

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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Ferguson Offers Outstanding Opportunities



Ferguson recruiters from left to right Krystle Costigan, Southeast Regional Recruiter; Allison Stirrup, Manager of Recruiting; Hollyn Griffith, Central Regional Recruiter

“Nobody expects more from us than we do” is more than just a tagline to the associates of Ferguson. It’s a cultural belief that is demonstrated every day through exceptional customer service, product selection and industry knowledge. Ferguson has been delivering on this promise for almost 60 years and has earned a strong reputation amongst builders, architects and remodelers across the country.

Founded in 1953, Ferguson employs approximately 18,000 associates in almost 1,300 locations and serves customers in all 50 states, Puerto Rico, the Caribbean and Mexico. Ferguson is ranked by trade publications as the largest distributor of plumbing supplies and pipe, valves and fittings (PVF). It is also the third largest distributor of heating and cooling equipment (HVAC/R) and the second largest company within the waterworks industry. The company is committed to growth – of their business, their people and their support of the communities in which they do business.

At Ferguson, we take pride in that commitment to growth and provide a culture of training and support for all of our associates throughout their career paths. Whether you are a seasoned professional or newly graduated from college, we can provide the tools and resources you need to make a home and career here. We are more than just a job.

Through our relationship with PSE, we hope to recruit the best and brightest candidates looking for career paths in sales. Our entry level Sales Training Program is one of the best in business today - a 10-12 month program designed to educate, develop, and retain talented inside sales and showroom sales trainees needed for both branch and regional growth initiatives. The program invests in the recruiting of associates from all over the United States to join Ferguson in pursuit of a career in sales. Once on-board, new associates start in a location where they complete a 12-month training program designed to develop knowledge, skills, and abilities as inside sales and showroom sales associates. The training curriculum includes time working in warehouse operations, counter sales, inside (contractor) sales, and showroom (retail) sales.

Upon completion of our Sales Training Program, sales associates will be responsible for managing all sales functions for existing and prospective customers. Typical job duties include: developing and maintaining customer relationships, providing accurate pricing/inventory information to customers, preparing job quotes, and conducting sales calls to generate business. To find out more about our opportunities, culture and benefits, visit us at www.ferguson.com.



Regional Winners

Regional Conferences Wrap-Up

The 2012 Regional Conferences were a great success. Each conference offered many opportunities for members to network with our corporate partners, listen to great speakers, and compete in both the National Speakers Competition and Pro-Am Sell-a-Thon®.

Each weekend kicked off with the Pro-Am Sell-a-Thon® on Friday morning. Following the morning training and coaching sessions, participants networked with local companies and PSE's Corporate Partners. While the Pro-Am participants headed into competition, the rest of the attendees participated in the National Speakers Competition and attended a workshop put on by ADP.

Each Saturday began with a keynote speaker, which included higher-ups in Fortune 500 companies like Nike and Coca-Cola, and Dan Herlache of PSE Corporate Partner Federated Insurance. Following the keynote, attendees could participate in CCO Training and Chapter roundtable discussions.

Further, PSE's Corporate Partner TEKsystems brought an interactive marketing project to each regional. More infor-

mation about this can be found in the next article.

Following the events on both Friday and Saturday, host chapters arranged for fun activities to give the attendees a chance to network with one another. Activities ranged from games and fun at Dave & Buster's in Buffalo to an 80's Halloween costume party at Virginia Tech.

Host chapters put a lot of time, effort and dedication into their respective conferences. Without our host chapters, the regional conferences would not be possible.

Thank you to our hosts:

Northeast-University at Buffalo

Midwest-University of Wisconsin-Eau Claire

Atlantic – Virginia Tech

North Central – Central Michigan University

South/West – University of Georgia

Thanks again to all attendees for your continued support of PSE! We look forward to seeing record numbers in attendance from all chapters at the 2013 Regional Conferences.

TEKsystems Marketing Challenge

During each of PSE's five fall regional conferences, TEKsystems offered attendees the opportunity to compete in a marketing challenge. Participants were divided into inter-chapter groups and evaluated the marketing strategies TEKsystems is using to attract people to their Small Business Services Sales and Sales Internship opportunities.

Groups created new marketing materials which included a social media plan, updated brochure, email campaign, slogan, and commercial. Regional winning teams were evaluated by TEKsystems and members won a \$15 Starbucks Gift Card. The top team will be announced at convention and will split a \$1000 prize.



Atlantic Regional Winners



Midwest Regional Winners



North Central Regional Winners



Northeast Regional Winners



South/West Regional Winners



Regional Winners

2012 Speakers Competition

Presented by:



Sponsored since 2003 by Enterprise Rent-A-Car, the PSE National Speakers Competition showcases the top speaking talent in the organization. It is an opportunity for PSE members to use and develop their speaking skills. The competition recognizes members who have mastered their skills in the areas of self presentation and verbal communication by making a public speaking presentation in a competitive setting. Winners are recognized at each of PSE's Fall Regional Conferences by professional and peer judges.

