

## 2009 Leadership Conference in the City of Lights

The 2009 Alpha Beta Gamma National Leadership Conference will be held April 5-8 at the MGM Grand Hotel in exciting Las Vegas, Nevada. In addition to the workshops and networking opportunities, the scholarship essay awards and the annual chapter awards this venue will offer Alpha Beta Gammans ample and varied recreational choices. Las Vegas offers activities for all—great entertainment (check out what is available and make your reservations early), fantastic shopping, awesome nightlife and the beauty of nature in the surrounding area.



It is time to polish up those essays, get your chapter materials together and make plans to head west for an exciting few days in April. It is time to get reacquainted with old friends, look forward to making new friends from other chapters and see what exciting things your fellow ABG's have been up to this past year.

Consider running for a national office—campaigning starts upon arrival! Please remember to make your conference reservations on time and consider presenting a workshop at the conference. Check out the website for an up to date look at all chapter awards and individual scholarship opportunities.

*We look forward to seeing everyone In Las Vegas next April!*

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NATIONAL STUDENT VICE-PRESIDENTS, 2008  
Ashley DeWall, Pensacola Junior College  
Michelle Nevels-Stacks, Pensacola Junior College  
Sergio Serratto, Westchester Community College  
DJ Tavernier, Vincennes University

## THE HONORS JOURNAL of Alpha Beta Gamma

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or [gaye.andersen@davenport.edu](mailto:gaye.andersen@davenport.edu)

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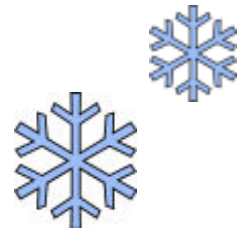
## Special Features this Edition

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- Tips and hints on how to succeed
- Humorous quips and quotes
- Resources for Alpha Beta Gammas
- ...and much more!



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### Editor's Note

Sitting here watching the snow fall and feeling the cold winter winds, I envy those of you in warmer climates! I sincerely hope that the holiday season (and the break from classes) was enjoyable for all of you, and I wish you a healthy and Happy New Year.

Make some New Year's resolutions:

Plan to attend the Alpha Beta Gamma National leadership Conference in Las Vegas this April. It is a wonderful opportunity to meet and network—coming back to your home chapters revitalized, energized, and full of new ideas that you picked up from other Alpha Beta Gammans!

Plan to make a presentation at this year's conference. Share knowledge and/or experiences gained by your chapter with others.

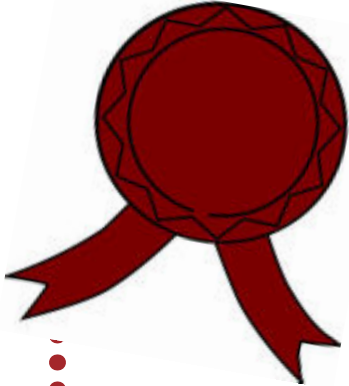
Interested in running for a National Office? Now is the time to plan your election strategy.

Make a resolution to send news of your chapter's activities and successes to be included in the next issue of the Honors Journal. We welcome (and eagerly look forward to) news articles and photos).

See you in Vegas!

# Awards and Competitions

*Each year at the annual Leadership Conference, Alpha Beta Gammans are selected for exceptional contributions. To be considered for an award or to nominate a member for recognition, please submit entry and completed form (available on the ABG website) to [webmaster@abg.org](mailto:webmaster@abg.org).*



## Chapter Awards

The awards described below are based on submitted Annual Reports. Chapters may request to be considered for any of the awards and may attach ancillary materials to the Annual Reports. Please visit [www.abg.org/awards.asp](http://www.abg.org/awards.asp) for details about each award.

**The Brooks College Golden Key Award** - to the chapter that displays overall excellence and serves as a model chapter for others to emulate. A plaque is awarded to the winning chapter.

**The Professor Donald Bertram Community Service Award** - to the chapter that displays innovation in service to the community. A plaque is awarded to the winning chapter.

**Harold E. Tepool Award** - will be given to the chapter with the best promotional material from chapter activities. A \$300.00 stipend and plaque will be awarded to the winning chapter.

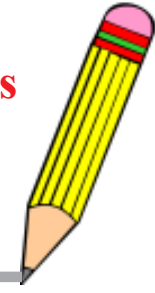
**Excellence in Financial Management** - to the chapter that displays excellence in fundraising and cash flow management. The ability to finance special projects and events is important in this category. A plaque is awarded to the winning chapter.

**Excellence in Recruitment** - to the chapter with excellence in recruiting by means of materials and marketing programs. Materials that can be shared with other chapters are most valuable. A plaque is awarded to the winning chapter.

**Excellence in Campus Service** - to the chapter that best serves the Host College. Chapters provide ancillary learning experiences in the business division are encouraged to document their activities in their Annual Reports. A plaque is awarded to the winning chapter.

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## Individual Awards and Essay Competitions



The following awards are made to individual recipients. Please see additional information and the nomination or submission forms on our website [www.abg.org](http://www.abg.org).

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**Alpha Beta Gamma College President of the Year** - awarded to a college president who has demonstrated, over an extended period of time, inordinate support for the mission of Alpha Beta Gamma.

