

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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Successful CEO to Keynote at the 2013 PSE Convention

by Tracy McCarthy, PSE Media Manager



Catherine Monson
Chief Executive Officer
FASTSIGNS®

Catherine Monson is the Chief Executive Officer of FASTSIGNS. She joined the company on January 1, 2009 at a challenging time. The country was two months into a recession. The franchise partners were struggling with growing sales and managing expenses. Monson's first order of business was to assist the partners to achieve their goals and take the branch to the next level.

Although Monson has spent a lot of time in the printing industry, her passion is franchising. She believes in the franchise model that allows people to be in business for themselves, but not by themselves. She has come to understand that franchising drives economic growth and provides employment. As a member of the International Franchise Association, she has been instrumental in starting a franchise model in Africa for healthcare.

At an early age, she wanted to run a company. Throughout her career, Monson came to realize that being the purchasing agent was not the position for her in the long run. She realized she would have to be in a sales and marketing position, an engineering position, or in a finance position. She is a huge believer in sales and marketing. No matter what you do in life, whether it is to gain the position of your dreams or with your corporate presentation, it all comes down to your salesmanship. With PSE, students are given an advantage of knowledge and training that they can use once they are in the real world.

When asked about her reason for giving back to PSE, she became involved because of her 25-year friendship with Jeffrey Hayzlett. Like Jeff, she believes that our young people are our future. After seeing the news or reading

the headlines, one can have a negative outlook of our future. However, as Monson feels after seeing our students, there is a renewed spark of confidence in our country. They are driven, smart, intelligent, motivated and goal orientated. Because of this, she knows the best of our country is before us. She has a strong belief in giving back to our young people. The more we can give back the better off our country will be.

Catherine Monson was one of the featured bosses on CBS's Undercover Boss. When asked what she has gained from her appearance on the show personally and as a CEO, one answer tied to the other. As a CEO, she recognized a few shortcomings in the company's way of doing business. She has since implemented those changes to make the company stronger than ever. Personally, she has come to realize that she needs to take more time for herself. In doing that, she becomes a better CEO.

She enjoys horseback riding, running, international travel, fine wine and hosting dinner parties. Catherine Monson is honored to be one of the keynote speakers at the 2013 PSE National Convention. She loves to give back. She wishes to have had a mentor when she was establishing her career, instead of having to learn the hard way as she did. When asked for one key advice to career success, she referenced things she has learned along the way. When being an Olympian, a gold medal winner only has to work 5-10% percent harder than everyone else does. The winner only wins by a fraction of a second. One of her role models is Thomas Jefferson. He said, "the harder you work, the luckier you are." In addition, in his book, The Road Less Traveled, Robert Frost wrote, "the secret to making life less hard is the harder you are on yourself, the easier life is on you."

Catherine Monson will be the keynote speaker at the 2013 PSE National Convention at the lunch on Friday. Be sure to attend to learn all that she has to offer.

FASTSIGNS®

PSE Programs

Sixth Annual PSE Chapter Presidents Retreat



On August 10-11, 41 PSE chapter presidents from around the country gathered together for a fun-filled and professional weekend in Milwaukee.

National President, Robb Carlson, led an interactive discussion on successful membership recruitment as a way for our chapters to figure out new ways to add more members. Following Robb's presentation was a very engaging talk on leadership by Professional Speaker Michael Cheatham. Michael's talk was easily one of the highlights of the retreat, as he had the room captivated for his entire presentation.

The afternoon continued with a workshop on membership motivation and engagement, led by PSE Director of Membership Lynnette Hahn. During the workshop, Lynnette discussed different strategies for presidents to motivate their chapter's members and for them to become more involved. The day of programming concluded with a roundtable discussion on Officer Training and Transition, as well as important announcements from the PSE HQ team about upcoming chapter administrative visits. In the evening, attendees met for dinner at the Miller Time Pub in the Hilton Hotel, where networking and idea sharing continued. After this, students were once again free to explore Milwaukee and to continue to network.

As presidents arrived throughout the day on Friday, they formed groups to go sightseeing while completing a social media scavenger hunt around the city of Milwaukee. It was a great way for the attendees to start bonding, while also becoming acclimated with the host city. Later that evening, the entire group came together for a casual networking dinner at Mo's Irish Pub, Dave Keeling, Chairman of the Pi Sigma Epsilon National Educational Foundation went over the benefits of the National Educational Foundation and how members can help out by donating. The dinner finished with an activity where presidents were asked to identify their core values and discuss their values with fellow presidents. This was one of the most positively received programs of the weekend.

On Saturday morning, attendees went to Northwestern Mutual's Home Office in downtown Milwaukee for a day of programming. PSE National Council Professional Vice President, Michael Van Grinsven, CLU started the day with a brief introduction of both his and Northwestern Mutual's involvement with PSE. PSE Executive Director, Ann Devine recognized ADP for their co-sponsorship of the retreat. She then gave an informative talk about PSE's financials and where member dues go. She also spoke about the upcoming National Convention that will be held in San Diego, CA, April 2-7, 2013.

Next, attendees then broke out into small groups to discuss their chapter's various strengths and needs. One representative from each group then presented in front of the entire room one strength or weakness as a way for the group to brainstorm about a particular topic. Following the chapter breakouts two partner projects were presented. Dipesh Desai representing ExcelNow's presented their project opportunity. Then BookSquad's project was also presented. See the PSE website for more information.