Speakers Competition. Having the competition at the PSE Regional Conferences proved to be a unique and beneficial opportunity for more students to participate in the PSE National Educational Foundation Awards Program. A total of 45 individuals competed for the award in their respective region. Each regional winner was given a free PSE National Convention registration packet (\$275 value) as well as a trophy. The winners will be invited to participate as emcees at a major event at the 2013 PSE National Convention.

Congratulations to all who competed in this year's National



Atlantic Region
Cameron Coates (left)
University of NC-Wilmington



Midwest Region
Charles Prasifka (left)
University of Missouri



Northeast Region
Amber Loihle (right)
The College of New Jersey



North Central Region
Philip Musson (left)
University of Northern Iowa



South/West Region-Tie
Keon Farahdel (left)
Laquita Johnson (center)

"The National Speakers Competition was a fantastic experience. On top of giving me the opportunity to practice speaking in front of an audience, it allowed me to compare myself to top-caliber speakers from other schools and find areas that I need to keep improving."

Philip Musson - University of Northern Iowa

"I really enjoyed the comradery of all the different chapters coming together and competing. Every person I met was extremely dedicated to PSE and inspired me in different ways. Competing in the speakers competition was more fun then I could have hoped. I heard a lot of good things and was sure it was a close race. I love PSE and am more and more happy about my decision to join."

Cameron Coates - University of North Carolina-Wilmington

Regional Winners

Pro-Am Sell-a-Thon® Winners at the 2012 Regional Conferences

Congratulations to the following winners.



Atlantic Region
First Place
Casey Monaghan (center)
Virginia Tech



Atlantic Region
Second Place
Courtney Perrone (right)
Univ. of NC-Wilmington



Midwest Region
First Place
Kellen Busey (left)
University of WI-Eau Claire



Midwest Region
Second Place
Ryan Gilmore (left)
University of WI-Eau Claire



Northeast Region
First Place
Gregory Richards (left)
University of Connecticut



Northeast Region
Second Place
Dan Cottrell (right)
The College of New Jersey



North Central Region
First Place
Mark Gustin (left)
Central Michigan University



North Central Region
Second Place
Joseph Minor (right)
University of Northern Iowa



South/West Region
First Place
Alicia Behringer (left)
University of LA-Lafayette



South/West Region
Second Place
Kayla Jones (left)
Univ. of AL at Birmingham

All the Pro-Am Sell-a-Thon trophies were presented by PSE Faculty Advisors, with the exception of Northeast Region First Place which was presented by a PSE Corporate Partner. Beginning with the top left picture, the following is a list of presenters. Donna Wertalik-Virginia Tech (right); Dr. Gary Schirr-Radford University; Dr. Robert Erffmeyer-Univ. of WI-EauClaire; Dr. Rand Wergin-Univ. of South Dakota; Brian Andersen, Federated Insurance; Dr. Al Pelham, The College of New Jersey; Ken Cherry, Central Michigan University; Dr. Matthew Bunker, University of Northern Iowa; Dr. Kevin Ellis, University of Georgia.

First and second place winners received a trophy, a convention package (\$275 value) and a spot at the national competition. Additionally, the first place winners received an airline ticket to the convention. The PSE Pro-Am Sell-a-Thon® competition at the PSE National Convention is limited to 80 students on a first come, first serve basis. To participate in the Pro-Am Sell-a-Thon®, you must indicate your desire to compete on your convention registration.

Thank you to the PSE Pro-Am Sell-a-Thon[®] Partners



Preparing for the PSE Pro-Am Sell-a-Thon[®] at the 2013 PSE National Convention

With National Convention only two months away, be sure that you take time to prepare for your participation in the Pro-Am Sell-a-Thon[®] National Sales Competition!

- **Visit the Pro-Am Sell-a-Thon[®] section of the PSE website.** To participate in the Pro-Am Sell-a-Thon[®], you must indicate your desire to compete on your convention registration. With only 80 spots at Convention, you must register by **March 10, 2013**. It is first come, first serve, so register early to hold your spot.
- **Do your preparatory work on time.** Before convention, participants who want to score well (and win great prizes from our Pro-Am Partners), need to complete eLearning modules from Miller Heiman, set a telephone appointment and respond to a RFP. Information about these requirements is available now on the Pro-Am training section of the website. Don't miss out!

- **You can still win the Pro-Am year-long competition without being a 2012 regional participant.**

Due to December graduation and other extenuating circumstances, not all regional winners will be competing at Nationals. Plus, some winners did not fulfill requirements to get points for reviewing the modules or making the phone call. Thus, there is still opportunity to get the points you need to win; but, you have to compete to win.

- **Winner of the Day.** The BEST sales call for the day will win a Tom James Company suit.



Embracing Feedback and Building Personal Strategies to Achieve Your Goals

by Anthony Christie, Chief Marketing Officer, Level 3 Communications



As a student working hard toward a university degree, you probably feel like you get a lot of advice and feedback: "Take this business course...", "Be sure to do an internship each year...", "Study abroad..."

