

dotted lines
PR
Spring 2017

THE BEGINNING OF A NEW ERA

THE OHIO STATE UNIVERSITY
AND UNIVERSITY OF TOLEDO
WIN BIG AT CONVENTION

THE NATIONAL PRESIDENCY:
A TRANSITION BETWEEN
LONG-TIME FRIENDS

Q & A WITH 2017
WHAN CHALLENGER WINNER

VECTOR MARKETING
PHILOSOPHIES



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PI SIGMA EPSILON ON SOCIAL MEDIA



Our chapters are very active on social media and we love to see all the posts. This issue, we want to show you the 2017 National Convention from the eyes of our students. Tag @pisigmaepsilon on Instagram and use #PiSigmaEpsilon and your post could be featured in the next Dotted Lines!



@PiSigmaEpsilon



@PSE



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@CPPPSE



@CSUFPSE



@PSEMIAMI



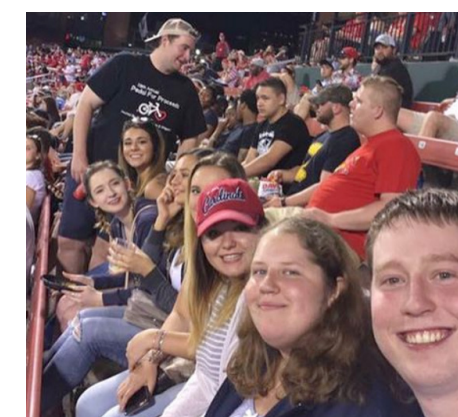
@KENTSTATEPSE



@PSEDELTAOMEGA



@RADFORDPISIGMAEPSILON



@UWWPISIGMAEPSILON



@PSEBALLSTATE

IT'S THE PRINCIPLE:

PEOPLE, PRODUCTS, AND PROGRAMS OF VECTOR

Vector Marketing has been selling Cutco® Cutlery since 1981. We started as an independent seller and were purchased by Cutco®—then called Alcas Corporation— in 1985. We are the primary sales force for Cutco® and have been working with tens of thousands of college students over the past 36 years. We will have over 600 offices across the nation this summer.

At Vector, we are built on the philosophy that our people, products, and programs are of prime importance, but we pour everything into our people.

Vector has partnered with PSE because we feel that PSE falls in alignment with our three core principles. And the skills you learn in PSE such as negotiation, presentation, sales, and teamwork, you also use in Vector. Those are skills for life, and that's why it has been a great partnership for over 20 years; it's the best opportunity for students to earn money and grow both personally and professionally.

Vector and the Pro-Am Sell-A-Thon®

Each year, PSE holds the Pro-Am Sell-A-Thon where students are given a sales scenario and twelve minutes to sell a product. Students compete both regionally and nationally, but at the National Convention, the product to sell is Cutco® Cutlery. This is ideal for the Pro-Am Sell-A-Thon because our knives are simple for students to demonstrate and easy for people to understand.

PSE's goals and objectives for the students of the Sell-A-Thon aligns with Vector's goal in teaching students the essence of sales, which gives our partnership purpose. We want students to understand sales beyond the stigma and grow in both verbal and nonverbal soft skills. We also believe it is an excellent opportunity for students to make connections with their peers and perform in a competitive environment.



Helen Brown, Academic Outreach Manager at Vector Marketing

People

Yes, Vector is in the business of selling knives, but we are truly in the business of people; it's where our heart is. Any decisions we make are based on our people. We work with young individuals, typically college students, who are looking for either part time or summer work and aim to develop them into the best version of themselves by equipping them with life skills that can be honed in all areas, be it school, sales, relationships, or future careers.

We provide students with opportunities to grow and expand by promoting from within, starting as Sales Representatives and moving up into Assistant Managers, Branch Managers, District Managers, and so on. As our Vector East President, Albert DiLeonardo, puts it, "Why do people stay in an era where young people are leaving a position after two years? It's always challenging you. It's always exciting. People feel like they're being recognized and appreciated and they feel like they're growing. In order to grow sales in our business, we have to grow our people."

And we do just that. Students will learn an array of skills at Vector ranging from soft skills like public speaking to learning the art of sales. And we do all of this by selling the world's finest cutlery.

Products

Cutco® was established in 1949 and is the largest manufacturer of kitchen cutlery in the United States and Canada. The knives are American-made with Cutco's® headquarters in Olean, New York, where thousands of high quality knives are built, assembled, sharpened, and distributed.

