

DOTTED LINES...

An Official Publication of Pi Sigma Epsilon and the PSE National Educational Foundation
National Professional Fraternity In Marketing • Sales • Management

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Dr. Don Norris
PSE National President

The State of the Fraternity: Strength and Continued Growth

As your PSE National President, it is my pleasure to report on the state of the PSE Fraternity. By all measures, Pi Sigma Epsilon is stronger, more contemporary, and shows more promise than it has at any time in years.

At the March and June 2006 National Council meetings, implementing the PSE strategic plan continued to be the focus of our discussions. The PSE mission remains to be the development of our members. Our goals are centered on growth, diversity and programming. All of these goals will result in the development of our members.

With increased growth of our chapters, we will not only develop more students, but have the funds to continually improve and to add more programming. We will be more attractive to alumni and corporate partners, who coach and judge the PSE Pro-Am Sell-a-Thon, help to train our students, provide projects, and offer excellent career opportunities. We could not go forward without the continuing support of our corporate partners and alumni.

Diversity among our membership is another goal that we take seriously. This fall, we will initiate several historical black college and universities as PSE chapters. The new chapters are really looking forward to the regional conferences and competing in the Pro-Am Sell-a-Thon.

This past year has seen many milestones in reaching the goals set out by the strategic plan.

Here are a few highlights:

- The addition of another chapter consultant, now totaling three, to help current chapters and to work with new chapters. This is vital to our growth.

- A continuing history of well-attended National Conventions that successfully met objectives of unity, personal and chapter development, corporate partner participation and results (in building their name recognition, sharing their expertise and hiring PSE members). Plus, the 2007 Convention in Irvine, California (March 27th to 31st) promises to be even stronger than the successful gatherings of recent years. How is that possible? Attendees will be treated to a strong line-up of national speakers and practitioners, activities and a career fair with even greater participation by firms, all of which are looking to interview and hire PSE members at the Convention.

- The strongest financial position that the national organization has achieved in years, including PSE's National Educational Foundation, which continues to work closely with the National Council and its Headquarters staff so ably led by Ann Devine, Executive Director. In addition to financial stability (to cover expenses year-round), the Fraternity has built a formidable reserve from life member dues and has restructured its formal agreements with the Foundation, to the mutual benefit of both.

- An increased number of corporate partners and their support through their assistance in programs.

- Implementation of several projects that have been under consideration for years. Among those is establishing a Branding Committee (chaired by and National Council member Joe Ashbee from Gamma Kappa). The results are a new logo to assist in PSE name recognition and a new slogan/tagline, "**Your Business Advantage for Life**". This has been accomplished while retaining PSE's formal crest on stationery and on the national website, which by the way, is itself being redesigned with more information and eye-catching graphics.

- Development of a PSE Membership Directory which provides easier connection with alumni while updating PSE Headquarters' database. Members will be better able to identify alumni as prospective employers and alumni

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Programs

Continued from front cover

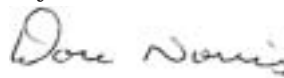
will be easier to follow as their careers' move them to new locales. Creation of the directory enables all interested parties to keep track of chapter members previously "misplaced" by the PSE family.

• A strong network of regional conferences that will offer CCO training, the National Speaker's Competition and the first round of the Pro-Am Sell-a-Thon competition (sponsored by Vector Marketing using selling methodology developed by Huthwaite).

Last, but hardly least, is the continued strength of the fraternity's national headquarters staff and devoted National Council. As communicated in the saying "Behind every successful man is a woman ...", so is the success of PSE. Without the devotion, tireless energy and varied skills of

Ann Devine and her staff at National Headquarters in Milwaukee, PSE would have experienced the "worst of times" with no concerted plan to pursue "the best of times". Furthermore, I can vouch for the fact that "it's getting better all the time". Pi Sigma Epsilon has celebrated its 50th Anniversary and 50th National Convention and shows no signs of deviating from the course to continue to grow.

Always foremost,



Dr. Don Norris, National President

If you would like a copy of the PSE strategic plan, please email Ann Devine, Executive Director, at ann.devine@pse.org.

2006 Regional Conferences

For more information about any of the Regional Conferences or to register, go to www.pse.org and click on Regional Conferences. Hotel reservations must be made directly with the hotel for the conference. Conference registrations must be submitted prior to the deadline date specified. All registrations received after this date will result in late fees. If you have any questions, contact Shelly Rensberger at PSE Headquarters at 414-328-1952 or shelly.rensberger@pse.org

Oct. 14, 2006 – Western Regional Conference

Las Vegas, NV

Circus Circus Hotel and Convention Center 800-634-3450 \$105/night. Hotel reservations deadline 09/15/2006. Conference registration deadline 9/29/2006.

Oct. 21, 2006 – North East Regional Conference

Niagara Falls, NY

Four Points Sheraton – Niagara Falls 716-285-2521 \$89/night. Hotel reservations must be made prior to 09/20/2006. Conference registration deadline 10/06/2006.

Oct. 28, 2006 – Southern Regional Conference

Baton Rouge, LA

To be held at the University of Phoenix – Baton Rouge Learning Center. Hotel - Courtyard by Marriott – Baton Rouge, 800-831-4004, \$95/night. Hotel reservations deadline 09/22/2006. Conference registration deadline 10/13/2006.

Nov. 3, 2006 – North Central Regional Conference

Oxford, OH

To be held on the Miami University Campus. Hotel - Amerihost Inn and Suites – Oxford, 513-523-2722, \$99/night. Hotel reservations deadline 10/03/2006. Conference registration deadline 10/20/2006.

Nov. 11, 2006 – Atlantic Regional Conference

Wilmington, NC

Courtyard by Marriott – Wilmington, 910-395-8224, \$89/night. Hotel reservations deadline 10/10/2006. Conference registration deadline 10/27/2006.

