

# DOTTED LINES...

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National Professional Fraternity In Marketing • Sales • Management

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*Lisa Kelenic,  
Alumna, PSE Chapter  
Minnesota State  
University-Moorhead*

**Striving for Blended Balance  
Embracing Life's Patterns and Blending Passions  
Breeds Success for PSE Alumna**

When Lisa (Leibhan) Kelenic joined PSE during her freshman year at Minnesota State University-Moorhead, she unwittingly established a pattern of events that now defines her both personally and professionally.

As she began her career journey 17 years ago, Kelenic anticipated launching a career as an attorney, and looked to PSE to give her more hands-on business experience. She came to the right place. In her sophomore/junior year, she was named president of her chapter and by her senior year, she became a CVP on the PSE National Council. Following graduation, she took on her first full-time career with PSE as a Field Representative (Chapter Consultant). Her focus was to help college students identify and achieve the vision for their chapter, and coached them on how to bridge that experience with their professional goals.

"Now that I look back on these experiences with PSE, I see how early on I set very consistent patterns for myself," Kelenic says. "I enjoy working with others to align their actions with their desires, and it's interesting to see how I have always made career choices that gravitate in that direction."

Kelenic says that sometimes college students and young professionals get so caught up in goal-setting and what others expect, that it's possible to lose sight of their own true passions and desires. "I believe that if you stand back from every day life and observe the patterns or common themes that emerge over a period of time, you'll uncover your own road map to success.

"Achieving your ideal career is all about trusting and reinforcing who you are and allowing yourself to excel in that natural environment," she says.

### **Making career connections**

In 1996 Kelenic decided to join Northwestern Mutual's corporate office where she has held several positions and is currently working as a Field Development Consultant. Her overall responsibility is supporting Northwestern Mutual's offices as they recruit financial representatives, develop their professional abilities, help to increase productivity levels, build awareness of their businesses and cultivate effective leadership teams.

According to Kelenic, the company's strategy for building successful financial representatives is paying off. Northwestern Mutual's retention rate is 70 percent greater than industry average. A large part of that success stems from the company's college internship program. Since 1967, Northwestern Mutual's Internship Program has provided over 16,000 students from all over the country an unmatched opportunity to learn more about themselves, the world of business and the financial services career, she says. In fact, the internship program has been named "One of America's Top Ten Internships for 2006," according to the *Vault Guide to Internships*, 2006 edition.

"We are looking for students who have demonstrated a pattern of leadership," Kelenic says. "We have found not only do those individuals do well in our program, but they also excel to leadership opportunities quicker in their career.

"Our recruits are expected to juggle multiple responsibilities, and I enjoy helping connect people with their goals and passions. It all goes back to my personal desire to help others. I now feel like my career has come full circle."

### **The right blend**

As a working mom, Kelenic works hard to fit in all of her life's priorities. First and foremost, she allots plenty of quality time to enjoy her family, including her husband, Tom, and children, Taylor (9), Jarred (7) and JT (2). In addition to family and career, her priorities include focusing on her faith (Kelenic is a Sunday school and Bible study teacher), leading fitness classes, such as kickboxing, participating in triathlons – and having lots of fun while doing it all.

**Continued on next page**

# Speakers Competition

## PSE Success Story Continued from Cover Page

Contrary to popular belief, keeping the optimal mix of personal and professional life has nothing to do with “balance,” Kelenic says. Rather, it’s all about achieving the right “blend.”

“I’ve now realized that attaining balance is impossible because that means everything is divided equally. Life is too complex and dynamic to keep an equal mix of priorities. However, looking at how you *blend* your priorities over a period of time can serve as a workable strategy for taking control of your schedule.”

For example, Kelenic constantly evaluates how she blends family, faith, fitness, fun and accountability. On a weekly basis she asks herself if her mix of activities allowed her personal, professional and financial growth. If she didn’t meet her goals, she adjusts her strategy accordingly for the following week.

## Making success happen

For college students getting ready to launch their career, Kelenic encourages participation with organizations like PSE to talk with others and get advice. “Experience is a product of exposure, not a measure of time. PSE involvement can build a strong base of relationships outside the circle of family and friends. By talking with local and national PSE contacts and alumni, students will gain wide exposure to perspectives on careers and life in general – that kind of insight is invaluable,” she says.

In addition, Kelenic hopes that all students take time for introspection and explore what really motivates them. “When you understand and follow the patterns you’ve set,” she explains, “you’ll know if you’re in the right place. So, what do you REALLY want out of life?”

## National Speakers Competition Goes Regional

Congratulations to all who competed in the National Speaker’s Competition, sponsored by Enterprise Rent-A-Car at our Regional Conferences this past fall. Moving the competition to the Regional Conference proved to be a unique and beneficial opportunity for more students to participate in the PSE National Educational Foundation Awards Program. Nineteen individuals competed for the award. As an incentive to those participating, each award winner was given a free National Convention registration

packet as well as a plaque. Speaker honorees will also be invited to participate as presenters in various programs at the PSE National Convention. Thank you to the Alumni who helped to coordinate and judge the competition.



Western Region  
Elise Alt  
Arizona State University



Southern Region  
Drew Montz (center)  
Louisiana State University



Northeast Region  
Kenny Toon (right)  
University at Albany



North Central Region  
Justin Wagner  
Miami University of Ohio



Atlantic Region  
Andy Cary (right)  
University NC-Wilmington



Midwest Region  
Trevor Koenig (center)  
University of Akron

# Pro-Am Sell-A-Thon

## 2006 Regional Conferences Pro-Am Sell-A-Thon Winners

Congratulations to the following PSE Pro-Am Sell-A-Thon regional conference winners.