The knives are carefully constructed at the factory in Olean, first punched out of the highest quality, stain-resistant sheet metal. From there, they are tempered, keeping the blades strong throughout many years of usage. Then they are polished into a mirror-like shine and are sharpened and leveled before their final assembly and distribution.

And not only are they the world's finest cutlery, they are guaranteed forever.

The Forever Guarantee ensures the Cutco® owners their knives will be as good tomorrow as the first time they used them. No matter how long you've had your knives for, Cutco® will inspect, sharpen, and shine any of your Cutco® knives at any point in time. And should you pass your knives along, the guarantee remains the same.

Programs

Vector has many programs that help students grow and learn the business. Someone doesn't have to have experience to work at Vector; we have programs in place for training. The initial training for new sales representatives takes an individual with no sales experience and shapes them into a representative with the skills to meet with and present to our customers. Management training is done in conjunction with the school year to optimize students' schedules, allowing them to focus on their education, which prepares our representatives to be Branch Managers as early as one year after they start.

We even have programs that teach someone how to recruit, train, and manage a sales force.

Skills for Life

In a world that is technologically advanced, it is growing more difficult for students to find sources to learn soft skills that enhance communication and public speaking or builds confidence in individuals. Our mission is to not only equip students with these soft skills, but to simultaneously unearth qualities previously unrevealed in themselves. Students will learn how to listen, set goals, perform presentations, handle rejection, and manage their time. Vector helps students overcome these adversities, challenges, and trepidations. Selling knives is the vessel for that.

These invaluable skills that students will gain are something they can and likely will carry with them throughout their lives. In fact, we meet Vector alumni frequently, and they often tell us they still use the skills they learned when they worked with Vector. Although Vector may not be a career position for everyone, it's not about selling knives, it's about taking people from where they are to where they want to be. We simply use Cutco® as a vehicle.

2017 PRO-AM SELL-A-THON® WINNERS



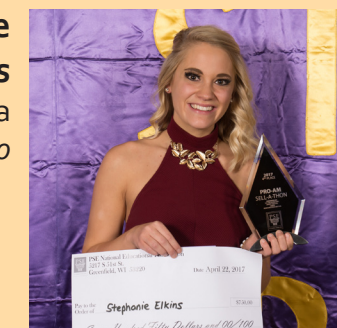
1st Place
Jacob Pawelczyk
Epsilon Delta
University of Toledo

2nd Place
Allison Harrison
Zeta Nu
Central Michigan University

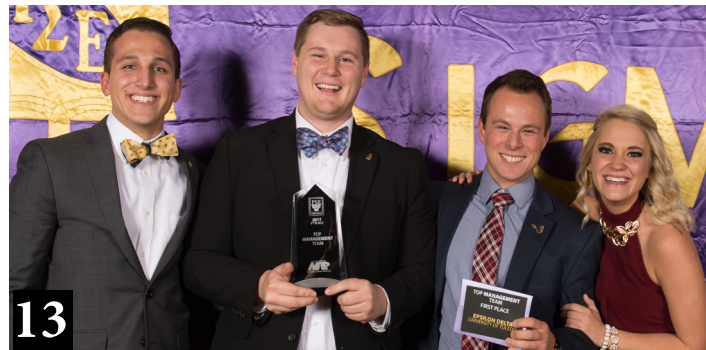


3rd Place
Tom Henry
Zeta Nu
Central Michigan University

4th Place
Stephanie Elkins
Epsilon Delta
University of Toledo



5th Place
Tiffany Miller
Delta Omega
Illinois State University



2017 NATIONAL CONVENTION AWARDS WINNERS

1 The BOSS Games

1st - Gamma Alpha
California State University,
Fullerton
2nd - Delta Rho
James Madison University

2 Case Study Competition

1st - Epsilon Epsilon
Ball State University
2nd - Gamma
University of Georgia
3rd - Alpha Omega
Carthage College

3 National Speakers Competition

1st - Marcos Brown - Gamma
University of Georgia
2nd - Andrew Taylor - Gamma Nu
The Ohio State University

4 Top Social Media Strategy

1st - Gamma Nu
The Ohio State University
2nd - Gamma Gamma
Miami University

5 Top Chapter Recruitment Program

1st - Gamma Nu
The Ohio State University
2nd - Epsilon Delta
University of Toledo

6 Top Marketing Research Project

1st - Gamma Zeta
Northern Illinois University
2nd - Gamma Gamma
Miami University

7 Top Professional Development Program

1st - Epsilon Delta
University of Toledo
2nd - Gamma Nu
The Ohio State University