After lunch, Pi Sigma Epsilon's



A special thanks to Northwestern Mutual for allowing us to use their facilities for the 5th year in a row. Without their support, and that of ADP, this event would not be possible.

"The President's Retreat was a fantastic opportunity! It was great to network with other chapter leaders who are facing the same challenges that you are, and to learn how to overcome these obstacles together. It helped me grow as a leader. I couldn't wait to get back and share everything with my chapter." --Phil Musson, University of Northern Iowa

"It was an incredible experience that not only prepared me for the upcoming year, but energized me. I had no idea what to expect upon arrival, but by the end of my shuttle from the airport, friendships and great information resources were already formed. Anytime you gather as many great and like minds as we had, wonderful, powerful, and exciting things are sure to follow. This weekend was no exception!"—Pierce Miner, Baylor University

2012 Regional Conferences

Each conference holds opportunities that include: networking with business professionals and fellow collegiate members; participating in a full day of seminars; and an opportunity to participate in the PSE Pro-Am Sell-a-Thon[®], the National Speakers Competition, and the TEKsystems Marketing Project. For more information regarding the Regional Conferences or to register, go to www.pse.org and mouse over Key Info, then Regional Conferences and select Regional Conference Registration. Hotel room 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 Lynnette Hahn or Glenn Altstadt at PSE Headquarters at 414-328-1952 or email them at lynnette.hahn@pse.org or glenn.altstadt@pse.org.

Oct. 12-14, 2012 - Northeast Regional Conference Buffalo, NY

Buffalo Marriott Niagara, 800-334-4040, \$99/night. *Hotel reservations deadline 9/28/12. Conference registration deadline 10/2/12. All daytime events will take place on campus. Friday dinner at Dave & Busters. Saturday dinner at Protocol.*

Oct. 19-21, 2012 - Midwest Regional Conference Eau Claire, WI

Metropolis Resort, 888-861-6001, \$109/night. *Hotel reservations deadline 10/5/12. Conference registration deadline 10/9/12. All daytime events will take place on campus. Friday and Saturday dinners will be held at the hotel.*

Oct. 26-28, 2012 - Atlantic Regional Conference Blacksburg, VA

Holiday Inn University, 540-552-7001, \$100/night. *Hotel reservations deadline 9/28/12. Conference registration deadline 10/16/12. All daytime events will take place on campus. Friday and Saturday dinners will be held at the hotel.*

Nov. 2-4, 2012 - North Central Regional Conference Mt. Pleasant, MI

Super 8, 989-773-5252, \$72/night. *Hotel reservations deadline 10/23/12. Conference registration deadline 10/14/12. All daytime events and Saturday dinner will take place on campus. Friday dinner will be held at Mountain Town Station.*

Nov. 9-11, 2012 - South/West Regional Conference Athens, GA

Holiday Inn Athens, 706-549-4433, \$99/night, group code SMERF to reserve rooms. *Hotel reservations deadline 10/18/12. Conference registration deadline 10/30/12. All day time activities will take place on campus. Friday dinner to be determined. Saturday dinner which will be held at the hotel.*

National Speakers Competition



2011 Winner
Ryan Smith
Miami University

The Speakers Competition showcases the top speaking talent in the Fraternity. It is an opportunity for PSE members to use and develop their speaking skills. The competition recognizes an outstanding student member who has mastered skills in the areas of self-presentation and verbal communication, by making a public speaking presentation in a competitive environment. Participants prepare a 4-6 minute speech on a topic of their choice.

- A registration packet to the 2013 PSE National Convention
- An opportunity to emcee a major event or keynote session at the PSE National Convention

Every chapter will be allowed to have three members enter the competition. After the registration deadline, if there are spots still available, they will be released to anyone else who would like to participate on a first come, first served basis. *We will no longer allow participants to enter the competition the day of the regional.*

All competitors must be a paid registrant at the Regional Conference in which they are competing. Competitors must register at the check-in desk of the Regional Conference at least two hours prior to the competition.

Our thanks to Enterprise Rent-A-Car that sponsors the competition to take place at all five regional conferences. The first place winner in each of the five regions will receive:

- Personal trophy

To register to compete, indicate your intent and speech title when registering for your regional conference.



PSE Programs

2012-2013 PSE Pro-Am Sell-a-Thon®



2012 Winner
Jenny Green
The College of New Jersey

PSE's mission is to develop the sales and marketing skills of its members. While many of PSE's members go on to have very successful sales and marketing careers, PSE maintains the belief that selling is a core skill required in any profession, as well as everyday life. The PSE Pro-Am Sell-a-Thon® is a part of its annual awards competition program co-sponsored by the PSE National Educational Foundation. The purpose of this sales competi-

tion is to provide PSE collegiate members with

the opportunity to experience the salesperson's role in a simulated business-to-business (B2B) sales environment.

Over the past several years, the Pro-Am has evolved into the premier experience it is today. Since the program became a year-long competition, the primary purpose is training and developing students in all aspects of the sales process, not just in preparing for one sales call. The year-long approach emphasizes that the pursuit of sales excellence is a journey, not a destination. Through program and partner revisions, we seek to help students understand the value of approaching sales as a deliberate and repeatable process.

Through the Pro-Am, students become uniquely exposed to the way world class sales organizations approach sales.