Nov. 18, 2006 – Midwest Regional Conference

Milwaukee, WI

Holiday Inn City Centre – Milwaukee, 414.273.2950, \$99/night. Hotel reservations deadline 10/17/2006. Conference registration deadline 11/02/2006.

Do you have what it takes to become the BEST?

Join PSE HQ and put your business skills to the ultimate test. The **BOSS** Games, sponsored by Northwestern Mutual Financial Network, is an interactive computer business simulation allowing PSE teams to compete head to head across the country.

Teams have 8 weeks to successfully prove that they have what it takes to be the best. **BOSS** places team members in the position of Chief Marketing Officer. Teams then create and implement new and improved marketing strategies and re-branding techniques. Each week, teams make new

decisions and adjustments to the original plans in an effort to make it to number 1! Plaques and cash prizes will be awarded to the teams finishing in the top 4 nationally.

Deadline for registration is September 18, 2006. Get your chapter team signed up today! For more information about **BOSS** or to register your team today contact Shelly Rensberger at PSE HQ at 414-328-1952 or shelly.rensberger@pse.org.



Northwestern Mutual
FINANCIAL NETWORK™

Collegiate Programs

2006 PSE Pro-Am Sell-A-Thon



The PSE Pro-Am Sell-a-Thon, sponsored by Vector Marketing, is a sales competition held at each of the six fall regional conferences and the PSE National Convention. The competition is held twice a year in order to involve as many students as possible, and to allow for a more in-depth study of the sales process.

Purpose: The purpose of the Pro-Am is to provide PSE collegiate members with the opportunity to experience the salesperson's role in a simulated business-to-business (B2B) sales environment, with coaching from a sales professional. Many of the coaches and judges are PSE's corporate partners, PSE alumni and manufacturing representatives that belong to a certification and continuing education association.

How the Pro-Am Works: PSE students are first taught selling concepts from SPIN Selling®, a Huthwaite, Inc. publication. Huthwaite is a leading researcher in the field of sales and has joined forces with PSE in a continual effort to improve the Pro-Am Sell-a-Thon. Additionally, concepts from Getting the Second Appointment®, by Tony Parinello, are used. Participants are then paired with sales professionals, who coach, mentor and critique the students on their sales call. The next step of the program is the actual competition. This is a simulated sales call in which each student is evaluated on his/her ability to successfully move the customer through the sales process and obtain commitment. Each role-play is judged by a panel of sales professionals and videotaped so that the student can review it at the end of the event.

Prizes: At each of the six regional conferences, the first and second place finishers receive a trophy, a complimentary PSE National Convention registration (worth \$230), and a guaranteed spot to compete at National Convention. Additionally, each first place finisher receives their transportation cost to go to convention.

Students who wish to compete and professionals who wish to coach and/or judge, must register at www.pse.org, click on Events, click on the Pro-Am.



2006 SMEI Essay Contest Winner

SMEI's Academy of Achievement & Leadership Conference!
by Max Holley, PSE Member,
Arizona State University Chapter



Tanis Cornell, SMEI
Max Holley

From April 28-30, 2006, I attended SMEI's Academy of Achievement & Leadership Conference in Dallas, TX. I honestly had no idea what to expect from the weekend, except that I would be reading my essay in front of some people much wiser than me. I never could have predicted the education I received in one short weekend.

taught me lessons that I will carry with me throughout my life. Most importantly, I learned how to network in the business world. Sometimes lessons are best learned through experience and I found this to be especially true with networking. The panel discussion that took place after the luncheon taught me what it takes to be a leader. Being able to hear these words of wisdom from people that have lived them was truly an enlightening experience. I also learned how intimidating it can be for a freshman pre-business student to talk to the CEO of a large company. These unique lessons can't be taught in a classroom, and for that, I am grateful.

Pi Sigma Epsilon has found a great partner in SMEI. I see this partnership lasting for decades to come, sculpting some of the future CEOs. I would like to thank SMEI for providing me with such a phenomenal opportunity. Next year's winner is in for quite a treat.

Congratulations to Michael Klaas, Miami University of Ohio, who is the second place SMEI essay contest winner for 2006.

Collegiate Programs

2007 SMEI “Free Enterprise” Essay Contest



Sales & Marketing Executives International is again proud to support Pi Sigma Epsilon student members with a unique essay contest scholarship. The contest is entitled 2007 Free

Enterprise “Secret of America’s Success” and is open to active undergraduate members of Pi Sigma Epsilon in good standing only.

The student with the first place essay will receive a trip to the SMEI Sales and Marketing Hall of Fame and Academy of Achievement program in September 2007. The SMEI Academy of Achievement formally recognizes men and women who have made significant contributions to the free enterprise system through superior business leadership and professionalism.

The essay contest winner will enjoy 2 days of visiting with and learning from top marketing executives in both casual and formal settings. The Academy will strive to create an inspirational and educational experience, which will have a positive, life long impact.

Grand Prize, First Place Award (Presented at the Academy of Achievement in September 2007)

- \$1,500 cash scholarship
- Award-winning eagle trophy
- Travel and accommodations to attend the event
- Must attend the VIP Luncheon on Saturday of the event to read his/her essay and may invite 2 guests
- Special recognition and receiving of award at annual SMEI Academy of Achievement Banquet in September, 2007 and may invite two guests

Second Place Award (Recognized at the PSE National Convention in March 2007; however, the award will be sent following the SMEI Academy of Achievement event September 2007)

- Runner-up will receive \$500 cash scholarship
- Runner-up will receive a special framed certificate

ESSAY CONTEST CRITERIA:

Deadline: February 1, 2007

Qualified Entrants: Active PSE Students (undergraduate) for the academic year 2006-2007.