**The Hausman Siegel Distinguished Chapter President** - awarded annually to the most outstanding chapter president. A stipend of \$300.00 and a plaque are provided to the recipient.

**The Professor Steve Graham Memorial Award** - awarded to a student who is nominated by a faculty adviser. Student and faculty attendance at the Annual Leadership Meeting is required. Stipend \$300.00. Plaque issued

**The Joseph Perry Creativity Award** - awarded to either an adviser or student who makes a significant editorial contribution to the Honors Journal. Recommendations for this award are made by the Editor in Chief of the Honors Journal and the Chief Executive Officer of the Society.

**The Prof. C. George Alvey Distinguished Fellowship** - awarded to the chapter adviser who emulates the significant contribution of Adviser Emeritus, C. George Alvey of the Rho Chapter. A \$300 stipend accompanies this award.

**The Eva Bobrow Memorial Medallion of Excellence** - each chapter adviser may annually recommend one outstanding Alpha Beta Gamman who, in serving as an officer of the chapter, has contributed in an outstanding fashion and achieved excellent results for the chapter.

**The Papps Award** - awarded to an Alpha Beta Gamman who transferred to the Wharton School at the University of Pennsylvania. A Book Award of \$300.00 and a plaque will be awarded.

**The Cerrone Award** - awarded to a Chapter President who has done an outstanding job rejuvenating a chapter. The Cerrone Fund was created by Ray Cerrone, past . A \$300 stipend and a plaque accompany this award.

**The Zagara Competitors Award** - This award is presented to an athlete who is also an Alpha Beta Gamman. A \$300.00 stipend and plaque is offered to the awardee.

**The Pamela Donahue Award** - Presented to the Best Faculty Presentator at the Annual Meeting.; A stipend of \$300.00 and a plaque will be presented to the recipient.

**The Ginny Fastje Best Student Presentation** - award will be determined by a vote of all students attending the Annual Conference. A \$300.00 stipend will be conferred upon the winner/winning team at the Awards Dinner.

**Excellence in Administration Award** - outstanding college administrators from colleges which have Alpha Beta Gamma Chapters can be nominated for the Excellence Award by Faculty or chapter officers. Recipients of the award receive a plaque.

**Gaye Andersen Award of Excellence** - Each year there is someone whose unique contribution does not fit into one of the society's existing awards. The Chief Executive Officer of Alpha Beta Gamma shall select the recipient of this award with nominations coming from advisers and student officers or the executive committee. A \$300.00 stipend and plaque accompany this award.

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**The Keith Ulich Memorial Essay Competition**

- This essay should detail the concept of Living Life to Its Fullest, outline the elements of this concept, explore factors which might affect its implementation and conclude with the benefits towards one's life that implementing such a practice would generate.

**The Dr. Mary Bone Competitive Essay Award**

- awarded to the writer of the best essay (less than 500 words), "What Alpha Beta Gamma Means To Me". Stipend of \$300.00 and a plaque is provided to the recipient.

**The Francis Cunningham, Esq. Memorial Essay Award**

- Applicants must submit an essay (500-750 words) on the subject "Ethics In Business". A \$300 Stipend and Plaque are awarded.

**The Peter J. Gleason Essay Award**

- Applicants must submit an essay of no more than 750 words on the subject Business and the Environment, Today and in Ten Years." A \$300 Stipend and plaque will be awarded to the recipient.

**The Steve Perri Memorial Essay Award**

- This award funded by the family and friends of Steve Perri and the National Dean's List is awarded to the writer of an essay describing the Pros and Cons of Being an Entrepreneur. A \$300 stipend accompanies this award.

**The Ester Cross-Carter Memorial Essay**

- An essay on the topic "Helping Others" is required. The recipient of this award receives a stipend of \$300 and a plaque.

**The Sophia Abeles Essay Award**

- This competitive essay award should concentrate on the theme of "Learning". A \$300.00 stipend and plaque will be offered to the recipient of the award.

**The MBIA Competitive Essay**

- This essay competition centers on the theme of "The Significance of Municipal Bonds in Financing Special Projects in the USA". The scholarship committee selects the best essay and awards a \$300.00 stipend and plaque.

**The David Pope Essay Award**

- An essay describing the contribution that emigrants made and continue to make to our democracy is required for this essay competition. An award of \$300.00 and a plaque will be presented to the essay selected by the scholarship committee.

**The David Bjorklund Memorial Essay Award**

- The theme of the essay is "Using Finance For Corporate Growth." An award of \$300.00 and a plaque will be presented each year to the finalist selected by the scholarship committee.

**The Cornelia Blackwell Memorial Essay Award**

- An essay competition entitled "The Importance of Teaching Business". An award of \$300.00 and a plaque will be presented to the finalist.

**The Nathan Ansell Memorial Award**

- awarded annually to the student who writes the Best Business Plan for a new business. A \$300.00 stipend and plaque will be offered to the recipient of the award.

**The John D. Christesen Essay**

- This competitive essay should describe the environment, pedagogy or other atypical conditions under which the writer experienced the deepest and most significant learning while studying courses at a two-year college. The winning essay will be posted on the national website and the recipient will receive a \$300.00 stipend

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**E-mail submissions to [webmaster@abg.org](mailto:webmaster@abg.org) no later than  
March 1, 2009! See [www.abg.org](http://www.abg.org) for details**

## HUMOR: GREAT BUMPER STICKERS

If You Can Read This,  
I've Lost My Trailer.