The secondary purpose of the year-long competition is to award the top true "students" of sales, and not just those who make an extraordinary sales call on one day of competition. The student has to study and perform throughout the whole sales process (spanning the school year) in order to garner the top prizes and be considered a PSE Pro-Am finalist or winner.

"The Pro-Am Sell-a-Thon® is the most beneficial competition someone interested in sales or marketing can compete in. The opportunity to work with and present in front of numerous professionals not only improves sales skills but all business skills. In

the real world, it is imperative to meet certain presentation expectations and tailor those presentations to your audience. The Pro-Am allows PSE members to hone these skills. What a great tool to practice for the real world!" – Garrett Wirtz, Epsilon Theta, University of Northern Iowa

Along with **Vector Marketing, Level 3 and Northwestern Mutual**, PSE is pleased to continue our partnership with **Miller Heiman**, a leading international sales performance company. Miller Heiman is the leader in sales performance training and has a proprietary sales methodology. PSE students, who make a commitment to the Pro-Am, participate in eLearning sessions in order to become immersed in the Miller Heiman Sales System® and are exposed to key aspects of the methodology. Upon successful completion of the PSE Pro-Am Sell-a-Thon® Program by a PSE student, he/she will be eligible to pursue the same type of certification offered to Miller Heiman professional clients by pursuing a self-study module.

Highlights of the 2012-2013 Program:

- **Vector Marketing and Northwestern Mutual** continue as corporate partners of the program. **Level 3** joins these distinguished companies as a partner of the Pro-Am.

- A **Vector Marketing** product will be sold at all of the regional conferences. **Level 3** will provide the challenge for the national competition.

- Students will receive the **Miller Heiman** training packet when they register for the Pro-Am. This will

include eLearning modules and a **Miller Heiman Sales System®** manual. This material retails for \$50 for universities but is being paid for by Miller Heiman and PSE for Pro-Am participants.

- Faculty Advisors will receive **Miller Heiman** training materials.

- There will be a training session of **Miller Heiman** concepts at each event.

- In addition to the sales call role-play at the regional conference and the national convention, each student will study the eLearning modules provided to them, schedule an appointment with their buyer via the telephone, and submit a RFP (national convention only). Each of these will be judged and points assigned. The accumulation of points will determine the final Pro-Am winners.

"Participants rave about the experience they are provided through the Pro-Am."

PSE Programs

PSE Pro-Am Sell-a-Thon® Prizes:

At each of the five regional conferences, the first and second place finishers receive:

- a trophy
- a complimentary 2013 PSE National Convention registration (worth \$275)
- a guaranteed spot to compete at the 2013 PSE National Convention.

Additionally, each first place finisher for the day receives their transportation cost to go to convention.

At the PSE National Convention, the top 5 students will share \$5,000 in cash prizes. First Place finisher at the PSE National Convention will receive a Tom James Suit - (\$1,000 value). Students who wish to compete and professionals who wish to coach and/or coach/judge must register when they fill in the event registration forms on the PSE website.



TEKsystems Marketing Project at Regional Conferences



Our people make IT possible.

TEKSystems is sponsoring a marketing project at all five of the PSE Regional Conferences. Students will design a concept that sells TEKsystems sales opportunities to the college student. In small groups, each team of students will develop the following:

- **Come up with a Slogan for TEKsystems**
- **5 Top Selling Points of the position**
- **How would you advertise/promote to students**
 - Grassroots marketing ideas for campus recruiting
 - Existing/New Events for TEKsystems to participate
 - Where/What opportunities are we missing?
- **Social Media**
 - What would you tweet to the students?
 - Create an TEKsystems Careers hash-tag (winner will be used on TEKsystems's site)
 - What other types of social media (instagram, tumblr, twitter, facebook, blogging, 4square, etc)
 - Which are the most used/best?
 - Design of these tools
- **Create a QR code**
 - What do you want from the QR code? Where does it lead?
- **Careers Page**
 - Layout
 - Content
 - What do you want to see?
 - Links? Professional Development?
- **Email campaign – Email a sample to audrane@tek-systems.com**
 - What would the email look like?

- Subject/Body
- Attachments
- **Commercial (1-3 minutes in length) – Persuading students to pursue a career with Sales**
- **Here are some tools for you to use:**
 - Current TEK Job descriptions
 - Current TEK Advertisements
 - Glassdoor
 - LinkedIn
 - Google
 - Indeed
 - Local TEKsystems Representative (Internal recruiter, university coordinators, local sales/recruiters)

This exercise will give students an opportunity to practice skills in a number of areas. Because they will be grouped with other students they do not know, they need to make connections fast and get to know the strengths of each team member (networking skills). Leaders will rise to the occasion in each group, and through delegation and time management, the team will divide the above activities and, in two hours, deliver a product.

Each group will be videotaped when they present their work. The winning team at each regional will receive individual gift cards. All of the videotapes will be given to TEKsystems, who will then choose the top team from all of the videos and award that team \$1000 at the PSE National Convention. The top video will also be played at the Convention.

This exercise is a fun and interactive team-building project that will benefit the PSE students by applying their marketing, public relations, and advertising knowledge and practice the skills outlined above. Although not judged independently on these skills, the final outcome will reflect the synergy that took place within the team.