Western Region  
First Place  
John Blechacz (left)  
Arizona State University



Western Region  
Second Place  
Daniel Romero (left)  
CA State University-Fresno



Southern Region  
First Place  
Jo Gilley (left)  
Middle TN State University



Southern Region  
Second Place  
Tori South (left)  
Texas A&M University



Northeast Region  
First Place  
Raja Tarabishy (left)  
University of Connecticut



Northeast Region  
Second Place  
Spencer Champagne (left)  
University of Connecticut



North Central Region  
First Place  
Emily Strayer (right)  
University of Toledo



North Central Region  
Second Place  
Lyndsey Dasen (right)  
University of Toledo



Atlantic Region  
First Place  
Casey Collins (right)  
University NC-Wilmington



Atlantic Region  
Second Place  
Donisha Wright (right)  
Norfolk University



Midwest Region  
First Place  
Trevor Koenig (center)  
University of Akron



Midwest Region  
Second Place  
Tony Pollastrini (left)  
University of No. Iowa



The PSE Pro-Am Sell-A-Thon competition at the National Convention is limited to 80 students on a first come, first serve basis. To compete in the Pro-Am Sell-A-Thon sponsored by Vector Marketing, you must individually register. Go to [www.pse.org](http://www.pse.org), click on Pro-Am Sell-A-Thon, Convention Sign-up.

# Wrap-Up

## Regional Wrap-Up

The 2006 Fall Regional Conferences were an absolute great experience for all who attended. Each conference held different opportunities for members to network, listen to excellent speakers, participate in workshops, meet with other PSE members and most importantly have fun! This year's Regional Conference was great in so many ways. We added a new Region to the Conference list, which was held in Niagara Falls, New York for the Northeast Regional. In addition to the PSE Pro-Am, Certified Chapter Officer (CCO) training and the Speakers Competition were held at Regionals this year. Overall, attendance increased 32 % from last year.

PSE HQ would like to thank each of the 2006 Regional Conference Host Chapters for their hard work and excellent job hosting the Regional Conference:

Midwest - University of Wisconsin - Whitewater  
Atlantic - University of North Carolina - Wilmington  
Northeast - University of Buffalo  
Southern - Louisiana State University  
North Central - Miami University of Ohio  
Western - Arizona State University



## BOSS Wrap-up

The 2006 round of BOSS (Business Oriented Strategy Simulation) has proved to be exciting for all chapters involved. The BOSS Games, sponsored by Northwestern Mutual Financial Network, is a computerized business simulation wherein chapter teams compete by running all aspects of a business. The teams have eight weeks to prove they have the ultimate in business skills. This year, 16 teams competed in a very close competition. The top four chapters will be recognized at the 2007 PSE National Educational Foundation National Convention in March with a plaque and cash prize. Congratulations to all the competitors!

The 2007 round of BOSS games will begin next September! Watch your weekly updates next fall for information about signing your team up to compete!



# 2007 PSE National Convention

Sponsored by the PSE National Educational Foundation



Thanks to our 2007 PSE Convention Partners



# 2007 PSE National Convention



Hyatt Regency Irvine

Irvine, California

For more information go to [www.pse.org](http://www.pse.org),  
click on Convention.

Thursday, March 29, 2007 (con't.)

Corporate Partner Panel Discussion

Your opportunity to ask corporate  
recruiters questions and listen  
to great advice about  
your career.



Marie Artim



Sarah Baker Andrus



Wednesday, March 28, 2007

National Awards Program Competition

Reception for National Council,  
Corporate Partners, Chapter Presidents  
and NCSM

Interactive Ice Breaker

Michael Cheatham - Inspired

Solutions & Associates

In this interactive presentation, Michael  
will lead you through networking with  
your fellow convention attendees. Learn  
some cool networking techniques and  
have a lot of fun doing it!



Michael Cheatham  
Inspired Solutions  
& Associates

Thursday, March 29, 2007

National Awards Program  
Competition

General Session

Michael Cheatham- Inspired Solutions &  
Associates

**A Professional Gardner or Pro Surfer: Who is Better  
Equipped to Give You Career Advice?**

During this presentation you will learn valuable life  
lessons that you can utilize as you navigate or  
progress through your work life. More importantly,  
you will understand the differences between career,  
job and vocation and how they impact work satisfac-  
tion. Michael Cheatham has been a popular presenter  
at several PSE conferences and conventions. His  
dynamic and enthusiastic style will engage you and  
his diverse background and experience will teach  
you.

PSE Marketplace Career Fair & Lunch

3M  
Apex Systems  
Enterprise Rent-A-Car  
Federated Insurance  
Glaxo Smith Kline  
Hyatt Hotels  
The Hartford  
Mach 1 Air Service  
M & I Bank  
Northwestern Mutual  
Financial Network  
Quicken Loans  
SMEI  
The Standard  
Student Media Group  
T-Mobile  
Target

Thrivent Financial  
University Tees  
Vector Marketing  
Wyndham Vacation  
Ownership  
...and more coming



- Concurrent Workshops for Students & Alumni
- Faculty Advisor Meeting
- PSE Annual Business Meeting
- Mu Kappa Tau Meeting

Special Events Competition

With Subs on the Terrace

# 2007 PSE National Convention

Friday, March 30, 2007

PSE Pro-Am Sell-A-Thon

Sponsored by Vector Marketing and developed by Huthwaite, Inc.