8 President's Award for Special Merit

Nadine Hashem, Epsilon Epsilon
Ball State University

9 Top Marketing/Sales Project - Not For Profit

1st - Delta Tau
University of North Carolina at Wilmington
2nd - Gamma Nu
The Ohio State University

10 Top Marketing/Sales Project - Chapter

1st - Epsilon Delta
University of Toledo
2nd - Gamma Nu
The Ohio State University

11 Top Marketing/Sales Project - Client

1st - Gamma Gamma
Miami University
2nd - Gamma Zeta
Northern Illinois University

12 Top Project Manager

1st - Ansley Maness - Gamma
University of Georgia
2nd - Sam Wilkes - Gamma Gamma
Miami University

13 Top Management Team

1st - Epsilon Delta
University of Toledo
2nd - Gamma Gamma
Miami University

14 Most Improved Chapter

Gamma Alpha
California State University, Fullerton

15 Top New Chapter

Eta Theta
California State University, Chico

16 Top PSE Salesperson

1st - Allissa Kolczynski - Zeta Zeta
The College of New Jersey
2nd - Nick Eifel - Gamma Nu
The Ohio State University

17 Top Alumni Advisor

Lawrence Hartley, Delta Tau
UNC - Wilmington

18 Top Faculty Advisor

Patrick Lindsay, Gamma Gamma
University of Miami

Whan Challenger

Jacob Pawelczyk, Epsilon Delta
University of Toledo

*turn to page 15 for more about Jacob!

2017 SCHOLARSHIP WINNERS

"When my name was called to receive the Penske scholarship, I was extremely excited and felt very honored to be awarded this scholarship. The criteria that the scholarship was based on included teamwork and diversity, two pillars of my life that are very important to who I am as a leader and as an individual. PSE has given me the ability to excel in both those areas, and this scholarship reminds me of all the hard work I have accomplished, and the future success I can have through PSE and my experiences." - Blake Cortez, Gamma Gamma



3M Corporation
Scholarship
Jonathan Tolentino
Cal State Fullerton



Alumni Sponsored
Scholarship
Abigail Sisson (Left)
UNC - Wilmington



Carew International
Scholarship
Kylie Smith (Left)
Illinois State University



Debbie Khalil Memorial
Scholarship
Nathaniel Anneken (Right)
Miami University



Mutual of Omaha
Scholarship
Zach Schulte (Left)
Univ. of Northern Iowa



Northwestern Mutual
Scholarship
Allissa Kolczynski (Right)
The College of New Jersey



Paycom Scholarship
Chris McConahay
Univ. of Northern Iowa



Penske Scholarship
Blake Cortez (Right)
Miami University



Enterprise Scholarship
Chase Bettner
Miami University



Federated Insurance
Scholarship
Kristin Genetin
University of Akron



Ferguson Scholarship
Meghan Jansen
Univ. of Northern Iowa



GEICO Scholarship
Haley Orr
University of Toledo



Principal Financial
Group Scholarship
Meredith Bresnahan
University of Georgia



PSE Sponsored
Leadership Scholarship In
Memory of Beth Albertson
Taylor Pfyffer
UNC - Wilmington



Southwestern
Advantage Scholarship
Hannah Adazzio
The Ohio State Univ.



The Arno Kleimenhagen
Memorial Scholarship
Brent Geurtz (Right)
Univ. of Wisconsin -
Eau Claire



Grainger Scholarship
Jenna Williamson (Left)
Univ. of Wisconsin -
Eau Claire



Liberty Mutual
Scholarship
Kassidy Kiesel
The Ohio State Univ.



Mar-Bal, Inc.
Scholarship
Sophia Hartley
UNC - Wilmington



Marv D. Loose
Scholarship
Madison Loudermilk
University of Georgia



Trenton Haack
Memorial Scholarship
Amy Berg
Miami University



UPS Scholarship
Alex Edinger (Right)
University of Toledo



Vector Marketing
Scholarship
Tiffany Miller (Left)
Illinois State University



Whan Memorial
Scholarship
Stephanie Elkins
University of Toledo

2017 SCHOLARSHIP WINNERS



William H. Harris
Scholarship
Will Cicerchi (Right)
The Ohio State Univ.



Mu Kappa Tau
Scholarship
Allison Harrison
Central Michigan Univ.