PSE Programs/Partnerships

Collegiate Challenges This Fall

PSE Recruitment Challenge

This year PSE HQ challenges YOU to personally recruit new members for your chapter. The recruitment challenge will run from the time your chapter starts recruiting in the fall 2012 semester through December 1, 2012. One lucky recruiter and their new recruit will EACH receive a 2013 PSE National Convention packet for FREE! A value of \$275.00. **The more members you recruit the more chances you will have to win the 2013 PSE National Convention packet.**

For more information and to learn how to get started, go to www.pse.org and mouse over Key Info, Student Competition and click on Recruitment Challenge.

PSE Video Challenge

Ready to practice showing off your chapter's PR skills?! PSE is presenting a fun challenge that will help you do just that. The PSE Video Challenge will be held at the National Convention in the spring.

The Challenge

Create a short video that shows the causes your Pi Sigma Epsilon Chapter support within your community.

The Prize

The winning chapter will receive \$500!!

Chapters wishing to compete in the Video Challenge will need to create a 1-2 minute video that has a focus of your chapter's community service projects. Chapters must be present at the 2013 PSE NEF National Convention in San Diego, CA to compete. This is your opportunity to show how much you give back to the community. Feel free to include all the community projects that you do as a chapter. Make sure you have permission from the groups you are working with to include them in your video. A release form is available on the Video Challenge page of the PSE website.

The winners of the PSE Video Challenge will be announced at the National Convention in April 2013, and the top 5 videos will be shown during an event at the convention.



2012 Video Challenge Winner
Miami University

What are you waiting for? Direct your future and create some noise. For more information and to learn how to get started, go to www.pse.org and mouse over Key Info, Student Competition and click on Video Challenge.

Welcome to Our New Corporate Partners



Level 3 Communications is a premier global provider of state-of-the-art data, voice, video and managed telecommunications solutions. With our highly reliable network, we enable stronger connections around the globe by delivering integrated IP solutions that address customers' needs for growth, efficiency and security. Our team of dedicated people exemplifies our commitment to partnership – we focus on understanding customers' business challenges, building relevant worldwide network solutions, and delivering a consis-

tent, industry-leading customer experience.

Level 3 is trusted by leaders across industries -- serving enterprise, content, government and wholesale customers, including:

- 9 of the top 10 Fortune 500 companies
- The biggest social networking sites
- Over 200 federal agencies and divisions
- 5 of the big 6 U.S. movie studios
- 9 of the top 10 U.S. banks
- 18 of the world's top 20 telecom carriers

Level 3's global presence in over 45 countries and an employee base over 10,000 people is balanced by a local and friendly feel, with a hands-on leadership

PSE Partnerships

team. The company offers opportunities for professional and personal growth; as a member of our team, you can expect a dynamic and international environment to keep you moving, challenged and on the cutting edge of telecom. For more information on careers at Level 3, go to www.level3.com/careers or contact Amy Dietrich, Level 3 College Recruitment Program at 973-937-0419 or by email at amy.dietrich@level3.com.



The Sherwin-Williams Company is a global leader in the development, manufacture and sale of coatings and related products with approximately 33,000 employees and businesses in 116 countries. For more than 145 years we've been an industry pioneer. We go to market through more than 4,000 company-operated paint stores around the world, as well as leading mass merchandisers, home centers, independent paint dealers, hardware stores, automotive retailers and industrial distributors. With annual sales of over \$8 billion, Sherwin-Williams is the largest coatings manufacturer in the United States and third largest worldwide.

Our entry-level Management/Sales Training (MT) Program prepares Bachelor's-degreed individuals for a successful career. It will give you the tools to succeed, no matter what your career stage may be. The MT Program is designed to propel goal-driven individuals into other positions such as Store Manager, Sales Representative and District Management. It's the first step of what can be a very successful and fulfilling career.

Sherwin-Williams has been recognized as a Top 100 Employer for 2011 & 2012 by Diversity Employers,

Sales Training Program of the Year 2007-2010 by Selling Power, and Top Entry Level (#17) and Intern Employers (#20) in 2010 among others.

For more information on career opportunities, visit www.sherwin.com/mtp.



Building a business with Southwestern Advantage has provided over 150,000 college students the attitudes, beliefs, skills, and means they needed to achieve their goals in life. For over 150 years, the Southwestern Advantage sales and leadership program has offered college students many opportunities such as financial reward, business ownership, personal growth, and travel.

Southwestern Advantage is one of America's biggest success stories – one college student at a time. Since 1868, college students have realized the benefits of running their own successful business during their summer breaks. Representatives sell an integrated learning system of reference books, children's books, CD-ROMs, and subscription websites to families.

In addition to their summer profits, the subscription websites offer year-round income. This residual income allows students to focus on their studies and building their Southwestern Advantage business and leadership skills during the school year.

Southwestern Advantage is part of a family of companies that generated over \$350 million in revenues last year. Upon graduation, based on their experience in the sales and leadership program, students have the opportunity to join these companies. They include industries such as publishing, financial services, insurance, executive search, consulting, and fundraising. Come see why Southwestern earned a spot on the 2012 Inc. 5000. Contact us at 888-602-7867 or www.southwesternadvantage.com. Tell us you are with PSE!