General Session

Michael Van Grinsven-NMFN

### Finding the Energy

What do you want? What do you really want? What drives you to be successful? How can you motivate others to reach their potential? Participants will leave this interactive session with the three key tools to find the energy that motivates themselves, their PSE chapter leadership team and fellow chapter members. PSE members will also learn an impactful and creative way to influence and inspire others through the creation of a collage that they can model back on campus.



Michael Van Grinsven



Concurrent Workshops for Students & Alumni

Lunch and Keynote Speaker  
Jeff Hayzlett-Kodak

**Kodak's Digital Transformation.**  
Jeff Hayzlett, Chief Marketing Officer, Kodak. Jeff will discuss the rebranding of Kodak for the digital age.



Jeff Hayzlett  
Chief Marketing Officer



Chapter Roundtables

Receptions for Pro-Am participants, Alumni and Graduating Seniors

Dinner and Keynote Speaker  
Maxine Clark-Build-A-Bear

**Putting the Heart Back in Retailing**  
Maxine Clark, Founder and Chief Executive Bear, shares the story behind the creation of Build-A-Bear Workshop® and its success. She discusses what it takes to be a highly profitable business that provides fun and has fun.



Maxine Clark  
Chief Executive Bear  
Build-A-Bear  
Retail Management Inc.



Saturday, March 31, 2007

CCO Training

NAA Board Meeting

Join the NAA Board for a planning meeting and update on current progress of the NAA. All alumni and graduating seniors are welcome.

Alumni Summit

Roundtable discussions to enhance existing programs and generate ideas surrounding future goals. These discussions will include but not be limited to Alumni recognition, programming and events.

Alumni & Graduating Senior Social Event

Depart from the hotel and head to Newport Beach Pier. Look for the Gold and Amethyst site. That's where your fellow PSE alumni will be waiting to see you.

Free Time

Initiation

Banquet & Keynote Speaker

Tony Parinello - Selling to Vito

**Your Journey to Sales Mastery**  
Learn real-world tactics to break through barriers, increase company revenue, and earn more personal income along with a plan of action, get the unshakable confidence that you can do it.



Tony Parinello



Followed by Awards

Ceremony  
and DJ with Karaoke



# 2007 PSE Convention Registration

## PSE National Educational Foundation Sales & Marketing Convention Registration Form March 27-31, 2007 Irvine, CA

Name (please print) \_\_\_\_\_ Name of School \_\_\_\_\_  
Current Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_ (Print clearly)  
**Membership:**  Pi Sigma Epsilon  Mu Kappa Tau  PSE Life Member  
(Check all that apply)  
**Status:**  Collegian  Fr  So  Jr  Sr  Grad Student  
Anticipated Graduation Date: \_\_\_\_\_  
 Alumni  Associate  Professional  Educator  Sponsor  Guest  
Officer Position \_\_\_\_\_  
Job Title \_\_\_\_\_ Employer \_\_\_\_\_  
Year of First PSE Convention you attended? \_\_\_\_\_

### Special Requests:

- Vegetarian Meals  Yes  No  
 Sign Language Interpreter - (Check if this applies to you. We will use reasonable efforts to accommodate your needs)  
 Yes, I would like to compete in the Pro-Am Sell-A-Thon.  
 Yes, I am planning to attend the Certified Chapter Officer Program  
Position to be trained \_\_\_\_\_

### Emergency Information (Must be completed before registration can be accepted)

Emergency Contact \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_  
Illnesses \_\_\_\_\_

List any medications you are allergic to: \_\_\_\_\_

*I hereby release Pi Sigma Epsilon, Inc., the PSE National Educational Foundation, Inc., and Mu Kappa Tau, Inc., their officers, directors, and employees from any and all claims, damages, and liabilities incurred on behalf of myself, my heirs, executors and assigns, during the 2007 PSE National Convention, including, but not limited to, bodily injury, property damage, personal injury, host liquor liability and contractual liability.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Registration Fees:

- \$230 - PSE/MKT members in good standing whose registrations are faxed or post-marked by February 15, 2007.  
 \$275 - PSE/MKT members in good standing whose registrations are paid on-site, faxed, or post-marked after February 15, 2007.  
 \$180 - Weekend Package-Friday-Saturday if faxed or post-marked by February 15, 2007.  
 \$230 - Weekend Package-Friday-Saturday paid on-site or faxed or post-marked after February 15, 2007.  
 \$345 - Guest registration fee for non-PSE members.  
 \$50 - Friday dinner or Saturday banquet only.  
 \$60 - Annual National Dues for members not currently in good standing  
 \$7.50 - PSE Sandals

Size: Woman's (6-8)  Men's Medium (9-10)  Men's Large (11-12)

MC  Visa  American Express  
Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Note: Payments post-marked after February 15, 2007 may not be received in time for processing, which may result in the need for duplicate payment at the on-site registration desk. **Send registration and payment to: Pi Sigma Epsilon National Educational Foundation; 3747 S Howell Ave, Milwaukee, WI 53207 or Fax to (414) 328-1953. Requests for refunds must be in writing, post-marked by March 20, 2007, and are subject to a \$50 non-refundable, non-transferable fee. There shall be no refunds after March 20, 2006. YOU CAN ALSO REGISTER ONLINE AT WWW.PSE.ORG, CLICK ON NATIONAL CONVENTION THEN REGISTER.***



Check our web site  
for airline  
discounts.

www.pse.org, click  
National  
Convention, then  
Hotel & Travel

### Hotel Reservations:

Hyatt Regency - Irvine  
17900 Jamboree Road  
Irvine, CA 55402  
Special rate of \$119/night  
(up to 4 persons).