Anchor Plastics Scholarships
Jason Dominguez Northern Illinois Univ.
Laura Hopkins Cal State Fullerton
Connor Hubler The College of New Jersey



CONGRATULATIONS TO THE
2017 FUTURE LEADERS TEAM

- Blake Cortez – Miami University
- Jason Dominquez – Northern Illinois University
- Shannon Eden – Ball State University
- Theresa Garcia – University of Georgia
- Matthew Houseman – Appalachian State University
- Drew Klein – Illinois State University
- Kent Kubani – Michigan State University
- Maddy Langell – The Ohio State University
- Justin Mack – University of Wisconsin – Eau Claire
- Anna McRobbie – Bryant University
- Lela Murdock – Southern University and A&M College
- Haley Orr – University of Toledo
- Vrusha Patel – DePaul University
- Adam Pugh – Carthage College
- Ben Salpietro – Florida Gulf Coast University
- Amanada Shaffer – The University of Akron

THANK YOU TO ALL CONVENTION PARTNERS



MOTIVATING SPEAKERS.
FUNDAMENTAL WORKSHOPS.
TOUGH COMPETITIONS.
PROFESSIONAL NETWORKING.

INCREDIBLE CONVENTION.

TOWN AND COUNTRY, SAN DIEGO, CA • APRIL 9-13, 2018

Save the date:
Pi Sigma Epsilon National Convention
Monday, April 9 - Friday, April 13, 2018

"The only measure of success this year was achieving the Top Gold Chapter award and we echoed that message throughout all of the activities we completed"

*"...It is an absolute honor to award the Lewis F. Gordon Top Gold Chapter to...
Gamma Nu: The Ohio State University!"*

The room erupts as Will Cicerchi, Kyle Lamalie and the rest of Gamma Nu jump up and celebrate their dream coming true. "That moment validated the last three and a half years of my life and I'm sure there were other members in St. Louis that night who felt the same way" Cicerchi says and adds "There are over 100 people that deserve credit for this award. We won this award because everyone in Gamma Nu believed we were the best and worked unbelievably hard throughout the year." Kyle Lamalie recounts the moment, "When our name was finally announced, it was though a weight had been lifted off our shoulders. All those countless hours and all of that work finally came to fruition. The moment in itself could only be described as magical."



So what is next for Gamma Nu? The chapter is determined to repeat their success. They are using this win as motivation to be even better than the year before and want to continually examine their operations in systematic approach. Will Cicerchi is graduating with confidence that the best is yet to come for The Ohio State University and says, "We want the future generations of this chapter to reap even more benefits than we had during our time in Pi Sigma Epsilon. There is no doubt in my mind that Gamma Nu will continue to grow and set new standards of success moving forward in to the future."

THE NU WAY TO WIN

By Kristin Pearson

"In first place, it is an absolute honor to award the Lewis F. Gordon Top Gold Chapter to..." Outgoing National President Jon Salvani's voice echoes through the banquet room in St. Louis. Next, the only audible noise is the intake of breath from the 500 anxiously awaiting Pi Sigma Epsilon members and guests. The next words out of Jon's mouth would validate years' worth of work for Delta Tau from UNCW, Gamma Nu from The Ohio State University or the reigning Top Gold Chapter for the last three years: Gamma Gamma from Miami University.

The road to competing for the Top Gold Chapter is a long and tedious one. Rewind to one year prior when a similar group assembled in Milwaukee, WI for the 60th National Convention. The Ohio State University's members had just been recognized in third place for the title, an incredible honor, but 2016 Gamma Nu Chapter President, Will Cicerchi, wanted more. The next year was going to be filled with insecurities about a risky financial initiative, struggling to generate projects and the pressure to meet the high expectations and standards that comes with becoming the best chapter in the nation. "The only measure of success this year was achieving the Top Gold Chapter award and we echoed that message throughout all of the activities we completed," Cicerchi says. "There was no need for micromanagement when each member understood how valuable and important they were in the pursuit of this award."

When Kyle Lamalie was elected as the next President for Gamma Nu, the message and goals of the chapter stayed the same. "People wanted the chapter to succeed so they put in extra effort on the projects and committees on their own." Lamalie says. The first months of Kyle's term was devoted to maintaining the chapter's motivation and completing all the necessary steps to be able to compete. Gamma Nu's written entry placed them in the top five, granting them the ability to give an onsite presentation and plead their case as to why they believe they are the best in the nation. Entire college careers of work all come down to the 30 minute presentation. The winning chapter is announced three days later at the conclusion of the week-long convention.