2013 PSE National Convention

Sponsored by the PSE National Educational Foundation

PI SIGMA EPSILON



**Town & Country Resort
San Diego, CA**

Located in the heart of San Diego, America's Finest City, the Town and Country Resort Hotel encompasses the "Best of All Worlds." Just minutes from the vibrant nightlife of Downtown San Diego, the oasis of beautiful Mission Valley, and the thrill of San Diego's beaches and attractions, sits a resort renowned for its legendary service and country feel. Staying at the Town & Country Resort offers FREE wireless internet, comfortable beds, and 3 swimming pools. Make time to get pampered at the Bella Tosca Day Spa And Salon. Health club for \$5/day!

For reservations go to https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=9651651 or call 619-291-7131.

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 3, 2013** to receive the PSE rate of \$149. We also cannot guarantee you will get a room if you do not make your reservation by March 3rd.

Tuesday, April 2, 2013

Top Chapter Competition Practice

Host Chapter Meeting

First Timers' Meeting



"The PSE National Convention is an experience unlike any other. Until someone has attended this convention, they cannot fully understand what it means to be a member of PSE. Whether it's a speaker, scholarships, or the Awards Program, the National Convention has something for everybody. The 15 members of our chapter that attended came back more passionate about this organization than ever before, and it makes me excited for the future of our chapter."

Phil Musson, University of Northern Iowa

Wednesday, April 3, 2013

National Awards Program Competition - All Day

Chapter Roundtables

Panel discussions led by collegiate members

ADP Workshop

CCO Training

VIP Reception

Corporate Partners, PSE Leadership and NCSM



"I came home from the PSE National Convention with hundreds of great new ideas for our chapter, a huge boost in confidence, and an internship for the summer! Need I say more?"
Matt Jordan, Ball State University

2013 PSE National Convention

Thursday, April 4, 2013

National Awards Program Competition

Until Noon

National Scholarship Interviews - All Day

Annual Meeting

Keynote Speaker

Michael Van Grinsven, Director of Field Recruitment, Northwestern Mutual

"Serious! Fun!"

Anyone can feel the joy that little kids have when they are playing a game...*Fun! Fun!*

It is just as easy to see the same kids want to get better at the same game as they get older...*Serious! Fun!*

Serious! Fun!

And it is sad to see talented, older kids suffer game burn-out and team disillusion...*Serious! Serious!*

Find out how to keep your life in the middle of the sweet spot with joy and mastery...*Serious! Fun!*



PSE Marketplace Career Fair and Lunch

3M
ADP
Anchor Plastics
Apex Systems
Booksquad
Campus Shift
Ecolab
Enterprise Rent-A-Car
ExcelNow!
Federated Insurance
Ferguson
Geico
Gradspring
Grainger
Johnson & Johnson
Level 3

Liberty Mutual
Mach 1 Global Services
Miller Heiman
Northwestern Mutual
Power Home Remodeling
Send Out Cards
Sherwin Williams
Southwestern
TEKsystems
Tom James Company
University Directories
Vector Marketing
Victaulic
WESCO
...and more coming

Mu Kappa Tau Meeting

Concurrent Workshops for Students

CCO Breakouts

Thursday Student Dinner

Charlie's Sports Bar - Food and "Happy Hour"

Friday, April 5, 2013

National Scholarship Interviews - All Day

PSE Pro-Am Sell-a-Thon Competition®

Sponsored by Vector Marketing, Level 3, Miller Heiman, Northwestern Mutual and the PSE National Educational Foundation.



Corporate Partner Panel Discussion

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



Tamara Welch
ADP



Marie Artim
Enterprise Rent-A-Car



Helen Brown
Vector Marketing



2013 PSE National Convention

More Friday, April 5, 2013

Lunch and Keynote Speaker

Catherine Monson, Chief Executive Officer, FASTSIGNS

"What it takes to become a leader!"

Catherine Monson, who was recently featured on CBS' hit show *Undercover Boss*, will share what she has learned during her successful career about success and achievement.

She will share the 5 common characteristics of highly successful people and how to develop those characteristics within yourself, leading to increased success in your career and personal life. In addition, she will share a proven process for setting and achieving goals, whether business or personal.

President's Feedback Session

Pro-Am Sell-a-Thon[®] Reception

Dinner, Keynote Speaker and Scholarships Awarded

"Running the Gauntlet"

Jeffrey Hayzlett, Bestselling Author, Global Business Celebrity & Sometime Cowboy

A rough-and-tumble guide for running and driving change through the business gauntlet. Hayzlett addresses what every business leader must face: Getting Ready, Getting Going, and Creating and Sustaining

Momentum. Hayzlett shows business leaders and owners how to develop the necessary mental, emotional, and physical toughness they must have for smart, strategic, and lasting change. Hayzlett forces leaders to really get up in their own businesses – to take them over from the inside and drive change – gaining customers and profits in the process. Audience members will be able to efficiently assess what kind of change their business and chapters needs and then summon the vision, courage, and passion to enact it.

Over \$45,000 in Scholarships will be awarded.



Jeffrey Hayzlett
Author

Saturday, April 6, 2013

FREE DAY!

Mission Beach is only a 10 minute cab ride away. Five miles of beach, stores, restaurants, etc.

PSE National Council and PSE NEF Board Meetings

Crossover Ceremony

For graduating seniors and alumni

Banquet and Awards Presentation Beach Theme!

An exciting week of fun and exploration culminates in a night of great food, celebration and fun. Enjoy the energized atmosphere of triumph and achievement. The Saturday night annual banquet is a formal affair. Wear that special dress or dashing suit and look your best!