Horn Broken... Watch  
For Finger.

The Earth Is Full - Go  
Home.

I Have The Body Of  
A God - Buddha.

So Many Pedestrians  
- So Little Time.

Cleverly Disguised As A  
Responsible Adult.

If We Quit Voting, Will  
They All Go Away?

Eat Right, Exercise, Die  
Anyway.

Illiterate? Write For  
Help.

Honk If Anything Falls  
Off.

Cover Me, I'm  
Changing Lanes.

He Who Hesitates  
Not Only Is Lost,  
But is Miles From  
The Next Exit.

You! Out Of The  
Gene Pool - Now!

I Do Whatever My  
Rice Krispies Tell Me  
To.

(Seen Upside Down On  
A Jeep)

If You Can Read This,  
Please Flip Me Back  
Over...

Body By Nautilus; Brain  
By Mattel.



## Alpha Beta Gamma International Business Honor Society

### *Eligible Disciplines*

Accounting  
Advertising  
Agricultural Business  
Architectural / Design Construction  
Technology  
Arts Management  
Aviation Management  
Banking  
Broadcasting, Radio, TV  
Business Administration  
Business Economics  
Business Journalism  
Business Management  
Business Statistics  
Casino Management  
Civil Construction Technology  
Communications  
Communication Technology  
Computer Aided Design and  
Drafting  
Computer and Electronics Service  
Technology  
Computer Information Systems  
Computer Network Technology  
Computer Programming  
Conservation & Regulation  
Construction Mgmt. Technology  
Culinary Management

Dairy Management  
Data Processing  
Electronics Engineering Technology  
Electrical Technology  
Electronics Servicing Technology  
Environmental Design  
Economics  
Entrepreneurship  
Fashion  
Fashion Merchandising  
Finance  
Fire Science Technology  
Graphic Design Technology  
Health Insurance Claims Management  
Health Information Technology  
Health Services Administration  
Horticulture Technology  
Hotel Management  
Human Resource Management  
Industrial Management  
International Business  
International Public Relations  
Industrial Relations  
International Public Relations  
Investments & Securities  
Legal Secretary  
Management Information Systems

Management Science  
Market Research  
Marketing Management  
Medical Secretary  
Mortuary Science  
Motor Vehicle Technology  
Office Technologies  
Operations Research  
Paralegal  
Personnel Administration  
Postal Services Management  
Public Administration  
Public Relations  
Range Management  
Recreational Management  
Restaurant Management  
Safety and Health Technology  
Secretarial Science  
Small Business Management  
Systems Analyst  
Textile Engineering  
Theatre Management  
Trade Management  
Transportation Management  
Travel & Tourism  
Web Site Design  
Wildlife Management  
Word Processing

# Workforce Productivity

By Casey Allison, ABG Student President

A man smiles as he watches his son try to free his fish hook from a tree limb at the edge of the pond. Although this is the third hook of the day, the boy is slowly learning a process that happens to every fisherman—to catch more fish with fewer supplies. Like the young boy who is learning to fish, businesses, regardless of their industry, share a common goal—productivity. Productivity, in the boy’s eyes, means catching the most fish he can with the least amount of supplies. While most businesses are not striving to catch fish, they are all trying to maximize the use of their resources to obtain higher results. For many businesses, results correlates to profit, but even non-profit organizations seek out productivity to effectively use their resources to benefit the highest number of people.

To measure productivity, a company takes it’s outputs, the goods and services it provides to the public, and divides it by the inputs, such as labor or raw materials, it uses to create its outputs. As such, everything that goes into making an output has an effect on a company’s productivity. One of the key aspects of inputs that a company can control is labor expenses (Tate 16). Any improvements made to the labor force will have a direct impact on a company’s productivity. Increases in productivity affect a company both economically and environmentally. Economically, a company’s expenses will decrease, which increases profit or enables a company to do more. Environmentally, a company benefits from increased productivity through higher employee morale and lower turnover rates. Both of these aspects help foster a self-sustaining cycle which improves a company’s productivity. There are five methods to increase productivity levels within a workforce: training, empowerment, performance appraisal, employee retention, and termination.

Each year organizations spend roughly \$100 billion dollars on training. Training within organizations usually consists of mixture of orientation, self-directed learning, classroom training, and mentoring.

Orientation training is a method of introducing new employees to company policies and procedures. This orientation phase could last anywhere from a few days to several weeks depending on the complexity of a position. Self-directed learning utilizes books, manuals, videos, and computers to present information in a logical way and require employees to answer questions about presented information. The most common form of self-directed learning is computer based training. Computer-based training is useful because it can be individualized and allows users to work at their own rate. The third method of training is classroom based training. Classroom training utilizes traditional meth-

“One of the key aspects of inputs that a company can control is labor expenses. Any improvements made to the labor force will have a direct impact on a company’s productivity.”

ods of teaching and reviewing information by gathering a group of people to converge in a room to listen to an instructor who is experienced about the topic. Another popular method of training is mentoring. Mentoring works by pairing less experienced employees with experienced employees. The less-experienced employees can improve their skill level by drawing on knowledge of their experienced counterpart (Daft 340-341). Regardless of the method utilized, the goal of training is to increase the skill set of an employee so they can work more efficiently.