A. Content (85 Points)

1. Essay shows an understanding of the concept of Free Enterprise: (30 Points)

- Free or open market (10 points)
 - Freedom to enter market
 - Individual freedoms in running an enterprise
- Government controlled vs. free enterprise (10 points)
- Aspects of Competition (10 points)
 - Global competition
 - Pricing
 - Number of competitors
 - Quality issues
 - Ethical issues

2. Provide evidence for concepts presented (20 points)

3. Illustrates points with global examples (15 points)

4. Provides an effective example of its effect on global economic success (20 points)

5. Bonus Points: Relates to personal experiences (10 points)

B. Presentation (15 Points)

1. Grammar and spelling (5 points)

2. Engaging style (5 points)

3. Follows directions with double spacing and limited number of words (5 points)

Essays must not exceed 750 words in length.

The essay should focus on why or how “free enterprise” or market based economy creates economic success. How you approach the essay is up to you. Use your creativity. Essays submitted should be computer-composed using MS Word and double spaced formatted with Times New Roman 12 pt font. The entry should be entirely the work of the student submitting the essay. If you have questions please contact Ann Devine at ann.devine@pse.org.

A Special Message by Willis Turner CAE, CSE

President & CEO, Sales & Marketing Executives International (SMEI)

Sales & Marketing Executives International (SMEI) was established over 70 years ago with Five Founding Principles™. One of these principles is “Assisting Students.” As a community of sales and marketing professionals we are here to help you. One way that we can do that is to offer you access to the “SMEI Exchange”. This online body of knowledge is ever expanding and is responsive to your inquiries, where you can pose questions and

get answers from real life experts in the world of business. As a member of PSE, you qualify for a **complimentary Collegiate membership in SMEI**. This Collegiate membership gives you full member privilege on the SMEI website at www.smei.org, including the SMEI Exchange.

To find out more about your entitlement to SMEI Collegiate Membership, just visit <http://pse.smei.org> and discover the community that awaits you.

Collegiate Programs

Chapter Projects from PSE Partners



Vector Marketing

Vector Marketing Corporation is the sole distributor of Cutco Cutlery, a premier line of kitchen cutlery and accessories. Through a special arrangement with Pi Sigma Epsilon, PSE chapters may take part in a fundraising project through the sales of selected Cutco products, including our famous pizza wheel and ice cream scoop! With professional sales training provided by local Vector managers, students will gain personal sales experience and a portion of each sale will go directly to the chapter. With the tremendous popularity of Cutco products and proceeds of sales going to PSE, this is a sales project that's sure to be a great success. This is a great opportunity for your PSE Chapter to raise funds through a sales project with Vector Marketing.



University Tees

University Tees is one of PSE's newest Corporate Partners. PSE alumni from the Miami University of Ohio Chapter founded University Tees. They are a distinctive company that provides custom screen-printing, embroidery, and promotional products. Their business is focused on college campuses, serving student organizations and the local community. If your Chapter is looking for a sales project, University Tees is offering a great opportunity for all PSE chapters and members. PSE chapters will represent University Tees in their marketing and promotional efforts on the local campus. In return, the chapter will receive a percentage of the total sales from that campus. Not only does the chapter get a percentage of the revenue from all sales on that campus, but they also receive 20% off their own purchases. The University Tee's project is a great opportunity to raise funds for your chapter and promote a new company.



Allow Card

The Allow Card is a company that sells prepaid MasterCard credit cards. The Allow Card is targeted to parents with teenage kids or college students. This card allows parents to pre-load funds onto the card for their child to use and is accepted wherever debit or credit cards are used. Parents can also view the purchasing behavior of their children through the Allow Card website. The Allow Card has created an excellent sales and marketing project opportunity for PSE chapters. Through promotion and sales of the cards to local parents, either high school or college level, PSE chapters receive funds for each card sold and continue to collect a percentage each time the card is re-filled. This is a great

opportunity for your PSE Chapter to raise funds through a sales project with Allow Card.



Student Media Group

Student Media Group's main focus is to combine student life with the community. They accomplish this focus through their PLAN-IT student planners. Student Media Group wants to work with PSE chapters across the country. They offer a great opportunity for all chapters to improve their sales skills, promote local PSE events and work with a top company. Chapters participating in the project will sell advertising space in the planner to local businesses. Upon completion of the planner, the chapter simply hands them out on campus. Chapter members receive a percentage of total profit from the advertising sales, and a flat amount for distribution of the planners. This project offers members a great opportunity to improve their skills while raising funds for the chapter.

Creative New Chapter Projects

During the 2006/2007 football season, the PSE chapter at the University of Wisconsin - Whitewater will begin a new project that is both fun and profitable! For this project, the chapter will sell raffle tickets at each home game. The winner at each game wins a seat on the 50 yard line complete with a couch to lounge on and free pizza! The profits for this project will be split between the chapter and the athletic department at the University. This is a great project for any PSE chapter that has a popular football team!

The PSE chapter at Louisiana State University also started a unique project last year. The chapter partnered with six local corporations to develop and host a seminar to educate and guide small and emerging businesses in the Baton Rouge area. *The Business of Being in Business* focused training seminars around the vital areas of business management including: legal, financial, human resources and marketing. The project allowed PSE members to network with local companies, improve their project management skills, and grow the business community in Baton Rouge. This project created an outstanding opportunity for both PSE members and the greater Baton Rouge business community.

For More Information on any of these projects, please contact your chapter consultant: call PSE Headquarters at 800-761-9350 or email Andrew.Gall@pse.org or Amanda.Zander@pse.org.

2007 PSE National Convention

Sponsored by the PSE National Educational Foundation



Hyatt Regency Irvine
Irvine, CA
March 27-31, 2007



Hyatt Regency Irvine is uniquely situated to offer guests nearby beaches including Newport, Huntington, Laguna and Balboa Island. A ten minute cab ride from the Hyatt you will find The Spectrum dining and entertainment complex, Fashion Island and the South Coast Plaza Shopping Malls. The Hyatt is only twenty minutes away from Disneyland.