All feedback is interesting and given with the best intention of building the right skills and experience for your professional career. What you do with that feedback and how it fits into

your personal development roadmap is for you to determine as you map it to your personal goals and expectations.

In my marketing leadership role at Level 3, I have the opportunity to meet with and listen to the feedback of our many customers. Not just the largest customers – but any who have a voice around the use of our solutions in the way they operate their business. I also listen to our sales people, partners and suppliers as additional eyes and ears to the ground of customer satisfaction. If we do not listen to each other and learn from our combined experience, we could not be as strong in delivering the quality services we bring to market.

Getting feedback from various good sources sometimes leads to conflicting information, biased information, and information missing all of the details. It is my job as chief marketing officer, along with my team, to evaluate this feedback, bounce it against our corporate strategy, corporate values, marketing strategy and business goals to determine the best course of action. Many times, it leads to

PSE Partner Spotlight

improvement of customer satisfaction and building solutions that are more comprehensive.

Explore Strategies that Will Work for You

How can you begin to build your personal strategies? First, take in all the feedback you can get. Without diverse perspectives and experience, you may feel as though you are starting from scratch and flying solo. Second, embrace both the social networking and the traditional business methods of receiving feedback. Social media offers dynamic transparent feedback enabling relationships with influencers that in the past would not have been reached. I am energized by the part my team plays in our company's social media strategy and the daily conversations we have with the diverse set of followers. Use as many methods as possible to reach out for personal conversation. Network with your peers, meet with your faculty advisor and professors and most importantly – ask questions. All of these points of feedback will challenge your own thinking and prepare you for the professional scenarios you are about to take on.

I'll share a few strategies I've held close throughout my career – in no particular order. You'll find that certain techniques will rise to the top depending on whether you need to accelerate through organizational change, position your skills for a new role, or simply to get through a grueling project in an uncharted topic area. Your ability to individualize your performance – and act on feedback – will set you apart from other candidates and colleagues in the future.

Tip #1: Set goals to reach new ground and celebrate success. Whether educational goals that enable later professional goals or physical and talent-based goals to raise your confidence in skills, make sure they are SMART: specific, measurable, actionable, realistic and time-bound. And always celebrate your achievements.

Tip #2: Find experienced mentors who will give you the direction and tools to achieve your goals. Immerse yourself in mentoring and interview scenarios. Clearly articulate your goals and come prepared with an agenda and set of questions. An effective Mentor will use your goals as a basis to identify how to help you grow.

Tip #3: Set priorities. The professional world can be all-consuming and there are times in your career that will

require a significant investment of time. Keep perspective and choose the investments that are important to feed and nurture for balance in your life.

This is a lot of 'feedback'. Take it in, filter the ideas, and build your personal strategy to prepare for your career ahead. To continue to get feedback from the perspective of Level 3 Communications and to learn more about how we engage and communicate with customers, I invite you to join our Beyond Bandwidth Blog. Also, follow Level 3 on Facebook and LinkedIn.

These are just a few ways Level 3 is reaching out with information – and asking for feedback. Without it, we would not be as prepared and confident to make the decisions that will move our business forward.

About Anthony Christie, Chief Marketing Officer, Level 3 Communications

As chief marketing officer for Level 3 Communications, Mr. Christie is responsible for worldwide marketing and product management. He oversees the direction of segment and go-to-market strategy, product strategy, strategic pricing, product management, corporate marketing, competitive intelligence and coordination of the regional marketing organizations. Mr. Christie holds a Bachelor of Science degree in marketing with a concentration in computer science from Drexel University and a master's degree from the University of New Haven. He was an AT&T Sloan Fellow and holds a master's degree in management from M.I.T.

For more on Mr. Christie's professional and leadership experience, go to <http://www.level3.com/en/about-us/company-information/management-team/anthony-christie/>.

Level 3 is 'social' – here is how to connect with us:

- Level 3 Careers - <http://www.level3.com/careers>
- YouTube - <http://www.youtube.com/user/Level3Communications>
- Facebook - <http://www.facebook.com/level3>
- Level 3 Blog - <http://blog.level3.com/>
- Level 3 RSS Feeds - <http://www.level3.com/en/connect/rss-feeds/>
- Twitter - <http://twitter.com/#!/Level3>
- LinkedIn - <http://www.linkedin.com/company/level-3->

The logo for Level 3 Communications. The word "Level" is in a bold, black, sans-serif font. The number "3" is also in a bold, black, sans-serif font, but it is enclosed within a red, stylized circular shape that resembles a parenthesis or a partial circle. A registered trademark symbol (®) is located to the upper right of the "3".