Hotel Reservations must be made by March 10, 2007 to receive the PSE rate of \$119.

This rate is available for room reservations from March 22, 2007 through April 4, 2007. Reserve your room today with a credit card. The credit card will not be charged until you actually stay. We cannot guarantee you will get a room if you do not make your reservation by March 10th. Make your reservations online, at PSE's web site, click National Convention, then Hotel & Travel for the special link to make reservations online. Or call 1-800-233-1234, and mention that you are with the PSE Convention

# PSE National Educational Foundation

## Foundation Programming

The PSE National Educational Foundation (PSE NEF) sponsors the PSE National Convention. Additionally, the PSE NEF offers the following programs:

### The PSE National Scholarship Program

The Foundation grants tuition scholarships and convention scholarships to deserving PSE members. Based on strict criteria, the Foundation has given out over \$300,000 in scholarships and grants since its inception. Go to [www.pse.org](http://www.pse.org), click on Scholarships in the Member Only section, view the criteria and print out an application. Only one application is needed to apply for all the listed scholarships. Scholarships range from \$500 to \$2,000 this year. Also, view the Future Leaders Team that offers a free convention package (\$230 value) and \$100 travel stipend. Almost \$20,000 is available to be awarded.

### The PSE National Awards Program

Challenging PSE chapters and members to put their best foot forward, this forum provides an outstanding opportunity to polish skills in real life environments, while earning recognition for chapter and individual performance. The 2007 National Awards Program Call for Entries is online at [www.pse.org](http://www.pse.org), click on Awards & Scholarships, then click

on Awards. Follow the instructions.

### Journal of Personal Selling and Sales Management (JPSSM)

Ken Evans, Dean and Fred E. Brown Chair in Business at the University of Oklahoma, is the Editor of the JPSSM. The Foundation sponsors efforts to keep this research publication thriving for the past 26 years. For more information on JPSSM, go to [www.pse.org](http://www.pse.org), JPSSM.

### National Conference in Sales Management (NCSM)

The NCSM encourages sales research and educator information-sharing in a formal conference setting and informal gatherings during the PSE National Convention. For more information, go to [www.pse.org](http://www.pse.org), JPSSM, click on NCSM.

*The PSE National Educational Foundation (PSE NEF) exists only by your contributions. The PSE NEF maintains a tax-exempt status under IRS Section 501(c)(3), thus contributions offer tax advantages to donors. Donations can be made on line at [www.pse.org](http://www.pse.org), PSE NEF, Donations. Or contact PSE National Headquarters for more information, 414-328-1952.*

## 2007 PSE NEF Scholarships

### PSE NEF Scholarship and Future Leaders Program

The 2006-2007 CEI year is beginning to come to a close, and that means that the NEF Scholarship Application deadline of February 1, 2007, is fast approaching!

### 2007 NEF Scholarship Program

Each year, the National Education Foundation is proud to grant tuition scholarships to deserving PSE members. Since its inception, the program has awarded almost \$300,000 in scholarships and grants. We're setting records this year, with more scholarships – 14 – and more prize money – over \$18,000 – than ever before! All members in good standing with at least one semester/two quarters left in either an undergraduate or graduate program (or graduating with outstanding student loans to their university)

are eligible to apply. The joint application form is available at [www.pse.org](http://www.pse.org) under “Scholarships & Awards”.

### 2007 Future Leader Team

To recognize outstanding PSE freshmen and sophomores, each chapter should name one member showing great leadership potential to the 2007 PSE Future Leader Team. The top ten nominees will be awarded this year's PSE Future Leader scholarships. These packages include: a complimentary registration packet for the 2007 National Convention, a \$100 travel voucher, and invitations to the Certified Chapter Officer Training program and special networking sessions. Future Leader applications are also available under “Scholarships & Awards” at [www.pse.org](http://www.pse.org).



## Debra (Baar) Khalil Memorial Scholarship



PSE alumna Debra (Baar) Khalil passed away on October 12, 2006 after an extended illness. Debbie graduated from the University of Wisconsin - Whitewater with a BBA in 1979. She was a member and leader of the Beta Gamma Chapter of Pi Sigma Epsilon and in her senior year, was a mentor to many of the younger chapter members.

Upon graduation, Debbie worked for PSE National Headquarters as a Field Representative, which entailed a move to New York City (where PSE was then based), and a year filled with travel, chapter visits and planning and helping to execute the National Convention.

It was at PSE Headquarters in New York where Debbie met her future husband, Mark Khalil. A year after leaving her job at PSE Headquarters, they married in Debbie's home town of Delavan, Wisconsin, and moved to the Philadelphia

area where Debbie began her career in computer programming and systems management. Debbie initially worked at Unisys Corporation, and subsequently worked for two Unisys customers as Mark's job changes and transfers took them to the New York area, to San Jose, California and back to the New York area.

Throughout her career, Debbie continued her involvement with PSE as an active volunteer, serving several years as the Chairperson of the National Scholarship Program and as a member of the Board of Trustees of the PSE National Educational Foundation.

Debbie is survived by her daughter, Zoë, her son, Isaiah, and her husband, Mark. The Debra (Baar) Khalil Scholarship Fund has been established to keep Debbie's spirit alive by supporting the educational initiatives she whole-heartedly believed in and supported during her lifetime. If you wish to honor the memory of Debbie through a contribution, please refer to the following PSE National Educational Foundation website for more information: [www.pse.org/psenef-donations.asp](http://www.pse.org/psenef-donations.asp).