Empowerment is another crucial way to increase workforce productivity. Merriam-Webster Online Dictionary defines empowerment as the delegation of power, or authority, to others. In other words, empowerment is a way to build both trust and confidence between employees and the employers. In general, there are three main ways to empower employees. First, provide employees with up-to-date information about the company’s state of affairs. By using open-book management and providing employees with sufficient information, each employee can form their own opinion about the

*Continued on page 20*

$$4 + 4 = 8$$
$$35 \times 2 = 70$$



## Humor: Math Definitions

Ratio of an igloo's circumference to its diameter: Eskimo pi  
Speed of a tortoise breaking the sound barrier: Mach turtle  
2,000 pounds of Chinese Soup: won ton  
16.5 feet in the Twilight Zone: 1 Rod Serling  
2.4 miles of intravenous surgical tubing at Yale University Hospital: 1 I.V. League  
Basic unit of laryngitis: 1 hoarsepower  
365.25 days of drinking low-calorie beer: 1 lite year  
1 million microphones: 1 megaphone  
1 million aches: 1 megahurtz  
1 millionth of a fish: 1 microfiche  
Half of a large intestine: 1 semi colon  
Time between slipping on a banana peel and striking pavement: 1 bananosecond  
1 billion piccolos: 1 gigolo  
1 millionth mouthwash: 1 microscope  
1 kilogram of falling figs: 1 fig Newton  
1 million bicycles: 2 megacycles  
Time it takes to sail 220 yards at 1 nautical mile per hour: 1 knot-furlong  
Shortest distance between two jokes: a straight line  
First step of the first mile of a thousand mile journey: 1 Milwaukee



$$(2x - 4y)(7x + y) = ?$$

# ALPHA BETA GAMMA 2008 NATIONAL SERVICE PROJECT

Alpha Beta Gamma.....Academics, Business, Giving

## **GUIDELINES:**

1. Each chapter will have the opportunity to plan, organize and carry out an event (fundraising or service) to benefit their local community
2. Although the service project may be part of a state, national or international event , there should be some measure of direct benefit to the local community
3. The slogan for the service project is “Alpha Beta Gamma.....Academics, Business, Giving” This should be used on all promotional materials related to the service project, if possible.
4. An award for the best service project will be given at the 2009 ABG National Leadership Conference.
5. Only one project per chapter can be submitted for award consideration.
6. The standard form (see next page) should be used to submit information related to the local chapter’s service project.
7. The **deadline** for submission of the form is **January 31, 2009**.
8. All completed forms should be **emailed** to the National Adviser to the Student Executive Committee, Kathy Moreno at [kmoreno@abac.edu](mailto:kmoreno@abac.edu) by the deadline.
9. Each chapter is encouraged to attach related photographs with their forms.
10. A summary presentation of all service projects submitted (including photographs) will be given at the 2009 ABG National Leadership Conference by a member of the Student Executive Committee.

*The ABG Scholarship Committee will determine the recipient of the award for the best National Service Project. Download submission form from the ABG website: [http://www.abg.org/docs/service\\_project\\_2008.doc](http://www.abg.org/docs/service_project_2008.doc)*

## Chapter Spotlights

# CEO PAUL BREITENBACH MEETS DELTA CHAPTER MEMBERS AT ABG BREAKFAST WITH A PRESIDENT



*Written by Alex Travers – Vice President, Delta Chapter*



It's amazing how optimism, confidence and assertiveness can kindle the hopes of students and rescue them from the gloomy eye of the current economic storm. With the market outlook currently paralleling the ominous New York weather outside, this October morning, students gathered, chatted and sipped warm coffee inside the Westchester Community College Student Center, waiting for a special guest. The speaker, greeted by a warm round of applause, took the podium and the Alpha Beta Gamma semiannual event began.

Paul Breitenbach, the charismatic Cornell MBA, Quickstore24 CEO, and former Priceline.com CMO, amused, educated and captured the attention of the student body with words of wisdom. He related his experience in a simple manner and warned students that the road to success will be more difficult in the near future. Nevertheless, Breitenbach was a powerful example of drive and ambition and made the students realize that now is the time to seize opportunities and make the most of entrepreneurial ideas. Breitenbach presented the students with ideas to consider including a rule book of the game of business, and how not only to survive in the jungle, but how to become the king. He emphasized that the students must learn to sell themselves

and advised them not to waste their time. Breitenbach also recommended students to get familiar with identifying problems and finding new ideas to solve them. In addition, he wooed the audience with his exciting life stories by reminiscing his entrepreneurial childhood and how he promised the customers on his paper route a precise delivery spot as long as they kicked back a \$1.00 tip everyday



*Pictured Left to Right: Kevin Watson-Grant, Dwight Powell, Hong Sun Chai, Speaker Paul Breitenbach, Delta Chapter Co-President Stephanie Borg, Dan Lee & Dave Villallabos, Delta Co-President*

Breitenbach has helped several companies in the past market their ideas and put them into production. He is currently working on improving the vending industry and has a strong vision of taking the industry to new levels of excellence.