"Being involved with such a great organization and seeing it come to life with all the other chapters makes nationals an experience I will never forget! I recommend anyone who wants to grow individually and with their chapter should attend, be involved and see that PSE really is your business advantage for life!"

Brittany Bodi, University of Toledo



2013 PSE National Convention

Thank You to Our Corporate Partners



National Conference in Sales Management

The National Conference in Sales Management (NCSM) is the premier international gathering of scholars and practitioners interested in personal selling and sales management research and teaching. The NCSM runs concurrently with the PSE National Convention and several attendees are PSE Faculty Advisors. This year, the NCSM celebrates its 28th Anniversary!

The conference will begin with a welcoming reception Wednesday evening. The first NCSM session will be held Thursday morning. The competitive sessions will consist of presentations of papers that were accepted following a

double-blind review process. In addition, the conference will also consist of a variety of special sessions. The conference will end on Saturday at noon.

Panel discussions, sessions devoted to bringing together sales practitioners and researchers, trips to local businesses of interest, and discussions of sales research topics are a hallmark of the NCSM and will be held throughout the conference.

For more information, go to: www.ncsmweb.com/

PSE NEF Programs

2012-2013 National Awards Program



Lindsey Landry

Now that chapter mid-year reviews are completed, everyone is thinking about the 2013 National Awards program. The 2013 Call for Entries, available on the PSE website, explains how to enter and compete in the program. Before then, meet our National Awards Program Co-Chairs, Lindsey Landry, Jon Salvani and Doug Brod. Lindsey has served as a co-chair of the program for the

past four years. Jon began serving as a co-chair for the program last year. Doug has most recently served PSE as the co-chair of the National Scholarship Program.

The National Awards Program is an opportunity to showcase your chapter's achievements throughout the year in a professional business setting. Offering the largest awards competition in the country for similar student organizations, Pi Sigma Epsilon's program has something for everyone including Top Project Manager, Top Public Relations Campaign, Top Marketing Project,



Doug Brod

Top Community Service Project, Most Improved Chapter, Faculty Advisor of the Year, and three tiers of Top Chapter competitions.

First, participating chapters are judged in a semi-final, written-entry only round. PSE alumni and professionals evaluate the chapter entries and the top 6 advance to the on-site presentation round at the National Convention.

Finalists first present prepared material and then answer questions from the judging panel in the room. On Saturday, first and second place finishers are announced at the awards banquet.

Valerie Robbe, a past National Awards Program participant from Miami University says, "It has given me the most incredible experience. There is no other presentation/awards program available to college students that could offer this type of preparation and real world business experience. This has given me a true business advantage for life!"



Jon Salvani

2013 PSE NEF Scholarship Program



Bill Schaefer

Need some extra cash to help pay for that quality education you are receiving? PSE can help!

Through the generous support of our alums and corporate partners, \$40,000 in scholarships will be available once again at the upcoming 2013 PSE National Convention in San Diego CA. Previous scholarship recipients have told us that it's an amazing moment to be awarded one of these

scholarships at the national convention...and we want you to have that opportunity as well! Application information is available on the PSE website at www.pse.org, mouse over Foundation and click on Scholarship Program.

Are you a freshman or sophomore level collegiate member looking to attend the 2013 PSE National Convention in San Diego CA. for a lower price? Apply for the **PSE Future**

Leaders Team and the PSE National Education Foundation will pay for your national convention package so you can attend!

This program recognizes young members of Pi Sigma Epsilon who display the potential to become great Future Leaders of their chapters. Each chapter may nominate one member for this recognition. Only PSE members of freshman or sophomore status that are in good standing are eligible. You may also not be a past recipient of the award.

Application information is available on the PSE website at www.pse.org, mouse over Foundation and click on Scholarship Program. If you have any questions, please don't hesitate to contact Bill Schaefer at salukiski72@hotmail.com.



Amanda Andersen



Projects for PSE



The PhD Project's mission is to increase the diversity of corporate America by increasing the diversity of business school faculty.

We attract African Americans, Hispanic Americans and Native Americans to business Ph.D. programs, and provide a network of peer support on their journey to becoming professors. As faculty, they serve as role models attracting and mentoring minority students while improving the preparation of all students for our diverse workplace and society. Since 1994, we've increased minority business faculty in the U.S. from 294 to over 1,100. We are an alliance of foundations, corporations, universities and academic organizations dedicated to increasing minority representation in the business world. The PhD Project model is an effective resource in providing information to all individuals interested in pursuing business doctoral degrees. For more information, go to www.phdproject.org.



Campus Shift is an Internet start-up created to build online communities of students, campus organizations, student entrepreneurs, and local businesses. The purpose of the community is to help students get more out of their higher education experience with money saving services, ways to earn money, and even start a business.

The Campus Shift Intern program will allow chapters and their members to gain valuable Internet startup experience in PR, social media marketing, advertising, project management, and sales. The yearlong program will provide PSE chapters the opportunity to earn thousands of dollars for their chapter and create a chapter business that can continue to fund activities in the future.

PSE chapters may assign multiple assignments to their members over the year so that the time commitment will be reasonable and attainable chapter goals can be met. Campus Shift services target four groups in the campus community. The corporate project requires members to use different strategies to reach the groups.