Trusted by leaders across industries, Level 3 serves the enterprise, content, government and wholesale markets, including:

- 9 of the top 10 fortune 500 companies
- Some of the biggest social networking sites
- More than 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

PSE National Educational Foundation to Award Nearly \$45,000 in the 2013 Scholarship Program

Many students think that scholarships are for younger students and that once you hit a certain point in college you are no longer eligible. In reality, over \$8 billion worth of scholarships go unclaimed every year. It's not that students don't qualify for them, it's that many students don't even apply for them. Don't miss out on a great opportunity!

February 1, 2013 at 5:00 p.m. CST is the deadline to apply for one of the individual scholarships that will be awarded by the PSE National Educational Foundation (PSE NEF) at the national convention in April.

Each year, the PSE NEF is proud to grant tuition scholarships to deserving PSE members. Since its inception, the program has awarded over \$650,000 in scholarships and grants. All members in good standing with at least one semester/two quarters left in either an undergraduate or graduate program (or graduating seniors with outstanding student loans) are eligible to apply. The joint application form is available at www.pse.org. Mouse over "Foundation," then click on "Scholarship Program." A link to the application is available on the National Scholarship Program page.

Thank you to our corporate partners who are providing scholarships again this year!

ADP
Anchor Plastics
CPMR
Enterprise Rent-A-Car
Federated Insurance
Ferguson
Geico
Level 3

Mach 1 Global Services
Miller Heiman
Northwestern Mutual
TEKsystems
Tom James Company
University Directories
Vector Marketing
WW Grainger

PSE Future Leader Team

To recognize outstanding PSE freshmen and sophomores, each chapter should nominate one member showing great leadership potential for the 2013 PSE Future Leader Team. The top fifteen nominees will be awarded this year's PSE Future Leader scholarships. The team award includes: a complimentary registration packet to the 2013 National Convention, a \$100 travel voucher, and invitations to a special networking reception. The joint application form is available at www.pse.org. Mouse over "Foundation," then click on "Scholarship Program." A link to the application is available on the Future Leaders Team page. Application deadline: February 1, 2013 at 5:00 p.m. CST.

2013 PSE National Awards Program

Time sure does fly! It feels like we just wrapped up the National Convention in Indianapolis...now we are starting to gear up for the 2013 PSE National Educational Foundation Awards Program. The PSE NEF Awards Program Co-Chairs, Jon Salvani and Doug Brod, are busy preparing for this year's program and competitions, and are sure your chapters have been even busier planning to compete in San Diego.

The **2013 Call For Entries** is available at www.pse.org. Please be sure to review the **Call For Entries**, as several changes and updates have been made to some of the competition requirements, including aligning the criteria with the Chapter Operations Guide (COG). It is very important that individuals and chapters verify that all written entries and on-site presentations follow the criteria as listed for each award. Also very important is this first deadline date to remember...**Chapters are asked to submit their "Intent to Compete" via email to awards@pse.org by January 20, 2013, by midnight Central Standard Time.** This email should contain chapter name, chapter contact (email and phone), and a list of ALL entries the chapter plans to com-

pete in. Please find the full list to eligible awards in the **Call For Entries** document.

As always, the Awards Program committee wishes all chapters the best of luck and looks forward to working with them this year. If you have any questions or concerns, please email Jon and Doug at awards@pse.org.

"We would also like to announce that due to an exciting new career opportunity for Lindsey Landry, Jon Salvani and Doug Brod will now be leading the National Awards Program this year. We want to take this moment to thank Lindsey for her commitment as an Awards Program Co-Chair over the last five years. Her commitment and passion for the National Awards Program was instrumental in its advances over the years. Thank you, Lindsey, for your service and leadership to the PSE NEF National Awards Program!"



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 a trolley ride from the vibrant nightlife of Downtown San Diego, 5 minute walk to the Fashion Valley Mall, 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. The health club rate is \$5/day!

For reservations go to https://resweb.passkey.com/Resweb.do?mode=welcoming_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



"I have attended the National Convention 3 times. The location changes gave me the opportunity to travel and experience other cities. The best part about attending the National Convention is that I get a renewed sense of the competition, professionalism, and truly what PSE is all about. It is a great learning experience, I recommend members of any grade or status within a chapter, to attend this event."

Garrett Moore, University of Northern Iowa

Wednesday, April 3, 2013
National Awards Program Competition - All Day

Chapter Roundtables

Panel discussions led by collegiate members

Corporate Partner Workshops

CCO Training - General Session

NCSM Welcome Reception

NCSM and Corporate Partners



"The National Convention is a truly great opportunity to network with recruiters, develop professionally, and share camaraderie with fellow members of Pi Sigma Epsilon. It was an experience I will never forget!"
Justin Prasifka, University of Missouri

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!*

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	Miller Heiman
ADP	Northwestern Mutual
AFLAC	Select Group
Anchor Plastics	Send Out Cards
Apex Systems	Sherwin Williams
Campus Shift	Southwestern Company
Ecolab	TEKsystems
Enterprise Rent-A-Car	Tom James Company
Federated Insurance	University Directories
Ferguson	Vector Marketing
GEICO	Victaulic
Gradspring	WW Grainger
Level 3	WESCO
Liberty Mutual	...and more coming
Mach 1 Global Services	

Mu Kappa Tau Meeting

Concurrent Workshops for Students

CCO Breakouts

Alumni Advisor Meeting

Thursday Student Dinner

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

VIP Reception

Corporate Partners and NCSM
at Fiesta de Reyes (Transportation Provided)



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 the CBS' hit show *Undercover Boss*, will share what she has learned during her 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 satisfaction 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

PSE NEF Marketing Challenge - \$500 in prizes

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!