For reservations, call 1-800-233-1234. Reserve your room today with a credit card. The credit card will not be charged until you actually stay. Hotel reservations **must** be made by March 10, 2007 to receive the PSE rate of \$119. We also cannot guarantee you will get a room if you do not make your reservation by March 10th.

Wednesday, March 28, 2007

National Awards Program Competition - All Day

PSE National Council Meeting

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

Interactive Ice Breaker with Michael Cheatham

Thursday, March 29, 2007

National Awards Program Competition

General Session - Michael Cheatham

Michael Cheatham has been a popular presenter at several PSE conferences and conventions. Michael will share with you what you need to know to succeed on the job and in life! His dynamic and enthusiastic style will engage you and his diverse background and experience will teach you.



Michael Cheatham
Inspired Solutions & Associates

2007 PSE National Convention

More on Thursday, March 29, 2007



Marie Artim
Enterprise Rent-A-Car

Corporate Partner Panel Discussion
Your opportunity to ask corporate recruiters questions and listen to great advice about your career.



Sarah Baker Andrus
Vector Marketing



Michael Van Grinsven
Northwestern Mutual
FINANCIAL NETWORK™

PSE Marketplace Career Fair & Lunch

- | | |
|-----------------------|---------------------------|
| 3M | Northwestern Mutual |
| AllowCard of America | Financial Network |
| Apex Systems | Quicken Loans |
| Ecolab | SMEI |
| Enterprise Rent-A-Car | The Standard |
| Federated Insurance | Student Media Group |
| GEICO | Target |
| Hyatt Hotels | Thrivent Financial |
| Konica Minolta | Unisys Corporation |
| Mach 1 Air Service | University Tees |
| M & I Bank | Vector Marketing |
| | ...and more coming |



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

Friday, March 30, 2007

PSE Pro-Am Sell-A-Tion Competition

Sponsored by Vector Marketing and developed by Huthwaite, Inc.

General Session - Keynote TBD

Sponsored by Northwestern Mutual Financial Network

Concurrent Workshops for Students & Alumni

Lunch and Keynote Speaker

Jeff Hayzlett, Chief Marketing Officer, Kodak. Jeff has nearly 25 years of international marketing, sales and customer relations management experience in the graphic communications industry. A popular speaker, Jeff will enlighten and entertain.



Jeff Hayzlett
Chief Marketing Officer



Convention

More on Friday, March 30, 2007



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

Chapter Roundtables

Meet with fellow convention attendees to discuss mutual successes and strategy solutions.

Receptions for Pro-A m participants, Alumni and Graduating Seniors

Dinner and Keynote Speaker

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.



Saturday, March 31, 2007



Tony Parinello
Selling to Vito

CCO Training

National Council & NE F Board Meetings

Free Time

Initiation

Banquet & Keynote Speaker Tony Parinello

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. **Followed by Awards Ceremony and DJ with Karaoke.**



PSE National Convention Student Savings Fund

Let PSE National Headquarters help you save for the March 27-31, 2007 National Convention in Irvine, California!

PSE National Headquarters would like to help students attend the 2007 National Convention by starting an individual savings account for each interested PSE member. Money saved in this account would be put toward the cost of the registration package and toward airfare and spending money. There will be no interest accrued on this money nor is there any profit for PSE Headquarters or its affiliates.

Estimated costs for students:

- Early Convention Registration (includes 5 meals) = \$230 (All \$230 paid before cut off date)
- Hotel for 4 nights at 4 people per room = \$119+tax
- Airfare Estimate = \$295 to \$400 (Booked 3 or more weeks in advance)
- Shuttle Service from Airport = FREE

TOTAL ESTIMATE = \$700 + spending money

- You may make payments to your savings account by check or money order only, made out to PSE NEF.
- The frequency and amount of the payments you make to the savings account is totally up to you.
- As soon as your account reaches \$230.00 you will automatically be registered for convention and your registration packet will be mailed out to you.

****If you make monthly payments of \$46 in October-February (prior to February, 15th) you will have saved \$230 for your convention registration.**

- The last date savings account payments will be accepted by HQ is February 15, 2007
- On February, 19, any funds remaining in your account will be returned to you in the form of a check.

Go to www.pse.org to sign up for the PSE National Convention Student Savings Fund. If you have any questions, contact Kathy Hill at PSE Headquarters at kathryn.hill@pse.org or 414-328-1952.

Awards Program

2007 National Awards Program

Sponsored by the PSE National Educational Foundation



“This year’s program was fun. It allowed us to get involved even though we were new members.” “We haven’t participated before because we didn’t have many members coming to convention.” “Keep this coming!” - PSE Members.

“These are the type of comments you can expect to hear more of as the PSE National Educational Foundation Awards Program continues to offer more opportunities to participating members,” said Anjuli Graunke, Awards Program Co-chair. “Our goal was twofold; to reduce the amount of duplication in the existing awards program and to offer onsite opportunities for participants who did not complete projects,” she said. “Throughout the entire program, there was also a move to ensure that the awards program criteria were integrated into current practice in each of the award areas and to ensure industry professionals were involved in the scoring of each award program,” said Lee Melancon, Award Program Chair. “We also wanted to make certain that the judges knew what they were looking at, knew what they were looking for, and had ample time to review the materials prior to the competition. We did our best not to allow judges to participate that did not meet the required skill sets or the professional criteria set up in the Awards Program Policy and Procedure, even if that meant we had to pull judges out of competitions they weren’t prepared to score. There was also a movement to standardize questions and add knowledge base questions to some of the interview competitions. This was visibly noticed by many participants and received well,” he said.