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# One-Minute TIPS

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## BREITENBACH 15 KEYS TO SUCCESS

Here are Breitenbach's 15 Things To Consider about your Life which were shared with Alpha Beta Gammas. - - Presented in order of importance in your life!

15. Live below your means
14. Don't blame other for holding you back
13. Choose wisely
12. Do something you love
11. Find a mentor
10. Be willing to work hard
9. Always have a margin and preserve it
8. Work on something no one else is working on
7. Play by the rules
6. Get really good at identifying problems
5. Do not waste time
4. Think before you speak
3. Give back to whoever you can
2. Do the Ultimate Integrity Player
1. Learn to sell

What's your BIG idea? What excites you? What takes your breath away, keeps you up at night, makes you smile all day long? What's your B-HAG? Sometimes it's "distant and far away," vague or fuzzy, but it's in there! Find it, dust it off and pursue it! People will join you and things will unfold in amazing ways. Lift your eyes, dream your dreams, take action! It's what makes life worth the living!

The keys to success are not talent or wealth or luck or education. Someone once told me that winners are "ordinary people, doing ordinary things, extraordinarily well." I love that phrase and have it on my desk every day. Today, do the ordinary tasks and routines of your life with extraordinary precision, with extraordinary energy, humor, warmth and passion. These are the keys to long-term success!

If you are headed where you want to go in life, good for you! Keep going! But, if you want something more or different for your life, remember that you are in charge. You do not "have to" repeat yesterday's habits! Make new choices. Take charge. Make small, repeated changes in your thoughts, your habits, your actions and, ultimately, in your destiny. You can do this!

The reality is that we have the power to choose the life we want. At any time, we can choose to change. We all know people who have transformed their lives through the power of choice, and so can you! It's not easy, but it is possible. We all know people who went back to school, who started a business, who made a decision to live the life they truly wanted. That potential is inside each of us.

The steps to success begin by surrounding ourselves with things that move us forward. Read great books! Listen to great audio programs! Get around smart, talented, creative people! If you see stress and trouble every day, you will be influenced by it. If you see opportunity and optimism, if you see determination and courage and hope, you will inevitably be shaped by these things.

Most of us cannot achieve great things because in general, human beings do not do "big" things. We do little things. We get up, we go to work. We hug our loved ones, we make phone calls. We balance the checkbook, exercise and fix dinner. We do little things! Highly successful people simply do the right little things, at the right time, in the right way, and they do lots of them.

*Philip E. Humbert*  
[www.philiphumbert.com](http://www.philiphumbert.com)

## Triumph In Troubled Times

One of the differences between winners and losers is their ability to cope with adversity, and there seems to be plenty of adversity to go around right now. From terrorism to economic recession and financial troubles, many of us would agree that, "These are the times that try men's souls."

But here is a truth that applies even in the best of times: Eventually trouble comes to each of us. Sometimes the trouble is financial. Sometimes it will be an illness, a fire or a business failure, but sooner or later, trouble comes to each of us. And interestingly, our response to life's "small" challenges is a much better predictor of our long-term success than our response to the "disasters" in life.

Disasters are big. We can't deny or avoid them; we must deal with them. It is no accident that Winston Churchill described the Battle of Britain as "their finest hour." When emergencies strike, we rise to the occasion.

The real test is with the "termites," the little things that are so easy to ignore. Things like paying our bills on time and living within our means. Things like staying fit or eating well. Things like time for loved ones, for rest and renewal.

These things are not dramatic and they are not urgent. We can neglect our health for years before problems occur, but winners are proactive. They are "first responders." They see storm clouds in the distance and take action while others sleep.

Recently I saw a biography of Donald Rumsfeld, and one of the points they made is that he "moves toward problems; he never turns his back or walks away." That is a sound strategy!

High achievers expect challenges. In the face of life's uncertainties, they maintain an attitude of optimism, humor, strength and determination. They know that as they become more and more successful, the size and complexity of their problems will grow. How could it be otherwise?

High achievers expect challenges. In the face of life's uncertainties, they maintain an attitude of optimism, humor, strength and determination.

So, here are seven keys to solving problems:

1. Expect difficulty! This is no surprise, it is not "unfair" or unusual. Life is complicated. Get good at it.

2. Keep a buffer around the edges of your life. Maintain a "reserve" of extra time, savings in the bank, and a bit of energy to handle the unexpected.

3. Optimism and enthusiasm are essential. Fear and pessimism will never inspire greatness.

4. Words matter! View difficulties as "challenges" rather than as

problems. How we talk about our difficulties makes a huge difference in how we handle them.

5. "We get by with a little help from our friends." Have a team of cheerleaders, experts and colleagues to help you

analyze and over-come any problem.

6. Be proactive. Take care of problems while they are small. Preventive maintenance is good for your car, your relationships, and your life.

7. Choose new problems! Learn from every experience and (try) not to have the same problems twice. Learn from difficulties, make changes, and move on. Pay the tuition once, then never repeat the same life-lesson!

The key is understanding that challenges are how we learn and grow. Success is the result of solving problems and moving forward in the face of difficulty, so expect "interesting" situations. Taking them in stride builds your confidence. Never fear trouble; triumph over it!