## Mu Kappa Tau

Mu Kappa Tau, the Marketing Honor Society, is another program sponsored by PSE NEF. Mu Kappa Tau's membership is limited to students, majoring in Marketing, who meet exceptional academic requirements. Check out the website at [www.mukappatau.org](http://www.mukappatau.org) and you will find all of the information you need on Mu Kappa Tau.

There are several scholarships available to Mu Kappa Tau Students:

<b>MKT Scholarship</b>	\$1000.00 Scholarship (Need to be a member of MKT)
<b>G.M. Naidu Scholarship</b>	\$500.00 Scholarship (Need to be a member of MKT)
<b>MKT NEF Scholarship</b>	\$1000.00 Scholarship (Need to be a member of both MKT & PSE)
<b>ACHS/IEL Merit Scholarship</b>	\$500.00 (Available to MKT members for Internship in Washington, DC)

For information on how to apply to the first two scholarships (MKT and G.M. Naidu Scholarships), go to

[www.mukappatau.org](http://www.mukappatau.org) and click on the link "scholarships". For information on how to apply for the MKT NEF Scholarship, go to [www.pse.org](http://www.pse.org) and click on the PSE National Educational Foundation link and then click on scholarships.

Mu Kappa Tau is proud to be the only Marketing Honor Society to be recognized by the Association of College Honor Societies (ACHS). ACHS has partnered with the Institute for Experiential Learning (IEL) to co-sponsor a \$500 merit-based scholarship to any ACHS Student who participates in the IEL internship program in Washington, D.C. This means that all Mu Kappa Tau Students are eligible for this scholarship.

The Institute for Higher Learning is known as the "premier internship program in Washington, D.C." and is a recognized leader in the field of experiential education, creating Washington, D.C. based opportunities for students. If you are a member of Mu Kappa Tau and would be interested in doing an internship in Washington, D.C. please go to [www.ielnet.org](http://www.ielnet.org) to find more information on this great opportunity. Good luck!

## 2007 PSE NEF National Awards Program

It's getting to be that time of the year again. Annual reports are being written and the excitement of National Convention anticipation is brewing. It's been another big year for the PSE National Awards Program. We introduced the National Speakers Competition at all 6 regional conference allowing more people to compete in the awards program. We had 19 people participate at the regional level with the six winners receiving a National Convention scholarship package. You will all be able to hear our regional winners at the National Convention as they will be announcers and presenters in Irvine.

As you all gear up for the National Awards Program, we are pleased to announce new changes to make submitting entries for competition a breeze. There is a new webpage on PSE Online where you can upload your entries in one single place and indicate your intent to participate in the onsite competitions that do not require a written entry. Check out how easy it's going to be! Log in with your user name and password and visit [www.pse.org/pseonline-award-upload.asp](http://www.pse.org/pseonline-award-upload.asp). The Call for Entries is already on the website if

you have questions about the details of each award.

As announced in the September issue of *Dotted Lines*, the Awards Program is thrilled to introduce three new competitions this year: PSE Faculty Advisor of the Year, Top Marketing Plan and Top Business Plan. These awards have been developed at the request of many PSE members, alumni, and faculty. Check out the Call for Entries for more information on how your chapter can compete for these awards.

We are looking for alumni who would be interested in judging both written and onsite awards. If you're interested, or know of anyone who would be, please let the awards co-chairs know. You may do this by submitting your name and contact information under the Call for Judges link of [pse.org](http://pse.org).

We look forward to seeing everyone in Irvine! (And until then, don't forget the January 31st deadline for awards submission)

## Welcome to Our New Corporate Partners



Wyndham Vacation Ownership, a subsidiary of Wyndham Worldwide (NYSE:

WYN), is headquartered in Orlando, Florida and is supported by more than 14,000 employees worldwide. Our Wyndham Vacation Ownership business includes marketing and sales of vacation ownership interests, consumer financing in connection with the purchase of vacation ownership interests, property management services to property owners' associations, and development and acquisition of vacation ownership resorts.

We have the largest vacation ownership business in the world as measured by the number of vacation ownership resorts, vacation ownership units and owners of vacation ownership interests. We have developed or acquired over 140 vacation ownership resorts throughout North America and the South Pacific that represent more than 18,000 individual vacation ownership units and more than 750,000 owners.



At T-Mobile, we don't just deliver the best wireless service. We create the best careers in the business. Our jobs come fully loaded with opportunities to make a difference. We are confident, daring and talented. We work hard, have fun and enjoy the spotlight that comes with success. We'd love to count on you to join our team and set a new standard of ser-

vice for our customers. Do that and you can count on us to deliver a career experience like no other.

Sales careers at T-Mobile. Apply today at: [www.t-mobile.com/jobs](http://www.t-mobile.com/jobs). Work together. Be bold together. Share success together.



GlaxoSmithKline (GSK) is a world leading research-based pharmaceutical company with a powerful combination of skills and

resources that provides a platform for delivering strong growth in today's rapidly changing healthcare environment. GSK's mission is to improve the quality of human life by enabling people to do more, feel better and live longer.