Changes in the upcoming program include a number of items, including the addition of some new awards, the transition of the National Speakers Competition to a regional level competition, and the method of uploading award files to the PSE website. To encourage on site participation, two new awards are being implemented this year, a Marketing Plan and Business Plan Competition. In order to participate, students will use the marketing and business plan outline from the awards criteria and submit the completed plan by the due date included in the criteria. Selected plans will be presented onsite at the competition.

Another new award “making a comeback” is the Top Faculty Advisor Award. Chapters will nominate faculty advisors, complete a simple application of accomplishments and will submit the award for review by a private panel of educator members. The Top Faculty Advisor Award will not require a presentation on site.

To allow for more participation in the program, the **National Speaker’s Competition has been moved to a regional competition to take place at the Regional Conferences.** To participate, interested competitors will sign in at the Regional Conference check in table and participate. Time slots will be selected on site. Full competition guidelines are published in the Awards Program Criteria located on the PSE website. Log into PSE Online and click on Awards & Scholarships.

Another goal of the Awards Committee this year was to simplify the method in which awards are uploaded to the website. The form will only be one page and will not require files to be saved in any particular format. All award nominations, applications, and intent letters will be located on this one single page. The award nomination page will be available soon for review.

In order to make the program more educational, several recommendations have been made regarding observers in each awards program, particularly Top Chapter Competitions. The committee will ensure that no observers are in the same competition that they are observing. Additionally, the committee is hoping to tape each program and desires to make the winning presentations available for viewing on the PSE website.

The Awards Committee is thrilled about launching its new programs and looks forward to a very motivating and enthusiastic program. To be competitive, it is advisable that all chapters read the criteria thoroughly and examine the recommendations regarding changes or improvements in chapter operation rather than a retelling of the process and performance of each competitor.

“We experienced an overall increase in total chapter participation and are happy to see so many new chapters participating in the program,” said Graunke. “Good luck to all chapters in the upcoming competition year. There is plenty of opportunity for you...you can do it,” Graunke concluded.

If you have any questions about the Awards Program email Anjuli at anjuli.graunke@pse.org or email Lee at lee.melancon@phoenix.edu.

Scholarships

2007 PSE NEF Scholarships

PSE NEF Scholarship Program

It's that time again! The PSE NEF Scholarship Program will be starting up again very soon, and with classes just beginning, now is the perfect time to start thinking about what you can do to cash in on the over \$12,000 already up for grabs.

Starting October 1st, the official application will be made available at www.pse.org. This application will enter you in the running for all of the different scholarships in this year's program. Last year's competition was a tremendous success, involving more applicants and more prize money than ever before. This year's program is shaping up to be even bigger, and on top of that, it's becoming even *easier* to apply. The essay portion of the application has been removed in order to place more focus on your personal involvement with the fraternity. You all invest an amazing amount of time in your chapters, why not get rewarded for it?

The PSE Future Leader Program

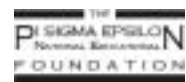
Ok, think about "a good deal" for a minute. Now, if some-

one just walked up to you and offered to pay the cost of your registration packet for National Convention, and then also tossed in \$100 to help you get there, and in exchange, all you had to do was to send *one* e-mail...would you consider that a good deal?

Well, in each year for several years, the PSE Future Leader Program has offered 10 of those exact packages to outstanding freshmen and sophomores. And in every year, some of those packages went **unclaimed** due to a lack of applicants!

So once again, here's the "good deal"...**every chapter** is allowed to nominate one outstanding freshman or sophomore as their Future Leader. All nominated students will be recognized as the 2007 PSE Future Leader Team, with ten team members being selected to receive a free registration packet to the 2007 PSE NEF National Convention in Irvine, CA, and \$100 to help cover travel expenses.

Starting October 1st, the application processes will be available at www.pse.org, click on Awards & Scholarships.



Mu Kappa Tau Marketing Honor Society



Mu Kappa Tau is the premier organization for recognizing Collegiate Marketing honor students. Mu Kappa Tau is the only Marketing Honor Society recognized by the Association of Collegiate Honor Societies (ACHS). This accreditation assures that

MKT adheres to the highest academic standards.

What does this mean for you? Well, if you are a Junior with a marketing major and an overall cumulative grade point average of at least 3.25 on a 4.0 scale, and in the top 10% of your class, or a senior or graduate student, majoring in marketing and ranking in the top 20% of your class, this means that you can be recognized for your academic achievement! When potential employers look at your resume and see that you are recognized for academic excellence in the field of Marketing, they will see that you have a sincere dedication and it will increase your chances of being hired.

The opportunities don't end there! As a member of Mu

Kappa Tau, you may also apply for one of Mu Kappa Tau's many scholarships. We award a \$1,000 and \$500 scholarship to our Mu Kappa Tau Members. We also award a \$1,000 scholarship to Mu Kappa Tau member who is also a member of Pi Sigma Epsilon. You may post your resume on Pi Sigma Epsilon's Job Board and review job postings of the many national corporations that post their job openings on their Job Board. You will receive Mu Kappa Tau's monthly email newsletter that will keep you abreast of all of the latest developments in Mu Kappa Tau, even when you are an alumni. You will have a standing invitation to attend Mu Kappa Tau's Annual Business Meeting and PSE National Convention, as well as receive a personalized Mu Kappa Tau Membership Certificate and Gold Key Membership Pin. All of these opportunities can be yours, for a one time membership fee of only \$40.00.

Why don't you go to www.mukappatau.org and check us out today!

An Interview with Steve Burrows

CEO & President, Anheuser-Busch International, Inc.



What is the best part of your job?
Meeting people of different cultures and business experience and working in so many diverse markets around the world. Doing so has shown me very clearly the vast differences between countries, even though these days you can get to any place in the world in 24 hours or less.

What is something surprising about your job that we would not know?