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!



"The 2012 PSE National Convention was truly an amazing week! I loved getting the opportunity to attend speakers and workshops, network with other chapters, showcase my chapter's achievements in the past year, and bond with fellow PSE members. I can't wait for next year!"

Brittany Young, Gamma Gamma



2013 PSE National Convention

Thank You to Our Corporate Partners



GEICO Marketing Contest



The GEICO Marketing Contest was created to promote GEICO's partnership marketing program through PSE member/student participation and creativity, and to provide PSE members with a valuable learning experience about marketing.

During the contest period, entrants will create a marketing plan to promote GEICO's marketing partnerships and bring awareness to how the partnerships benefit both the members and the organization as a whole. The marketing campaign will need to be well thought out and able to be implemented on a college/university campus. The marketing campaign can be directly related to obtaining quotes, or can be designed to bring about brand and product awareness.

The purpose of this contest is to introduce and/or publicize GEICO to the students in Pi Sigma Epsilon, and their college/university community. The winning team will receive \$2000.

GEICO Quote = PSE Operating Funds

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 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.

Welcome

Welcome to Our Newest Corporate Partners



The We-Care Reminder App allows Pi Sigma Epsilon to automatically receive donations when you shop at more than 2,000 participating merchants — at no cost to you. It takes less than a minute to set up, and then it keeps on giving.

It's this easy: Go to <http://pse.We-Care.com/Start> and download the We-Care Reminder App. (Then forget about it.) When you visit a participating merchant, you'll see a message thanking you for supporting Pi Sigma Epsilon. Just shop as you normally do, and a donation will be made — without taking a penny from your wallet. It only takes a few clicks, so please get started right away. Just visit <http://pse.We-Care.com/Start>.



Prove Your Business Skills to Employers!

HigherNext's Certified Business Laureate (CBL) Program features a series of business skills tests for you to use to further demonstrate your business knowledge to prospective employers. Each test is less than 30 minutes and can be taken online. When you finish a test, you'll get a letter of recommendation and detailed score report to share with employers of your choosing. You'll also be featured in our searchable talent database for recruiters. Claim your PSE discount at <http://tinyurl.com/b5sewst>.



THE SELECT GROUP

Staffing Firm in the US!

The Select Group is an award-winning, full-service recruiting partner with a fresh and personal approach. We specialize in the placement of technology and engineering professionals. In 2012, Staffing Industry Analysts named The Select Group the #8 Fastest Growing

Staffing Firm in the US! Headquartered in Raleigh, NC, The Select Group was founded in 1999 by Sheldon Wolitski, an industry leader and veteran recruiter. Seeing the need for more efficient and cost-effective hiring, he decided to create one of the most unique and service-oriented recruiting companies.

Ideal candidates for our Account Management role are **self-motivated, driven and competitive** individuals who have great interpersonal communication skills, and are **looking to be leaders within an organization**. Current locations include Charlotte, Raleigh, Washington DC, Greensboro, San Diego, Toronto and Boston, with more offices opening every year. The Select Group was awarded the "Best Places to Work in 2012" by The Triangle Business Journal! At The Select Group, YOU are in charge of your career advancement and financial success.

To apply email Jamie Ferguson, Jamie@selectgroup.com or visit our website at www.selectgroup.com.

Welcome Back to our Renewing Corporate Partners

Beginning with this Dotted Lines issue, we will announce the latest renewing PSE Corporate Partners. The following list is the PSE Corporate Partners who have renewed their partnership within the last quarter. When you meet these partners at the PSE National Convention this year, please take a moment to thank them for their continued support.

3M Corporation

3M is a diverse, worldwide operation with a broad range of innovative, high quality products and services with a presence in more than 60 countries. Current opportunities exist in Industrial and Consumer Markets; Healthcare Markets; and Transportation, Safety and Chemical Markets. The Sales Representative will provide territory coverage and professional sales consultation to major 3M customers across the United States. Candidates must be able to travel and relocate without restrictions. For more information contact Candace Mailand at cmmailand1@3m.com.

Ecolab

Ecolab, Inc., a fortune 500 company, is the global leader in water, hygiene, and energy technologies & services. Ecolab employs more than 38,000 associates worldwide and has operations in more than 160 countries. With \$11 billion in annual sales, Ecolab is the industry leader. Around the

world, businesses in the food, hospitality, healthcare, industrial and oil & gas markets choose Ecolab products and services to help keep their environments clean and safe, operate efficiently and make the world better. For more information contact Jennifer Mills, Jennifer.Mills@Ecolab.com.