Pi Sigma Epsilon students now have an opportunity to participate in marketing and promotional events for GlaxoSmithKline (GSK) brands through our program called Campus Consumers. GSK Marketing Consultants in the Campus Consumer program will work with PSE chapters to increase awareness of emerging pharmaceutical issues and solutions. Students in the program will learn from GSK sales people and then create their own promotions on and around campus. Candidates must be enrolled in school during the 2007-2008 academic year and live close to campus. If this position interests you, please contact Kim Rohn at [kimberly.x.rohn@gsk.com](mailto:kimberly.x.rohn@gsk.com) for more information.

# PSE Chapter News

## Welcome to Our Newest PSE Chapters



**Catawba College**



**University of Connecticut**

## A Year in Review

As each year passes, the Pi Sigma Epsilon National Headquarters Office looks for chapters and members who have stepped up to challenges and have reached out of their comfort zone. These chapters and their members are the ones who work especially hard and go often times unseen or thanked enough for their hard work and commitment to this organization. The students have put countless hours into projects, recruitment, and general chapter operations. Each chapter has great potential in becoming the next Top Chapter. From Headquarters to everyone else in this organization, we would like to say, "Congratulations for a job well done."

The 50th National Convection in Minneapolis, Minnesota was a time that no one will forget. So many exciting things took place! From excellent speakers, to an amazing Career Fair, networking among professionals, and rekindling old friendships over the last 50 years. This conference had it all. We can't wait to see everyone at our 51st National Convention in Irvine, California! We know that this convention can be more than the last one.

A huge thank you goes out to all the host chapters and their members who helped at this year's 2006 Regional Conferences. The conferences went very well! It was great seeing the chapters have such a good time and get a lot of valuable information! This year's Regional Conferences had an exceptional turnout by beating last year's attendance by 32%!!! The Host Chapters to be thanked are Arizona State University, SUNY Buffalo, Louisiana State University, Miami of Ohio University, University of North Carolina

Wilmington, and University of Wisconsin Whitewater.

A vital part of our organization is its members. Without our members, we would not have chapters. Without chapters, we would not have Pi Sigma Epsilon. Recruitment for the spring and fall was very successful in retaining and recruiting new members. The top two chapters that recruited the most in the spring were Louisiana State University and Purdue University. The top two chapters in the fall were University of North Carolina-Wilmington and Purdue. Other chapters that did an amazing job in recruiting by surpassing their goals were Carthage, Elon, Northern Iowa, and Toledo. A job well done chapters!

Projects are another large part of this organization. Projects can range from marketing to research to community service. Each project helps chapters gain the experience, knowledge and professional relationships for them to succeed later in their careers. Some of the projects that stood out over the past year was Psi's own version of the Pro-Am-Sell-a-Thon, Delta Tau's Wing Fling, Beta Xi's Rock-a-Wear Fashion Show, Delta Epsilon's 5K Run and Alpha Omega's 5K Run. All chapters did a phenomenal job and hats off to all the hard work that members put into each project.

Another year has passed us by but we have a new year quickly approaching. Let us make 2007 a year that Pi Sigma Epsilon will not forget. Special thanks go out to all the chapters, advisors, parents, local businesses, Headquarters, National Council, Mu Kappa Tau, and most of all our Corporate Partners.

## Faculty Advisors

Pi Sigma Epsilon would like to extend its gratitude to all of our Faculty Advisors. These individuals are the “most valuable players” in PSE and keep the consistency in the chapters.

Dr. Avery Abernethy - Auburn University  
Dr. Ramon Avila - Ball State University  
Dr. Matthew Bunker - University of Northern Iowa  
Dr. Alvin Burns - Louisiana State University - Baton Rouge  
Dr. Robert Bush - University of Louisiana-Lafayette  
Dr. Tony Carter - William Patterson University  
Dr. Henry Cole - University of Louisiana - Monroe  
Dr. Lucette Comer - Purdue University  
Mr. David Coon - Indiana University  
Dr. Duane DeWald - Texas A&M Univ. - College Station  
Gregory DiNovis - College of St. Catherine  
Dr. Paulette Edmunds - Norfolk State University  
Dr. Kevin Ellis - University of Georgia  
Dr. Theresa Flaherty - James Madison University  
Linda Foley - University of Akron  
Dr. Bob Garrity - University of Hawaii - Manoa  
Ms. Susan Geringer - California State University - Fresno  
Dr. John Green - Catawba College  
Dr. Kevin Hammond - University of Tennessee at Martin  
Dr. Roscoe Hightower - Florida A&M University  
Dr. Earl Honeycutt - Elon University  
Dr. Gary Hunter - Illinois State University  
Kendra Ingram - Texas A&M University-Commerce  
Dr. Scott Inks - Ball State University  
Vince Isom - Indiana University  
Dr. William Jankovich - Carthage College  
Dr. Fernando Jaramillo - University of Texas at Arlington