Life is full of surprises and business is not different. Just about the time that you think all is running smoothly in life and in business, be prepared for a surprise. Often it comes from a competitor who suddenly takes action which greatly affects your business. Sometimes it comes from your own company a mistake perhaps, a mis-communication more likely. In either case, the key is how one deals with surprises.

Do you like what you do?

Love it. Anheuser-Busch is the only company I have worked for my entire professional career and I have been fortunate to have been given many challenges and opportunities during my 27 years with A-B. Selling beer is a fun business. You get to meet people who consume the product you sell in a very social environment.

How are your responsibilities different in this position than in others you've held?

Most of my career with Anheuser-Busch has been in the area of sales and marketing with the exception of one of my most enjoyable and challenging assignments. I am referring to my position as VP-Consumer Awareness and Education. In this role, I became responsible for the company's efforts to promote the responsible consumption of our products. It was a rewarding experience for several reasons. First, it was the start of something more than 20 years ago that today flourishes as a major business strategy of our company. Second, it was a challenge. In the early going, most people were a bit skeptical of a brewery, promoting responsible drinking. But again, more than 20 years later, our company has been recognized for the enormous contribution we have made toward the responsible consumption of our product.

What are the three most important 'real world' things that you have learned outside of the classroom that help make you successful?

- Trust your people and make sure they know it
- Allow people to make mistakes so they learn
- Inspect what you expect

Were you ever given a piece of really bad advice that you took? How did you recover?

When I first moved into the international division, I came in about mid way thru a major joint venture negotiation. The basic structure was fine, but at the last minute the local government stepped in and disallowed the structure....basically a 50/50 partnership. I wanted to kill the deal out of fear that my partner would become less interested if they did not have 50%. I was advised that it would not be a problem and with more international experience, I would grow to learn that. So I backed off. Four years later, the company had lost over \$70 million and we dissolved the partnership.

What do you recommend doing to stand out from the crowd when looking for a job or meeting with executives?

- Get real world experience so that you can talk from hands on perspective, and not what the textbook said.
- Listen
- Know what you want to say and say it. Don't stand out too far. Old Japanese saying...."the nail that stands tallest gets pounded down"
- Learn....make sure you know a little bit about the people, the place, and the company that you are going to interact with. A little bit goes a long way.

What's your favorite "I learned from that" experience?

It was 20 years or more ago now. Having just purchased a very large and possibly my first major marketing effort....an outdoor billboard campaign in Michigan, I had a sense of satisfaction. We had a great campaign. I had negotiated a good price and the boards were going up. A week or so went by and I was a bit disappointed that none of the local wholesalers had mentioned seeing the campaign. Finally, I asked one of them...."say, whatcha think of the new billboard campaign?" The answer surprised me...."haven't seen it Steve."

Low and behold, after checking with the billboard company, I learned that the signs did in fact go up, but not in the places that the sales person and I had agreed they be placed. So rather than great locations facing the freeway etc, I found our boards under railroad overpasses,

Featured Article

and other undesirable locations. From that day forward, much to the frustration of the billboard companies I dealt with, I rode with the salesperson and visually inspected each and every one of the billboard sights.

What's the best piece of advice that you've been given?

"Make a decision and buy the damn thing," in reference to my indecisiveness about purchasing a small business early in my professional career. The best advice....and I still remember it today.....make decisions.

Who do you look up to? Who inspires you? Why?

Anyone with a handicap. For several years in college, I worked in the special education area as a van driver. Each day, I saw the challenges that those with physical and mental handicaps faced and the determination of these individuals is truly inspiring. It's shameful to see how poorly these individuals are treated in many parts of the world.

Did you have a mentor when you were getting started? How did you choose him/her?

Never had a mentor, but had some excellent bosses from the very first position I had with the company. I suppose in many ways, they were mentors before that became a popular form of "HR-Speak"

What do you think is the most important thing to look for in a mentor?

Someone you can talk to
Someone that will tell it like it is to you

What do you think is the most important thing to remember when working in a corporate environment?

I don't think it matters what work environment you are in....corporate, small business, or what have you. The principles of success remain the same. Trust your people, allow your people to make mistakes so they learn and spend time in the market, on the shop floor, wherever it is that your product or businesses meets up with the customer

What is the best business experience you've had?

Running my own business for 5 years prior to going to work for Anheuser-Busch. I owned and operated a small college bar in Wisconsin where I earned my undergraduate degree. On the first day of business, I owed more than \$100,000.00 and had a total of \$97.22 in my bank account. I learned a great deal....because I made many mistakes. Non were fatal, some painful, but as I moved into the larger business world, I was struck by how many similarities there were between that little college bar and big business.

Do you have any words of wisdom for people looking to start up and run their own business?

Do your homework on research or due diligence.
Do a down side of your business plan and make sure you can survive it.
Surround yourself with people who have skills you don't.

What is your favorite flavor of ice cream?

Chocolate Chip. Preferable from "Dipper Dan's", my first real job other than tossing newspapers in the morning.

What is the best place you've been to with your business travels?

Most difficult to answer. I have no favorites. They are all favorites for different reasons. Everyplace is different and has its own pluses and minuses.

What do you value as your most important priorities and why?

My wife and daughter are the two most important parts of my life. They have made many a sacrifice over the years as my career developed. While at any given time, business will sometimes need to take a first priority, don't ever let it become the number one priority in your life. Your friends and family must always be first priorities.

Stephen J. Burrows is chief executive officer and president of Anheuser-Busch International, Inc., the international beer subsidiary of Anheuser-Busch Companies, Inc. He is also a member of the strategy committee for the parent company. He is a board member of Anheuser-Busch International, Inc.; Anheuser-Busch Asia, Inc.; Anheuser-Busch Canada, Inc.; Anheuser-Busch Europe Inc.; Anheuser-Busch Europe Limited; Anheuser-Busch International Holdings, Inc.; Anheuser-Busch Latin American Development Corp.; Anheuser-Busch Mexico, Inc.; Anheuser-Busch World Trade Limited; Budweiser Philippines, Inc.; Budweiser Wuhan International Brewing Limited, Anheuser-Busch Overseas Holdings, L.L.C. and Tsingtao Brewery Company Limited.