Enterprise Rent-A-Car

Regardless of college major or professional experience, nearly 100% of our employees start out in our Management Training Program. This allows everyone to learn our business from the ground up and understand how they have a significant financial interest in seeing it succeed. As you progress, increasingly more opportunities will become available to you. We offer college students entering their junior and senior year paid internships. You'll benefit from our hands-on approach that teaches you highly marketable skills pertaining to every aspect of running a business. To learn more and apply on line, please go to: www.enterprise.com/careers. In addition, rental information is available exclusively for PSE members at Enterprise Rent-A-Car available at <http://www.erac.com/pse/>.

Ferguson

It's Ferguson's associates who make the difference. Ferguson

Welcome Back

employs approximately 17,000 associates. Through our industry-leading recruiting program, we aggressively pursue the best and brightest college and university graduates from across the country. Our branch managers also recruit candidates on the local level to ensure that our sales associates can identify the needs of our local customers. Ferguson services customers coast-to-coast, with a distribution network spanning approximately 1,350 service centers in all 50 states, the District of Columbia, Puerto Rico, the Caribbean and Mexico. For more information contact Allison Stirrup, allison.stirrup@ferguson.com.

Liberty Mutual

For nearly 100 years, our purpose has been to help people live safer, more secure lives and we look for employees with the drive, commitment and passion to help us make that happen. Boston-based Liberty Mutual Group is a diversified global insurer and the third-largest property and casualty insurer in the U.S. based on 2010 net written premium. Liberty Mutual's Personal Markets is the second fastest growing personal lines writer in the industry. Personal Markets provide full lines of coverage for private passenger automobile, homeowners, valuable possessions and personal liability through its own sales force in more than 380 offices throughout the U.S., two direct response centers, appointed Prudential agents and the internet. It also offers a wide range of traditional and variable life insurance and annuity products. Liberty Mutual's affinity program is the industry's most-sponsored voluntary auto and home insurance benefits program, with over 13,000 affinity sponsors. For more information contact Lindsay Moran, lindsay.moran@libertymutual.com.

Northwestern Mutual

Northwestern Mutual has been named a "Top 10 Internship" in America's Top Internships by the Princeton Review fifteen consecutive times since 1996 and named America's 2000 Top Sales Force co-winner (with Cisco Systems) by Sales & Marketing Management Magazine. Their world-renowned Internship Program provides outstanding career opportunity to college students who want to "test drive" a career in sales. Financial Representative positions are also available. These Reps provide expert guidance and innovative solutions to clients to develop a customized plan that meets long-term financial goals. The position is an opportunity to build your own business while providing financial security for your clients (both businesses and families). If you're looking for a career or internship where you can make an impact, have independence and flexibility, and work in a highly-productive, fast-paced, values-driven environment, let us know! For more information contact Gail Fink at gailfink@northwesternmutual.com.

Send Out Cards

For more information go to <https://www.sendoutcards.com/> or contact Cheryl Moss at cheryl@m3marketingstrategies.com.

Sherwin Williams

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.

University Directories

UD offers a paid summer sales internship to college students who are self-motivated, energetic, organized, and have a desire to succeed. As a sales representative, you will sell and market multi-media advertising solutions in one of our nationwide college markets. The internship begins with intense expense-paid training at our Sales Foundations Academy on the campus of the University of North Carolina – Chapel Hill. Following training you will embark on a summer-long internship back in your college or home market, where you will develop and improve the needed skills to succeed in today's business world. Throughout the summer you will work with local business owners to target their advertising to the college community and provide them with a well-rounded marketing strategy. This internship requires full-time availability Monday through Friday, 8:30am-5:30pm. The experience and skills you gain during the internship will make you stand out from the rest in today's overcrowded job market. University Directories has thirteen Career Partners who hire students directly from our internship program. Apply for our Sales Position: <http://www.universitydirectories.com/internship-outside-sales.asp>.

WESCO

WESCO International, Inc. (NYSE: WCC) employs approximately 6,800 people, maintains relationships with over 17,000 suppliers, and serves over 100,000 customers worldwide. Customers include industrial and commercial businesses, contractors, governmental agencies, institutions, telecommunications providers and utilities. WESCO operates seven fully automated distribution centers and over 400 full-service branches in North America and international markets, providing a local presence for customers and a global network to serve multi-location businesses and multi-national corporations. For more information go to <http://www.wesco.com/careers/index.htm>. Click on potential employees, create an account and search for the "sales development trainee" opening.

PSE Faculty Advisors

Faculty Advisors are one of the most important assets to our chapters. They have many roles within the title of advisor. They serve as a mentor, a voice of experience, a teacher, and most importantly, a friend. Advisors help their chapter succeed in areas of chapter operations, projects and finances.