Dr. Katie Kemp - Middle Tennessee State University  
Dr. George A. Kirk - Southern University Baton Rouge, LA  
Jay Lambe - Virginia Tech  
Tom Leigh - University of Georgia  
Dr. Tim Longfellow - Illinois State University  
Mou Maity - University of Wisconsin - Whitewater  
Dr. Lynnea Mallalieu - University of NC - Wilmington  
Fred Marich - University of Akron  
Dr. Charles McConkey - University of Louisiana - Monroe  
Dr. Robert McMahan - Appalachian State University  
Craig Miller - Alverno College  
Dr. Lynn Muller - University of South Dakota  
Michael Mullin - University of Toledo  
Dr. Suzanne Nasco - Southern Illinois University  
Dr. Donald Norris - Miami University  
Dr. Terry Paul - Ohio State University  
Mr. Pete Peterson - The University of Connecticut  
Constantine Polychroniou - University of Cincinnati  
Carol Pope - Alverno College  
Sekar Raju - State University of New York - Buffalo  
Dr. William Rice - California State University - Fresno  
Dr. Rick Ridnour - Northern Illinois University  
Dr. Mike Russell, Dean - St. Bonaventure University  
Lynn Schleeter - College of St. Catherine  
Dr. Lois Smith - University of Wisconsin - Whitewater  
Dr. James Spiers - Arizona State University  
Mr. Peter Stark - University of Minnesota-Duluth  
Dr. Tom Stevenson - University of NC - Charlotte  
Sunatha Teyarachakul - Minnesota State Univ. - Moorhead  
Dr. Kevin Upton - University of MN-Twin Cities  
Dr. Dan Weilbaker - Northern Illinois University

## Call For Nominations

### PSE National Council

The PSE Nominations Committee is accepting nominations for the 2007-2008 PSE National Council and other volunteer positions. To nominate yourself or another individual, please submit

- a brief professional biography that highlights the nominee's career and PSE contributions; and
- the nominee's contact information including home and work phone numbers and email address. Nominations should be submitted by February 10, 2006 to:

Dr. Mike d'Amico, Chair PSE Nominations Committee, C/O PSE National Headquarters, 3747 S. Howell Ave., Milwaukee, WI 53207, or via email to Dr. d'Amico at mdamico@uakron.edu, or fax to Dr. d'Amico at 414-328-1953.

### PSE Collegiate Vice Presidents

The PSE Nominations Committee is accepting applications

for Collegiate Vice Presidents (CVP) for the 2007-2008 PSE National Council. The Collegiate Vice President serves as the formal liaison between the PSE collegiate members and the Council. Duties include, but not limited to: communication with collegiate members; representation of the collegiate viewpoint in Council decision-making; and interaction with PSE staff, primarily the Chapter Consultants, to communicate with and support chapters.

To Apply, please submit:

- a cover letter addressing why you would like to be a CVP, along with your resume
- an outline of collegiate activities including your PSE contributions.

Applications should be submitted by February 17, 2006 to: Dr. Mike d'Amico, Chair PSE Nominations Committee, C/O PSE National Headquarters, 3747 S. Howell Ave Milwaukee, WI 53207, or via email to Dr. d'Amico at mdamico@uakron.edu, or fax to Dr. d'Amico at PSE HQ, 414-328-1953.

## The New PSE Website and Logo



As a sales and marketing organization, we all know the importance of branding. PSE began an initiative to let people know who we are and what we do. The first and most important part of the branding campaign is our new logo. Thanks to all the feedback we have received from students, alumni, and professionals the new logo has been selected and is being implemented by the time you read this! With widespread support, the new logo displays the strength, history, and education that is so important to our organization.

However, that is only the beginning!

The PSE website has also been updated! It has been redesigned from the ground up with a new look that reflects our branding efforts and makes everything easier to navigate at the same time! It took some time to get everything just right, but we think you will be happy with the final result. If you haven't been there yet, come see the new website at [www.pse.org](http://www.pse.org).

## UW-Whitewater's New Business Building to be Named After a PSE Alumnus



The new College of Business and Economics building at the University of Wisconsin-Whitewater campus will be named Timothy J. Hyland Hall.

Hyland, a 1982 graduate of the UW-Whitewater College of Business and Economics, and his wife, Natalie, made a significant commitment to the building project.

"It feels great being in the position to give back to the college where it all started," Hyland said. "The building's naming is not an award for any personal or professional achievements, because there would be many alumni, educators and administrators more worthy than I. Instead, it recognizes that Natalie and I heard the need and were blessed to be able to respond in a significant way."

"Tim and Natalie Hyland have made an extremely generous gift to U.W.-Whitewater's College of Business and

Economics," said chancellor Martha Saunders. "Hyland Hall will be the signature building of our campus, and I am so pleased that it recognizes an alumnus who has accomplished so much and who remains connected to our campus."

A Wisconsin native who grew up in Sturgeon Bay, Hyland began his professional career with the accounting firm of Deloitte Haskins & Sells in the audit department of their Phoenix office. In 1989, Hyland joined the health care management and consulting firm of Schaller Anderson, Inc., and in 2004, he retired from his role as senior vice president for business development, mergers and acquisitions after having served several years as its chief financial officer.

Hyland was president of the Beta Gamma chapter at UW-Whitewater, a past President of the PSE National Council, and is the current chairman of the PSE National Educational Foundation.

He currently owns Hyland Real Estate Investment Group and continues to be actively involved in real estate and angel investing.

## PSE Alumni Pictures



UW-Milwaukee Alumni Gathering



UW-Milwaukee Alumni Gathering



Bryce Burk-See Back page for News

## To All PSE Alumni



As the New Year begins, many people reflect on past events. The New Year comes with new resolutions to reinforce relationships, practice personal relaxation, and re-prioritize our personal lives.

As I reflected, I wondered what the word 'Alumni' really meant. The definition is simply "A graduate or former student of a school, college, or university." This could not be the only definition. I looked deeper.

Alumni, the noun has a Latin root, *alere*. *Alere* means 'to nourish' which then equals 'the nourished one' when in the state of being an alumni.