He serves on the boards of the Family Resource Center for Abused Children and the Ireland Chamber of Commerce in the United States. He is also on the University of Missouri-St. Louis International Business Advisory Board and the Human Resource Advisory Board at Lindenwood University.

Steve Burrows was the keynote speaker at the 2005 PSE National Convention. Anheuser-Busch International, Inc. donates a scholarship each year to the PSE National Educational Foundation.



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New Chapter Consultants

The PSE National Headquarters Staff is proud to welcome two new additions to our team. Andrew Gall and Amanda Zander bring unique skills and talents to PSE, and we are looking forward to a great year working with them. Mandi and Andy will work directly with PSE chapters and members to provide help and advice on all chapter problems and concerns. Welcome to Andy and Mandi!



Andy Gall - Andy comes to the HQ staff after being a PSE member at the University of Wisconsin-Whitewater since 2004. He knew from day one that he would love PSE, so much that he attended the National Convention in Reno only two weeks after initiation! Since then, he has held several executive board positions, gone to the

past three National Conventions, participated in the PSE Pro-Am Sell-A-Thon, CCO Training and helped reorganize a chapter that was going through many changes! Beyond PSE, Andy worked for a year as an outside sales representative for a staffing firm and owns his own wakeboarding boat rental company. These experiences will help him tremendously as he serves the Midwest, Northeast, and Southern regions.



Mandi Zander - Mandi is freshly out of college and is ready and eager to learn about Pi Sigma Epsilon. She attended college at University Wisconsin-Whitewater with a degree in Marketing and Geography with an emphasis in Urban Land Use Planning. Amanda was part of American Marketing Association and

Creative Marketing Unlimited (which is a student-based research firm). Mandi was on the Executive Board for Creative Marketing Unlimited for three semesters and she gained a great deal of experience; she can't wait to apply it towards PSE. As Chapter Consultant she will be responsible for three regions which include: Western, North Central and Atlantic. In her spare time she enjoys participating in sports, traveling and meeting new people.

The National Alumni Association Report

By Kelly Greenauer, PSE Alumni Vice President

The National Alumni Association (NAA) planning and networking event was held in Las Vegas, Nevada, August 11th through the 13th. Alumni members from Ohio, Nevada, Virginia, Arizona, California and Wisconsin made the trip to meet and plan the next steps for our alumni organization.

Friday evening, the members met in the hotel lobby for a group dinner at Nine Fine Irishman in the New York New York casino. Members chatted with familiar friends and met some new people too. Following dinner, several members tried their hands at the casino tables of the Venetian, while others lived "La Vida Loca" at Tao nightclub.

Saturday morning, the planning meeting began with brief introductions of those in attendance, along with fun facts from each participant. Following introductions, the **Harris Connect Directory** was unveiled. PSE headquarters has contracted with a directory service company that will put together a print directory that will be available for purchase by PSE members. Through the process of developing the directory, you will be notified to update your information. We encourage you to respond with your update, as our database will be updated at the same time. The search functions for the database are available through the PSE website, but we need your information. If you need access to PSE Online, contact Tracy McCarthy at PSE headquarters.

Awards judging guidelines were outlined for those interested in judging National Awards program entries for the upcoming National Convention in Irvine, California. There is a short judges' application that must be filled out in order to judge any program. This application will help the Awards Co-Chairs pair judges to awards with their relevant career experience. Additionally, onsite convention judges

must read written entries for an award that they wish to judge. These changes were implemented prior to last year's convention in Minneapolis and will continue going forward. For information about the National Educational Foundation Awards Program, please visit the PSE website at www.pse.org.

Following these updates, attendees were introduced to the new committee structure within the NAA. This structure was formed as a result of feedback from the Alumni Survey conducted this past May. The following committees have been established thus far: Programming, Recognition and Regional. The Programming Committee will plan event speakers and ceremonies for the National Convention. The Recognition Committee will research and recognize PSE alumni members for past and present accomplishments. The Regional committee will coordinate speakers for collegiate Regional conferences and sponsor networking events in different locations throughout the country.

Elections for the incoming NAA Board were also conducted. The following is the new NAA leadership:
President: Josh Taylor - Epsilon Delta - University of Toledo,

Vice President, Finance & Administration: Michelle Newman - Gamma Kappa - University of Akron

Vice President, Chapter Development: Jennifer Clay - Iota - ASU

Vice President, Membership: Amy Maris - Iota - ASU

Vice President, Public Relations: Diane Pajak - Iota - ASU
Congratulations to the new officers! Be on the lookout for new alumni benefits this year from a great team.

Overall, it was a productive and fun weekend and left members looking forward to the alumni meeting next summer!

Regional Conferences:

This fall, PSE hits the road for the Regional Conferences and we will be in a city near you. Alumni are a crucial part of the collegiate experience. Alumni members can act as mentors for students who may be considering a particular industry, job or company. Additionally, our seasoned members can provide presentations or contacts to other presenters.

While regional conferences are designed to provide opportunities for students to deepen their understanding of sales and marketing, opportunities are available for them to network with other chapters, improve their own chapters and qualify for awards. Alumni can help them by providing sage advice on real business experiences or provide reflections from their own PSE days. If you have sales expe-

rience, we welcome you as a coach/judge for the PSE Pro-Am Sell-A-Thon.

It is not just all work and no play for alumni now. The National Alumni Association is working on establishing social events at each of the regional locations. Alumni can broaden their own network and reminisce about the good old days with other PSE alumni members. It is always refreshing to hear about how far and wide our alumni have traveled in their careers and personal lives.