Dr. Mavis Adjei - Southern Illinois University
Elizabeth Allgood - Middle Tennessee State University
Mr. Michael Assumma - CA State Polytechnic Univ., Pomona
Frederik Beuk - University of Akron
Rob Boostrom - University of Wisconsin-Whitewater
Dr. Stephanie Boyer - Bryant University
Kevin Brayer - St. Bonaventure University
Dr. Matthew Bunker - University of Northern Iowa
Dr. Alvin Burns - Louisiana State University-Baton Rouge
Mr. John Burr - Purdue University
Mr. Richard Canada - Indiana University
Dr. Mary Caravella - University of Connecticut
Dr. Steven Chen - California State University-Fullerton
Mr. Ken Cherry - Central Michigan University
Dorene Ciletti - Duquesne University
Mrs. Marianne Collins - Winona State University
Ellen Daniels - Kent State University
Dr. Bobby Davis - Florida A&M University
Mr. Duleep Delpechitre - University of Louisiana-Lafayette
Dr. Andrea Dixon - Baylor University
Dr. Kevin Ellis - University of Georgia
Dr. Robert Erffmeyer - University of Wisconsin-Eau Claire
Mr. Anthony Freeman - Tuskegee University
Scott Friend - University of Nebraska-Lincoln
Dr. Robert Garrity - University of Hawaii-Manoa
Greg Graham - Kent State University
Dr. Kevin Hammond - University of Tennessee at Martin
Mrs. Joanna Henderson - University of NC-Wilmington
Dr. Roscoe Hightower - Florida A&M University
Dr. Gary Hunter - Illinois State University
Dr. Scott Inks - Ball State University
Donald Isenhath - University of Toledo
Miss Toni Jackson - Southern University and A&M College
Wayne Keene - University of Missouri
Dr. Ashley Kilburn - University of Tennessee at Martin

Dr. George Kirk - Southern University and A&M College
Mr. Jerry Kollross - University of Wisconsin-Eau Claire
Dennis Kopf - University of Wisconsin-Whitewater
John Levato - University at Albany
Mr. Charles Lindsey - State University of NY - Buffalo
Kerry Litzenberg - Texas A&M University-College Station
Dr. Michael Mallin - University of Toledo
Ms. Barbara Michel - Appalachian State University
Dr. Ken Miller - University of Alabama at Birmingham
Ms. Jennifer Mitchell - Northern Arizona University
Wayne Mueller - University of MN-Twin Cities
Dr. Jay Mulki - Northeastern University
Dr. Robert Newberry - Winona State University
Dr. Donald Norris - Miami University
Jan Owens - Carthage College
Dr. Terry Paul - Ohio State University
Dr. Al Pelham - The College of New Jersey
Dr. Michael Rodriguez - Elon University
Dr. Mark Rosenbaum - Northern Illinois University
Dr. Stacey Schetzsl - Ball State University
Dr. Gary Schirr - Radford University
E. LaShaun Seay - Tuskegee University
Dr. Gary Selden - Kennesaw State University
Mike Serkedakis - Kennesaw State University
Dr. Mary Shoemaker - Widener University
Dr. Sallie Sledge - Norfolk State University
Cathy Snyder - James Madison University
Dr. Jane Sojka - University of Cincinnati
Dr. Claire Stammerjohan - University of Louisiana-Monroe
Dr. Kevin Upton - University of MN-Twin Cities
Dr. Chuck Viosca - Nicholls State University
Dr. John Wallace - CA State Polytechnic Univ., Pomona
Dr. Rand Wergin - University of South Dakota
Timothy Werkley - William Paterson University
Donna Wertalik - Virginia Tech
Dr. Jakki Williams - North Carolina A&T State University

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. An additional VIP reception will be held on Thursday at Fiesta de Reyes (Transportation Provided). The receptions are an opportunity for you to network with other sales faculty and PSE Partners.

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, 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 Partner Spotlight

Why? One of the Most Important Questions by Autumn Drane, Lead University Relations Recruiter, TEKsystems



“Why?” -- a question that often annoys our parents from the time we learn to speak until the time we leave the nest. However, I’ve deemed it one of the most important, most impactful questions of my career.

When I first joined TEKsystems, I was told to be a sponge; talk to everyone and soak up all the information I could. So, I did. I set meetings and

went to lunches with everyone in the office, took diligent notes, and then went back to the task

at hand. I listened to everything that was said, but I never really heard it until I hit the proverbial “rough patch” in my career. I followed the processes, did what the others told me to do, and hit my productivity numbers, but I wasn’t closing the sale. I wasn’t putting people to work. They weren’t getting the job; and as a recruiter, a person getting the job was my job!! So, I was failing. And, I had finally had enough. I had come to the conclusion that I was no good at recruiting. I set a lunch with my account manager/mentor to have a talk. At TEKsystems, we are very open and honest with giving feedback, so he wasted no time in getting to the point. “What are the questions you’re asking?” I went through the script of questions I ask everyone... He shook his head. Then I asked, “Why aren’t my technical professionals getting the job?” He smiled, “Isn’t *that* the question that you should’ve been asking all along? Why aren’t they getting the job? Why aren’t they technical enough? Why aren’t they a fit for this client’s environment? Why do they need to have this skill? Why... why... why...”