Some of the required assignments that include chapter incentives and commissions:

Campus organizations- Introduce Campus Shift Interactive services to fraternities, sororities, club sports, and other student organizations. Interactive includes both free and premium services that help the organizations recruit, manage and communicate with their members. <http://www.campusshift.com/csinteractive/>

Professors and Student Businesses- Present Campus Shift Inspire to professors and students involved in entrepreneur studies, marketing and business classes, Masters level classes, and keystone projects. Help students start a business in college. Inspire includes both free and premium

services that allow students to create a website store with a shopping cart in minutes. <http://www.campusshift.com/csinspire/>

Local Businesses- Contact and present Campus Shift Connect to local businesses to help them manage and grow their business. Connect includes both free and premium services with websites, employee management tools, event sales, E-coupon campaigns, and advertising. <http://www.campusshift.com/csconnect/>

Interested chapters will receive more information including the incentive and commission plan by contacting Jeff Lorton, VP, Marketing for Campus Shift at 415-269-3860 or jeff@campusshift.com. More information is available at www.campusshift.com.



BookSquad.com is a price comparison website, similar to Kayak, for college textbooks. Our search engine allows you to save 30-50% off the price of your books vs. the campus bookstore and is the best search engine out there for finding the books you need, at the right price.

We're looking to hire chapters to help us get the word out. Your responsibilities will be to pass out the flyers and other media that we ship over (bookmarks, stickers, etc.) as well as to heavily promote the website by word of mouth and in your social circles. We also encourage the use of Facebook and Twitter to get the word out.

We pay a base salary of \$50 per school campaign for your team (paid upon campaign completion) and a commission of \$0.25 per Qualified Hit to the website. We are offering PSE the exclusive opportunity to be the only ambassadors at your school, so you will get credit for every hit that comes through the campus area, maximizing your earnings potential.

In addition to your outstanding bonus structure, we're offering a few additional incentives as top prizes and to smaller schools with the highest penetration rate of your enrolled student base.

1st prize: A 55" Samsung HD-LED TV courtesy of BookSquad, or \$1,500 cash.

2nd prize: An iPad with one year of service, or \$500 cash.

Want to make even more money? We pay a \$50 referral bonus for every rep that you refer to us that completes a campaign promotion. We're always on the lookout for more college reps so send your friends our way and we'll take care of you even more!

Go to <http://ambassador.booksquad.com> and fill out the application. As a member of PSE you have been pre-approved and will be accepted after submitting your information. For more information email, reps@booksquad.com.

PSE Partner Spotlight

Take Your Career to the Next Level

by Andrew Crouch, Regional President, North America Sales
Level 3 Communications



Andrew Crouch

Where Career Potential Begins

My personal journey in sales began after attending university in the UK. I worked for a telecommunications company as part of a training program to prepare recently graduated students for a career in sales. Long hours, extremely hard work and a competitive environment drove my will to succeed. The experience was, in a word: exhilarating.

The intense training period was followed by a bag-carrying role in sales, then sales management and now a leadership position. There are many chapters within this personal story, but the common themes that began early in my career and live on today are a drive to create the most value for the customer and reaching that point by collaborating well within my internal ecosystem.

Without passion for the customer, sales professionals cannot deliver for the business. Personally, I wouldn't be driven to high performance without knowing the critical capabilities my role provides to customers. Second is the team aspect. A strong sales support-system is critical to personal development, growth and success in sales. Many people think sales professionals are lone wolves, until they meet a sales professional who has both customer insight AND is highly collaborative and wins as a team. I believe a stellar sales professional is one who can balance all their stakeholders well.

You have the benefit of collaboration, starting with Pi Sigma Epsilon (PSE). Through PSE, you are building a personal and professional network – among students, faculty, and corporate partners, such as Level 3. I congratulate you on

Level 3 Communications, a premier global provider of data, voice, video and managed telecommunications solutions, is at the epicenter of technology that drives change. Through our highly reliable network and a community of more than 10,000 people committed to customer excellence, we deliver integrated IP solutions that address our customers' growth, efficiency and security business needs.

choosing to join PSE, and look forward to getting to know your talents better throughout this coming year.

Hard work that pays off at the finish line

As a ½-marathon runner, I understand the discipline, perseverance and hard work it takes to compete outside the office. The recent USA Pro Cycling Challenge [<http://www.usapro cyclingchallenge.com/>] was a perfect example of what it takes to become a competitive athlete with the drive to be the very best, and Level 3 played a major role in delivering the event to a global audience.

In August of 2012, cyclists from around the world, including 128 of the world's best, competed in the most physically demanding professional cycling race held in North America. On a route that spans 683 miles across Colorado and includes 9 mountain passes, the athletes rode as many as 130 miles in a day for a solid week to travel from Durango to Denver.

As an official partner, Level 3 helped broadcast 29 hours of live coverage, in addition to live and on-demand video streaming services, to race fans in 200+ countries around the world, using our Internet Broadcast Elements toolbox. Watching the event unfold – and especially as Level 3 was at the center of the technology to share this success story with the world – I marveled at the pure training, endurance and stamina required to take part in the race.

Consider a Career in Sales – Join Level 3's accelerated sales development program for recent college graduates. and build your endurance for the race ahead.

Level 3's accelerated sales development program for recent graduates: As a member of our team, you can expect a dynamic and international environment to keep you moving, challenged and on the cutting edge of telecom and technology.