With these words defined, I sat back in my chair and reminisced about the times in PSE and how *nourishment* was related. The projects, the challenges, the teambuilding, the social events (ah, yes, the social events), the University regulations, the competition, the failures, the arguments, the essays, the interviews, the networking, the friendships, the SME meetings, the Regional Conventions, the National Conventions, the CEI, CCO training, Pro/Am Sell-a-Thon, corporate sponsors, the comfortable hotel lounge couch that supported a night of sleep once, the roundtables, the awards banquet, and the interaction with alumni.

What a great alma mater PSE is as I continued to think about it. An alma mater is defined as a 'nourishing mother'. There is the word again, nourish. PSE is more than just a fraternity to me. A fraternity is 'any group or class of persons having common purposes, interests, etc.' Pi Sigma Epsilon had become a 'nourishing mother' and I had become a 'nourished one' once I graduated college. Wow, who would have thought an organization could do such a thing?

PSE is the core of our sales and marketing skills development, its chapters produce opportunities for development—the chapters as a whole produce tangible opportunities to grow upon, and so, it is very important that the chapters do not wither for if its chapters wither, PSE will parish.

As alumni of the alma mater PSE, we are the nourished ones. We took our hard work, converted it to nourishment and have grown partially to who we are today. Our business acumen and savvy were developed through PSE. Why can't it continue after college? Yes, life becomes harder after college with family, jobs, personal interests, etc. but why not become a part of the alma mater?

I was asked to serve as the National Alumni Association President. The NAA is the collective effort of alumni across the country to provide a home for all alumni. While your geographic region may have a regional association, most of the country does not. The NAA is that place for alumni to renew friendships and continue building new relationships and skills.

There are several vehicles now that Alumni can utilize such as being a NAA Board or committee member, a written awards judge for National Convention, an on-site judge for regional or national convention, a CCO facilitator, a chapter's Alumni Advisor, a guest speaker, a project sponsor, a National Council Board member, in addition to being a financial supporter.

Take this moment to think about your experiences in PSE. Regardless of how old or new you are to the organization, think about your participation in events. I imagine PSE has nourished you in some fashion.

How will you contribute, alumni, to an organization committed to over 50 years of developing the sales and marketing profession? How will you help to keep this *vine* from withering?

"We can allow memories to jade us or encourage us. Nourish the past, not by sugarcoating it, but by seeing it as a mysterious, constructive teacher, and the past will nourish the present."

- Nate Liederbach, *Coloradan*, June 2006

March 2007 is the National Convention in Irvine, California. Catch that PSE bug again. Join us in California. Become an active part of the NAA. Saturday morning events for alumni include an NAA board meeting, alumni summit and a Newport Beach party. Even if you can't physically be at the event, we always need your brain power, knowledge, ideas, solutions, and network. Re-visit PSE through the NAA. If you chose PSE as a collegiate for the social aspect, we have that. Networking? We have that too.

This New Year make a resolution to dedicate a portion of your time to PSE again. Whether you are able to participate in 1 event or 100 events, your time will be worthwhile.

*Fraternally,*  
Josh Taylor  
NAA President

# People Watching

## New Life Members - Since September 2006

### Alverno College

Hang P. Bui

### University of Phoenix

Brian K. White

### SUNY Buffalo

Danny Tung

### Elon University

Lindsay Wagner

Kevin Cox

### Univ of Akron

Sara Eddy

### Northern IL University

Marcella Kneitz

### Carthage

Jenifer Bickle

Annie Jezo

Andrea Jacobsen

Robert Curran

### Jamie Armstrong

### Miami University

Emily Hanks

Kory Strarinieri

Cameron Berner

Jon Wyman

Allison Tuma

Aimee Sweet

Katie Smith

### Robert Polleys

Stephen Mack

Sophie Laskovski

Tara Korthals

Melissa Daley

Bryan Cunningham

Jenna Colbrunn

## Member News

### Weddings

**Stefan Werdeger**, Beta Gamma alumni, was married December 29, 2006 to Martha Ledezma. Stefan also joined Eclipsys, a healthcare software company in Dallas, TX, as an account executive.

**Diana Rossetti**, Beta Kappa Alumna, was married December 3, 2006. She is now Diana Guerrero.

### New Positions

**Marcella Kneitz**, Gamma Zeta alumna and former CVP, recently joined Wyndham Vacation Resorts as Director of Recruiting for the Destin, FL site.

### Member Updates

**Bob Finnie**, Alpha Epsilon alumni, published the book "Coaching Coaches ... for players, parents, and coaches from youth through high school age sports" after 30 years of volunteer coaching in the Milwaukee, WI area. Go to [www.coachingcoaches.net](http://www.coachingcoaches.net) for more information on improving the sports life for everyone.

**Bryce Burk**, Alpha Delta Alumni, since 9/11 has been wrapped up with two demands - serving his country while trying to grow his own business in DFW. He was called to active duty in 2001 and served on the USS Coronado and he volunteered on the USS John F Kennedy in 2004. He was Navy Reserve Intel Analyst of the Year and has reached the rank of Commander in the Navy. Pi Sigma Epsilon has enriched his memories, and given him so many wonderful contacts and lifelong friends. He attributes almost all his success to his faith, and to the principles he pledged to uphold long ago (over 20 years!), the same words that were penned from a group of wise gentlemen in 1952.

### Passages

**Claudio M. Strazzabosco**, Iota alumni, passed away in September, 2006. He was a charter member of Iota, and the first chapter President as well as a Life member. A sales trainer, he spoke at several PSE National Conventions.

**Don McBane**, Editor of the NCSM web site, friend to JPSSM and PSE advocate passed away in October, 2006.

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