Wayne

Susan M. Hinds

Indiana Univ. Southeast

Joseph S. Chalfant

Iona College

Wilson Lukang

University of Iowa

W. Robert Berg

Jo L. Jones

Vernley R. Rehnstrom

University of Kansas

Edward C. Burns

Edward J. Healy

Helen B. Healy

Kent State University

George E. Stevens+

Lehigh University

Paul Caster

Louisiana State University

Virginia J. Kahnt

Loyola College in Maryland

Robert J. Byrd

I. H. Hammerman, II

Loyola Marymount Univ.

Colleen M. Zickgraf

Marquette University

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(Re)Introducing the **BGS International Exchange**

Did you notice something different about Beta Gamma Sigma's newsletter?

What better time to introduce a new name and look for the newsletter than during this 90th anniversary celebration? An anniversary is the perfect moment to look back at milestones and accomplishments, while at the same time gazing into the future with enthusiasm and confidence.

So with this issue the *Beta Gamma Sigma International Exchange* is born. Or, perhaps, re-born is the better term. Although there may be few who remember, the name *Beta Gamma Sigma Exchange* traces its history to March 1918, when it was the first publication printed by the national organization. In its premier issue, its editors at the University of Illinois explained that the name was a compromise of sorts.

"The general idea of all the suggestions (for the name of the new publication) was that a term used in business should be adopted. Although the object of this publication is primarily to convey news and exchanges of greetings among members... the color of business is expressed in its title."

The *Exchange* was printed regularly into the 1970s, generally with scholarly articles submitted by members of the Society. The *Beta Gamma Sigma Newsletter* and the *BGS News* – which most of you are familiar with – followed. We now return to a slightly modified name that served Beta Gamma Sigma well in the past.

Welcome to the new *Beta Gamma Sigma International Exchange*. We look forward to your comments and suggestions.

Beta Gamma Sigma

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The Value of AACSB Accreditation

Beta Gamma Sigma and AACSB International – The Association to Advance Collegiate Schools of Business share a long history. Since it was decided in 1919 that Beta Gamma Sigma was the exclusive honor society for business programs accredited by AACSB, the organizations have worked closely with the common goal of improving the value of management education.

Beta Gamma Sigma members should be proud not only for finishing at the top of their classes, but also for finishing at the top while studying at institutions accredited by AACSB International. Fewer than 450 of the top business programs around the globe (and fewer than one-third of those in the United States) have met the strict qualifications to achieve accreditation by this prestigious organization.

Jerry Trapnell, Chair of AACSB International and Dean of the College of Business and Behavioral Science at Clemson University, knows well the value of both organizations. As the Dean of a business program accredited by AACSB



International, he is involved with the BGS chapter at his school.

"I consider each of you to be important ambassadors for both your alma mater and AACSB International," Trapnell said. "Why?"

Because as a graduate, you know that your institution satisfied a set of rigorous standards that ensure a commitment to quality and continuous improvement.

"First and foremost, this accreditation represents the highest standard of achievement for business schools worldwide. The accreditation standards are updated in response to technological and societal changes, in order to keep them relevant to institutions, employers and graduates.

"BGS members can assist us in our quest to communicate the value of AACSB accreditation to a number of important audiences, including their children (who may want to follow in their footsteps and pursue a career in business), their employees, their co-workers, friends and neighbors. If members are in a position to hire business school graduates, we ask that they give serious consideration to graduates of AACSB-

(see AACSB on page 5)

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