The USA Pro Cycling Challenge is just one example of the type of services Level 3 provides to customers – and the role you can play in sales to bring it all together. Like a world-class cyclist, Level 3 sales professionals work hard to cross the finish line. *Level 3's accelerated sales development program for recent college graduates.* is designed to hire talented, early-career individuals and build employee sales skills from the ground up. Hard work, classroom and field time on sales skills and Level 3 knowledge are combined with a support ecosystem to bring you a comprehensive, early-career development program.

If you haven't considered a career in sales, now is the time, and Level 3 is the place.

Level (3)[®]

PSE Nominations

Call For Nominations

PSE National Council

The PSE Nominations Committee is accepting nominations for the 2012-2013 PSE National Council. 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 December 15, 2012 to: Lee Melancon, Chair PSE Nominations Committee, C/O PSE National Headquarters, 3747 S. Howell Ave., Milwaukee, WI 53207, or via email to Lee Melancon at Lee.Melancon@phoenix.edu, or fax to Lee Melancon at PSE HQ, 414-328-1953.

PSE Collegiate Vice Presidents

The Opportunity

The Collegiate Vice President (CVP) is the highest level student position within our national, professional fraternity. As a member of the National Council, the CVP will have the distinct honor of representing all of our PSE collegiate chapters and their members throughout the country. Through the work that the CVP does, they will interact with sales professionals and industry executives representing some of the best and most successful companies nationally. This position also provides an exceptional opportunity for an individual to develop and strengthen their professional skills in the areas of leadership, communication, and networking.

Additional Benefits

The CVP is a volunteer position on the National Council, and reports to the Chair of the Board. This position provides the following additional benefits:

- Paid Regional Conference Registration Packet
- Paid National Convention Registration Packet
- Paid transportation and hotel accommodations to the annual National Council Meeting (held in the Midwest, over a weekend, in October or November 2013)
- Paid hotel room, meals, and local transportation for the summer Presidents' Retreat in Milwaukee

In their role, the CVP also represents their fellow collegiate members at the following events:

- Presidents' Retreat

- Regional Conference (for their respective region)
- National Convention

Responsibilities

The responsibilities of the CVP include the following:

- Is the formal liaison between PSE's college chapters and the National Council
- Is an additional point of contact for the chapters with their Chapter Managers at PSE HQ
- Encourages and supports participation at the Fall Regional Conferences and the National Convention by the collegiate chapters
- Actively assists chapters and HQ with strategies in such areas as member recruitment and projects
- Communicates with the National Headquarters Staff in support of the collegiate chapters
- Assists HQ in creating the weekly chapter member newsletter "Slice of Pi"
- Assists HQ with responses to chapters on Facebook, Twitter, and other social media
- Assists the HQ team with CCO training
- Serves as an additional liaison for PSE National Corporate Partners to connect with chapters

For more information or to receive an application, please contact PSE Headquarters at 414-328-1952 or email pse@pse.org.



**YOUR BUSINESS ADVANTAGE
FOR LIFE**

Save Money with GEICO



Whether you are an undergraduate member or proud alumni, saving money is probably something you want to do.

be obtaining a quote that could help you save on your auto insurance, but you will be helping give back to PSE. For every completed quote that is obtained from a Pi Sigma Epsilon member, GEICO makes a contribution to the fraternity.

As a member of Pi Sigma Epsilon, you have a proven track record of hard work and dedication. Why would you settle for a company that works any less diligently than you?

You're in luck – and this is not any kind of random luck, either. Just by being a member of Pi Sigma Epsilon, you may be eligible for an additional 8% savings on top of GEICO's already competitive rates. PSE and GEICO are working together to help you save money.

With 24/7 service available online or over the phone, you're only ever moments away from a professional insurance representative. This means that no matter the time of day, you can speak with someone and ask a question about your policy, make a payment, or even report a claim.

By going online to www.geico.com/greek/pisigmaepsilon you can obtain a free, no-obligation rate quote. GEICO can help you with your insurance needs and help you obtain competitive rates on homeowner's, renter's, condo, motorcycle, boat, PWC, ATV, and RV insurance. Not only will you

Put down the textbook or newspaper and take a few moments to see just how much you are able to save by switching to GEICO. You don't even have to turn off your iPod. You'll thank us later. We can bet on it.

New Life Members - Since June 2012

Alpha Omega

Jessica Strief

Epsilon Delta

Peter Shehata

U of Phoenix

Rahshan Lightbourne

Zeta Epsilon

Paul Coates

Zeta Xi

Thomas Sullivan

Member News

Passages

Dr. Andrew Thacker, former faculty advisor California State Polytechnic University, Pomona, passed away in 2012. He will be in our thoughts and prayers.

Ann Devine, PSE Executive Director, wishes to thank so many of you for your condolences on the passing of her parents in August 2012.

Announcements

Donna Wertalik, faculty advisor at Virginia Tech and PSE

National Council Educator Vice President, was featured as part of Bloomberg Businessweek's series on favorite undergraduate business professors.

Career Moves

Brian Andersen, alumnus Ohio State University, accepted a promotion to district manager for Federated Insurance in Boston, MA.

Amanda Andersen, alumna University of NC-Wilmington, accepted a co-manager position at Bath and Body Works.

Send your news to Tracy McCarthy at tracy.mccarthy@pse.org

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