If you are interested in helping plan events or would like to volunteer to help chapters put together their conferences, please contact Kelly Greenauer at kgreenauer@hotmail.com.

PSE Membership Directory

Over the course of the next several months, PSE members will be notified of their opportunity to be listed in the new PSE Membership Directory. The recent alumni survey showed that the ability to connect with their chapter members and to look up people in a directory were at the top of the alumni wish list. PSE HQ negotiated with Harris Connect to develop the Directory. Harris Connect is the leading directory company with very high standards and ethics. The Directory information will not be sold and members have the opportunity to "opt out" of their listing.

The Directory benefits PSE members in many ways.

Members will have current information and include their career position and company. Not only will members be able to connect with one another, but recruit local PSE members for open positions. Additionally, with current information, we will be able to update our alumni better on what is happening in the fraternity. We hope you all take advantage of this new initiative when you are contacted.

If you have any other questions or concerns regarding the Directory, please contact Ann Devine, Executive Director at ann.devine@pse.org.

A Free Opportunity for All PSE Members



It's Tony Parinello here! I would like to offer all PSE Members my 97 Day Sales Mastery Program ON THE HOUSE! I'll send you a lesson-a-day (you can take several a day, if you want). Each lesson will take you about 10 minutes to complete and consist of my voice, a series of PowerPoint slides and a valuable workbook containing quick and fun exercises. Basically, you'll watch, listen and learn from me and then immediately "do"

what you've learned. If you get stuck, no worries, you'll have direct access to me! I'll give you answers to tough, real-world questions that have less fortunate students stumped.

Bonus #1: I'll send you the electronic version of one of my best-selling books, "Stop Cold Calling Forever." This book will change the way you sell. Forever!

Bonus #2: You'll get unlimited access to my monthly Live, Internet talk show "Selling Across America" and you'll experience "Enter-Trainment" at its finest. You'll listen to me interview, other best-selling authors and sales best-practices experts from your home, classroom or iPod! During each show you'll be able to call in (or, if you prefer, email) and ask any question that's got you stymied.

Here's what you'll need to do:

Go to www.hotshotselling.com to learn more about the program. To start receiving lessons, email Tracy McCarthy at tracy.mccarthy@pse.org with your First and Last Name, Email Address and Contact number. Add the email address Tony@VITOSelling.com to your address book to ensure delivery of the lessons. Beth Allen, with VITO Selling will email you a confirmation and start you in the program. Call 1-877-GOT-VITO (468-8486) or email Beth@sellingvito.com with any questions.

PSE would like to thank Tony for his continued support and training of PSE members. Tony is also our keynote speaker Saturday night of the 2007 National Convention.

PSE New Logo



The PR/Branding committee of the PSE Strategic Planning initiative, led by Joe Ashbee, has been working hard this past summer to look at how we can update the look and feel of presenting the fraternity to all of our audiences, while maintaining our great heritage as a fraternal organization. The results have yielded a

new tagline "**Your Business Advantage for Life**" as well as the creation of a new, freestanding logo that will complement the PSE crest.

We are creating a logo that places more focus on the term "PSE" in hopes to build better brand recognition to the organization (much like "SMEI" is synonymous with Sales

and Marketing Executives International) and link us to the business community.

- We are looking for a logo that is modern and that will stand the test of time (10-20 years).
- We are looking to focus less on the use of Greek letters.
- The logo must look good in print (letterhead, brochures, t-shirts) as well as on the web.

A first round of logos have been developed by a company for PSE. These have been placed on the website, along with a forum discussion, for review and comments from our members.

Introduction of our new logo will take place this fall. Stay tuned.

People Watching

New Website, Blogs and Podcasts

Pi Sigma Epsilon is currently updating the look of the PSE website and adding some new features. By mid-October, the PSE website will be completed. We listened to your feedback and have been working all summer to not only update the look, but provide a site that is easier to navigate.

PSE blogs are a great way for headquarters to continuously update PSE chapters and members. To subscribe to any of the PSE blogs go to the PSE home page at www.pse.org for links to the blogs.

In addition to PSE blogs, headquarters is adding Podcasts to the PSE website. Podcasts are MP3 files that can be played

both directly off the PSE web site or can be downloaded to any MP3 player or iPod. PSE Podcasts will include interviews with PSE Corporate Partners, interactive seminars on topics including new member online registration, information about new PSE programs, Officer Training Conference Calls and CCO training.

Both the PSE Blogs and Podcasts will allow members to interact with Corporate Partners and PSE staff on a continuous basis anytime and anywhere. Check them both out today by going to PSE home page at www.pse.org and clicking the links for either podcasts or blogs.

Member News

Births

Dave Keeling, Southern Illinois University alumnus and Past PSE National President, and his wife Kristen welcomed their daughter, Isabell Socorro Keeling on July 22, 2006 at 1:03PM. She came in at 7lbs, 3oz and 22 inches..

New Positions

Joe Ashbee, University of Akron, has joined The Step2 Company as a Factory Sales Representative. Step2 is one of the world's largest manufacturers of rotational molded plastic toys and home & garden equipment.

Weddings

Katie Nuebel, Louisiana State University alumna, was married on June 2, 2006. She is now Katie Nuebel Guasco.

Brittney Sewell, Middle Tennessee Univ. alumna, was married on August 12, 2006. She is now Brittney Shaver.

Kristi Floyd, Middle Tennessee Univ. alumna, was married in August 2006. She is now Kristi Deaton.

Member Recognition

University of Wisconsin-Whitewater alumna, Jenny Maglio has been named one of Madison's "Top 40 under 40" for In Business magazine's August 2006 issue. Maglio is currently the marketing director at Schreiber Anderson Associates, an architectural landscaping company.

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