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

## 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	SUNY - Binghamton
College of Saint Rose	Long Island U, CW Post Campus	Teikyo Marycrest University
College of St. Scholastica	Manchester College	University at Buffalo
Coppin State College	Manhattan College	University of Pittsburgh at Bradford
Daemen College	Marian College	University of Tampa
DePaul U.	Mercy College	University of Tennessee at Martin
Drexel University	Merrimack College	University of West Alabama
Duquesne U.	Midwestern State U	Utica College of Syracuse University
East Tenn. State U	Mississippi University for Women	Vincennes University
		Webber College



For late-breaking news and  
all kinds of good stuff,  
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[www.ABG.org](http://www.ABG.org)

## Three Steps to Success

Success is based on a simple 3-step process:

### >>> **First -- What We See**

I'm told that the average American sees over 3000 marketing messages every day. They are everywhere! Fortunately, we have learned to ignore the vast majority of them.

In the same way, at this very moment you are breathing, you are sitting on a chair, and there are a thousand things going on around you that your brain automatically filters out to let you concentrate. Our ability to "filter" allows us to survive! If we couldn't do that, we would be over-whelmed and unable to function.

Out of all that "data" around us, we select a few things to notice and care about. We respond to a baby's cry. We answer a ringing telephone. We focus on our bank statement, our bills, a lover's touch and so forth, and this is important - high achievers focus on ("see") things differently than failures!

High achievers literally do not "see" the television programs others find captivating! High achievers "see" opportunities others miss. They "see" solutions others ignore.

What you "see" or focus on determines your destiny.

### >>> **Second -- How We Interpret What We See**

Shakespeare observed that nothing is "good or bad, but thinking makes it so." Most people know the story about the glass that is either "half-full" or "half-empty." Everything we "see" is interpreted and the only difference is that winners constantly interpret life in ways that work to their advantage.

Where one person interprets a slumping economy as threatening their business, another finds an opportunity for growth. Where one person sees a problem, another seizes opportunity.

Winners view things differently. They grasp solutions, seize opportunities and find reasons for optimism.

### >>> **Third -- What We DO About What We See**

Everything comes down to action. Peak performers actually DO get up a bit earlier, stay a bit later, and work harder (and smarter) than other people. In the end, our lives are not created by our intentions but by the results of our daily activities.

Now, it is true that our actions are shaped by many things! Of course painful experiences and mis-fortune and bad luck play a part. Let's not kid ourselves. But the most important influences on our daily actions are (1) what we see, (2) how we interpret what we see, and (3) how we respond.

The steps to success begin by surrounding ourselves with things that move us forward. Read great books! Listen to great audio programs! Get around smart, talented, creative people! If you see stress and trouble every day, you will be influenced by it. If you see opportunity and optimism, if you see determination and courage and hope, you will inevitably be shaped by these things.

*Philip E. Humbert*  
*www.philiphumbert.com*

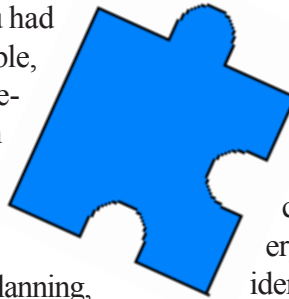
## The Missing Puzzle Piece

By Casey Allison, National Student President

After working for two weeks to complete a 5000 piece puzzle, you notice there are three pieces missing from the puzzle. The problem with this situation is that there is only one puzzle piece left in the box, and there is no way to complete the puzzle. While this exact situation may not have happened to you in the past, it is likely that you have experience a similar situation with something that you have worked to complete. In either case, if you had known that the end objective was not possible, you probably would have worked on something else. Project management is a system that can help identify these missing puzzle pieces and, in doing so, save you a considerable amount of time.

Project management is a system of planning, scheduling, and controlling projects in a manner that is consistent with their successful completion. Each activity is dependent on the other activities; as such, all three activities are necessary for the system to function properly. Planning is the first activity that must be completed in project management. In general, planning includes defining the project, setting objectives, and developing organizational teams to complete the project. No project can begin without a clear definition of what is to be accomplished. In the same manner, without setting specific and measurable objectives, no evaluations could be made to determine the project's outcome.

With businesses, successful completion of a project is usually associated to how efficient the company's assets were utilized during a project. The second activity, scheduling, has the largest impact on how well the company's assets were utilized. Assets could be anything from human capital to supplies in a warehouse. In addition to the management of a company's assets, scheduling also refers to the activities of a project. In order to get the maximum return, a project manager must utilize the firm's assets to the best of their capability in all the activities and perform each activity at the optimum time.



The last activity, controlling, involves monitoring the other activities and making changes when necessary. By monitoring the accumulated costs, the quality, and budget constraints, a project manager can identify problems associated with the project and modify the plan or shift resources to correct the problem. Generally, project costs and timing issues are the two primary problems that project managers must face.

By utilizing the project management system, managers can realize several benefits. First, by mapping out projects in this manner, relationships between activities become clearer. In addition to this, everyone involved in the project can easily identify what responsibilities they hold in the project. Critical path and slack time help management to keep the project on time. All of these benefits help streamline the project and keep costs under control.