That night I arrived home, and I thought about our lunch conversation. I realized, “*Why* am I not asking these questions *before* I start recruiting technical professionals for the job?” So, that’s what I did. Before I sat down to recruit, I

met with the account manager and I asked questions until I understood every aspect of what was required. I applied what I had learned and I tailored my recruiting process. By the end of the year, my commissions nearly tripled and I was asked to move up into another role.

I accepted the Internal Recruiting position to recruit new recruiters! My passion for recruiting, my belief in the process, and the dynamic culture at TEKsystems ensured this was the ideal opportunity for me. I have been with the Internal Recruiting department ever since, recently creating the opportunity for myself as the Lead University Relations Recruiter.

Don’t ever be afraid to ask questions!! I feel the success that I’ve had can be attributed to my intellectual curiosity because once you understand why, you can identify how.

I was told to
be a sponge;
talk to every-
one and soak
up all the
information I
could.

If you are interested in opportunities at TEKsystems, reach out to me at anytime! We are always looking for hard charging, outgoing, team-oriented, success-motivated people who want to build a career in a sales-oriented company. If you are not already familiar with us, TEKsystems is the largest and leading IT staffing organization in the nation. We have been ranked #1 in the industry by *IT Services Business Report* for eleven consecutive years. With more than 100 offices throughout the United States, Canada, and Europe, we offer multiple locations to begin an exciting career. TEKsystems offers you a great opportunity for advancement, personal and professional growth, and excellent earning potential. IT markets are outperforming the rest of economy, so we are growing at a

rapid pace. Apply now, or click on www.teksystems-careers.com for more information. You can email Autumn at audrane@teksystems.com.



People Watching

PSE Welcomes New Director of Membership



Erica Gumieny joined PSE on November 1, 2012 as the new Director of Membership. Erica is proud to be working with PSE again – she was the former VP of HR at the Delta Omicron chapter at Alverno College in Milwaukee, WI and loved her PSE experience.

Erica has been in sales and sales management for over 15 years. She has worked in a variety of industries including transportation, advertising, event sponsorships, association management, and corporate education and training. All of her experiences have brought her back to PSE and she is very excited to work with the chapters to help them reach their goals for years to come.

Erica is excited to apply her capabilities to ensure that mem-

bers' experience while in PSE is a valuable one. "Investing in PSE is an important decision for our members. Our primary focus at National Headquarters is to make sure that we are bringing our members value that will help them not only find great jobs, but bring them experiences that can make a difference for them as a leader, teammate and a member of their community."

As Erica has worked with chapters on check-ins, she has been so impressed with their professionalism, vision and hard work. "PSE members are known to be the 'best of the best' and because of this they have a lot on their plate. Full course loads, jobs, volunteer work, families, and other things have them pulled in many directions. I see the leaders of our future in our PSE members and I am so impressed with all they do. I am proud to work with them."

Welcome Erica to PSE by sending her an email at erica.gumieny@pse.org.

New Life Members - Since September 2012

Alpha Omega

Brittany Eggert
Kristen Fletcher
Connor McCurrie
Drew Wilkerson

Beta Gamma

Nicholas Patterson
Stephanie Pautsch

Delta Xi

Jacob Ross

Epsilon Mu

Briana Phillips

Epsilon Theta

Philip Musson

Gamma Chi

Clint Richard

Gamma Gamma

Kelsey Baesman
Katherine Boyce
Mallory Chen
Jordan Cook
Nate Creviston
Danny Dalmaso
Lauren Dieck

Blaine Elliott

Jeremy Fine

Olivia Grieszmer

Ryan Jun

Kelly Leon

Jeff Lioon

Richard Minicucci

Jillian Moran

Kate Murphy

Andy Nottingham

John Olmstead

Abigail Purdum

Dylan Richards

Tyler Smith

Cody Webster

Gamma Zeta

Joe Hadler

Matthew Patterson

Abbey Vanderwoude

Zeta Lambda

Jamila Collins

Zeta Mu

Trevor Crossland

Zeta Pi

Dr. Linda Silver Covey

Member News



PSE Alumni Members from the UW-Milwaukee PSE chapter started the "Dinner of the month club" shortly after graduating in 1980. PSE's fraternal spirit brought them together in college, but they could not imagine that 32 years later they would be as close as they were in PSE. One of their dinners was held on New Year's Eve and they happened to run into another PSE Alumnae Member from Alverno College. From left to right these alumni members are: John Bordak, Jack Kamoske, Deb Brown, Doug Luedcke, and JR Kraemer. These alumni members hope that all PSE brothers and sisters find a way as they did to keep the fraternal love and support you found in college with you the rest of your lives.

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