Project management can be utilized on a project of any size, but since the overall goal of the system is to increase efficiency, its use does not make sense in all cases. In simple projects which do not have many activities or variety, the project management system may be inefficient as it may take longer than the actual project. In these cases, it is not beneficial to employ the system. As the complexity of a project increases, the need for project management does also due to the increased difficulty in visualizing the entire process. For example, one could use the project management system while painting a door, but is it necessary? Unless it was a very expensive paint or door, it probably wouldn't be since it would only take an hour to paint the door. On the other hand, the construction of a house involves hundreds of activities which must be done prior to the home's completion. In this case, a builder could benefit from taking the time to plan, schedule, and control by reducing costs or finishing early.

*Continued on page 21*

## 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 State 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

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

## How to Stay Motivated, All the Time!

The most common problem people talk about when they request coaching is "staying motivated." Sometimes they talk about losing focus, being discouraged, having too much to do, or "procrastination," but what it boils down to is that they aren't achieving as much as they would like.

We all have things that are important to us. We have goals, or a dream, or maybe some obligations we are duty-bound to complete, but we aren't making the progress we know we could. Some people work hard for a while, then slack off. Others procrastinate and "never get to it." Some "don't know how to get started" or are too tired.

The issue is motivation.

The fact is that we do the things we are intensely motivated to do. Ask any teenager how hard they'll work to make the team or get their driver's license. Ask yourself how many all-nighters you put in to pass an important test or to complete a term paper in college. Ask yourself about the times you've worked impossibly hard to achieve something you "had" to get done!

There's a wonderful story about a young man who wanted an interview with a famous guru. When they met, the man asked, "How can I find wisdom?" Without a word, the guru led the young man to a nearby lake and pushed his head under water. After the man thrashed and fought for a moment, the guru let him up, where he immediately gasped for air. The guru then said, "When you desire wisdom as badly as you wanted that breath of air, you'll find it."

Isn't that the truth? When we are motivated, nothing can stand in our way!

So, how do we stay motivated? Here are a few keys:

1. Be clear! You can hit almost any target if you define it. It's hard to stay motivated for a vague or distant goal. Be specific. Be precise and concrete. You will be far more motivated to increase sales by 10% than to make "more" this month.

2. Have an action plan. If you have a "map" and know the next step, you are much more motivated to do it. "Baby-steps" are always easier and more fun than "giant leaps." It's relatively hard to stay motivated over the years to put a million dollars in the bank, but it's easy to start saving \$500 this month. Have a clear, do-able and action-able plan. Then, take steps one after another.

3. Surround yourself with positives. Zig Ziglar made a wonderful observation that "people complain motivation doesn't last. Well, neither does a shower. That's why I recommend both every day." You've got to read, listen to audio programs, talk with exciting people and surround yourself with things that energize you! We live in a "bad news world." It wears everyone down! To counter this, surround yourself (every day!) with things that energize, challenge and excite you.

4. The "Breakfast of Champions." With apologies to Wheaties™, you've got to re-commit to your most important priorities, goals and plans every single day. Personally, I begin every morning with about 20 minutes of focus on my major priorities. If I don't, the day "gets away from me." In the rush of the day, minor "emergencies" will beat strategic action every time. Start every day by reviewing and re-affirming your most important objectives.

5. Have lots of cheerleaders! I think this may be the most important, easiest, and most-often over-looked. Recruit friends and family to hold you accountable. Teach them to support and encourage you. Pick their brains for good ideas, and report back to them regularly. Form and use a MasterMind team! With a good team of cheerleaders, you can accomplish anything!

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company's performance. This perception can build confidence in the company which will result in higher employee morale. Secondly, empowerment can occur by involving employees in company decisions. Through the use of work groups and committees, employers can decentralize some control over company policies and procedures to employees. By giving employees more control over their jobs, trust will be cultivated between the employees and the company. The third method to empower employees is to directly link employee rewards to company performance (Muir 71). By using programs such as profit sharing or other performance pay system, employee productivity will increase (Cadsby 399). All three of these methods build trust between management and employees and encourage confidence in company capabilities. Both trust and confidence in the company will increase employee morale which can improve productivity.

The third method to increase workforce productivity is to utilize performance appraisals on every employee. A performance appraisal can be defined as "the steps of observing and assessing employee performance, recording the assessment, and providing feedback to the employee" (Daft 343). Obviously, the most powerful aspect to performance appraisals is the opportunity to openly discuss both positive and negative attributes of an employee's performance. In this situation an employer has the opportunity to discuss changes that an employee should work on improving without causing feelings of resentment. Performance appraisals must be an ongoing process so that employees can continuously work on perfecting their performance to meet the expectations of their employer.

The longer an employee works for a given company, the more training they receive, and the more experience they can utilize while working. As an employee gains more experience with the company, their productivity will increase (Fields 142). As such, employee retention is a critical component to maintaining and increasing workforce productivity. Employers should work to keep highly trained employees with a history of positive performance appraisals. In order to do so, companies must take an actively

evaluate the working environment and relationship between the employees and the organization. Companies should create an environment where employees have the opportunity to achieve both personal and company goals. This environment must include the chance to balance an employee's work and personal life (Tate 16). By doing so, a company can reduce training costs by retaining experienced employees and limiting the number of new employees who must be hired and trained.

The final stage in increasing workforce productivity is removing unproductive employees from the labor force. An employee who is not responding to company training, or has a history of poor performance appraisals should be removed from the work force as quickly as possible. A company should refrain from dedicating additional resources on an employee who has not responded to previous investments to improve their productivity. In addition, unproductive employees can lower employee morale and instigate resentment among employees who work harder, but receive the same salary or benefits as an unproductive employee (Daft 347). As a result, employers must remove unproductive employees from a workforce to maintain morale and productivity levels in the company.

By effectively training personnel, a company can build a skilled and efficient workforce that propels the company to new levels. Once a workforce has been effectively trained, employers should foster trust and confidence in the company by empowering employees. Using performance appraisals, a company can increase efficiency by discussing positive and negative employee attributes without generating feelings resentment. Companies must also create a positive work environment to retain efficient employees. Unproductive employees who are not responding to training or performance appraisal feedback should be eliminated from the workforce to maintain its integrity. By utilizing these techniques, companies can take an active role to increase their workforce productivity to maximize their return on labor expenses.

Further that, as complexity increases even more, new constraints are added to project management. It would be very time consuming to complete a project management system with the construction of a home, but what if it was the construction of an airport. In this case, hundreds of activities turn into thousands of activities. While the results would be beneficial, the completion of the activities involved in project management would be extremely inefficient. In such cases, the obvious choice is the utilization of computers to assist in project management.

Computer aided project management streamlines the entire process, regardless of whether the project has 3 or 3 million parts. Computer aided project management streamlines the process because it reduces the amount of time spent on the project management activities. To utilize computer aided project management, a manager simply inputs the activities, their predecessors, and activity times. Once this information has been entered, the software automatically creates a Gantt chart, and a network diagram. In addition to this, the software calculates the critical path, earliest start and finish, latest start and finish, activity slack, and the three time estimates for Program evaluation and review technique (PERT). To simplify the process more, these programs also have the ability to estimate the probabilities of completion times.

In addition to the general benefits of project management, computer aided project management has two additional key benefits. First, computer aided project management software provides an up-to-date picture of a project. As soon as information is changed, all other calculations are updated. This is beneficial for managers because it allows them to react more quickly to delays and see how changes affect the entire project. Secondly, computer aided project management software facilitates teamwork by permitting access to the project management plan. Since the plan is stored on a computer, it is accessible worldwide. Increased accessibility permits all team members to easily monitor project progress and collaborate with others involved in the project. Increased accessibility also enhances overall control of the project as well. For example, if a project manager is traveling between multiple locations, he or she can easily update project information.

There are over 70 computer aided project management software titles available to choose from. All of these programs perform the same operations, but each is designed a little different to accommodate differences among companies and industries. When comparing these programs, there are three primary differences. First, is the medium in which the programs operate; there are desktop and web-based versions. Secondly, some programs are designed to facilitate certain types of projects. For example, an information technology company has different needs than a construction company which has different needs from a bakery. To accommodate these needs, some programs are designed a little different, or handle additional tasks. The third difference relates to one of the most important attributes—price. There are some versions of computer aided project management that are completely free, while others cost well over \$1000. While free is good, a company must select the software title that is going to facilitate their project management the best. A survey published in November, 2008, showed that on average companies saw an average rate of return on their computer aided project management software investment of over \$200,000 per year. While this obviously would not be the case for all companies, it does show that companies will realize a return on this investment.

In the end, the goal of project management is to realize that three pieces of the puzzle are missing prior to ever beginning the project. By doing so, one is able to save a great deal of time and utilize their resources more efficiently. Project management is not for every project, but the vast majority of projects could benefit from effective project management that includes planning, scheduling, and controlling. Utilizing computer aided project management software can eliminate many of the problems in all three phases of project management, but it does not run the project. Project Management Software only provides a clear picture of the situation, managers must decide on course of action. So the next time you start a project, ask yourself, “Do I have a clear picture of all aspects of this project?” If, you can’t think of every step involved, the resources required, and the amount of time it will take, turn on your computer and use a project management software title.

## Humor: Our Future (Some Sooner Than Others!)

### LOST IN THE DARNDDEST PLACES:

An elderly Floridian called 911 on his cell phone to report that his car has been broken into. He is hysterical as he explains his situation to the dispatcher:

'They've stolen the stereo, the steering wheel, the brake pedal and even the accelerator!' he cried.

The dispatcher said, 'Stay calm. An officer is on the way.' A few minutes later, the officer radios in. 'Disregard.' He says. 'He got in the back-seat by mistake.'

### FAMILY

Three sisters, ages 92, 94 and 96, live in a house together. One night the 96-year-old draws a bath. She puts her foot in and pauses. She yells to the other sisters, 'Was I getting in or out of the bath?'

The 94-year-old yells back, 'I don't know. I'll come up and see.' She starts up the stairs and pauses 'Was I going up the stairs or down?'

The 92-year-old is sitting at the kitchen table having tea listening to her sisters. She shakes her head and says, 'I sure hope I never get that forgetful, knock on wood.' She then yells, 'I'll come up and help both of you as soon as I see who's at the door.'

### SENIOR DRIVING

As a senior citizen was driving down the freeway, his car phone rang. Answering, he heard his wife's voice urgently warning him, 'Herman, I just heard on the news that there's a car going the wrong way on Interstate 77. Please be careful!'

'Heck,' said Herman, 'It's not just one car. It's hundreds of them!'



## 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](mailto: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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_