2017 TOP CHAPTER WINNERS



Top Amethyst Chapter
1st - Epsilon Omega
University of Connecticut
2nd - Zeta Rho
Bryant University



Top Silver Chapter
1st - Delta Omega
Illinois State University
2nd - Gamma Alpha
California State University, Fullerton



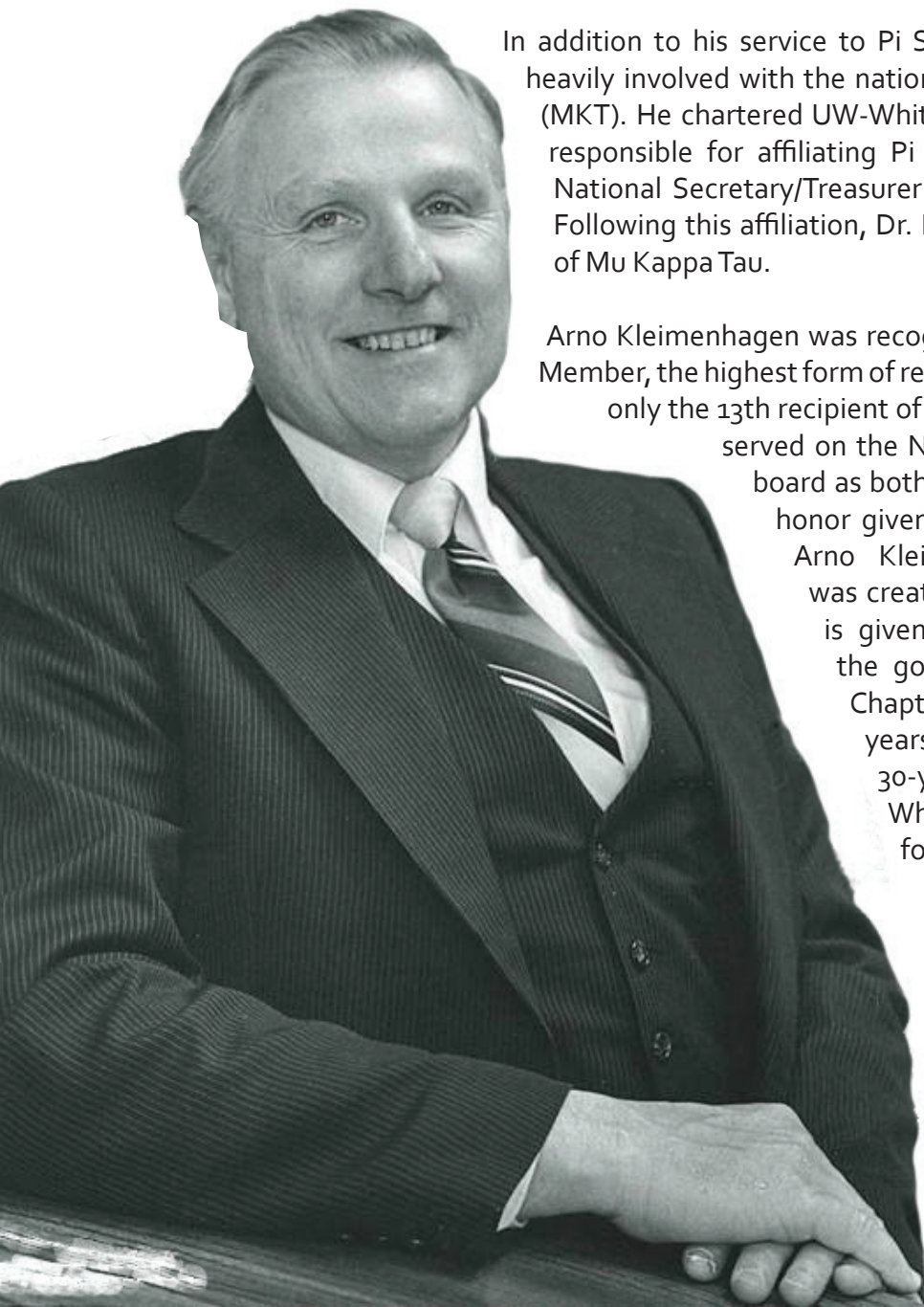
Top Gold Chapter
1st - Gamma Nu
The Ohio State University
2nd - Epsilon Delta
University of Toledo
3rd - Zeta Nu
Central Michigan University

IN LOVING MEMORY: ARNO KLEIMENHAGEN

4/21/1933 - 3/9/2017

Arno Kleimenhagen served Pi Sigma Epsilon in various capacities beginning in 1965. One such capacity was as co-faculty advisor of the Beta Gamma chapter at the University of Wisconsin-Whitewater. During his time as faulty advisor, Beta Gamma swept the national awards in 1972 and went on to win the Top Chapter Award for an unprecedented, and still unrepeated, seven consecutive years from 1972-1978. He would go on to Chair the Marketing Department at UW-Whitewater for 20 years.

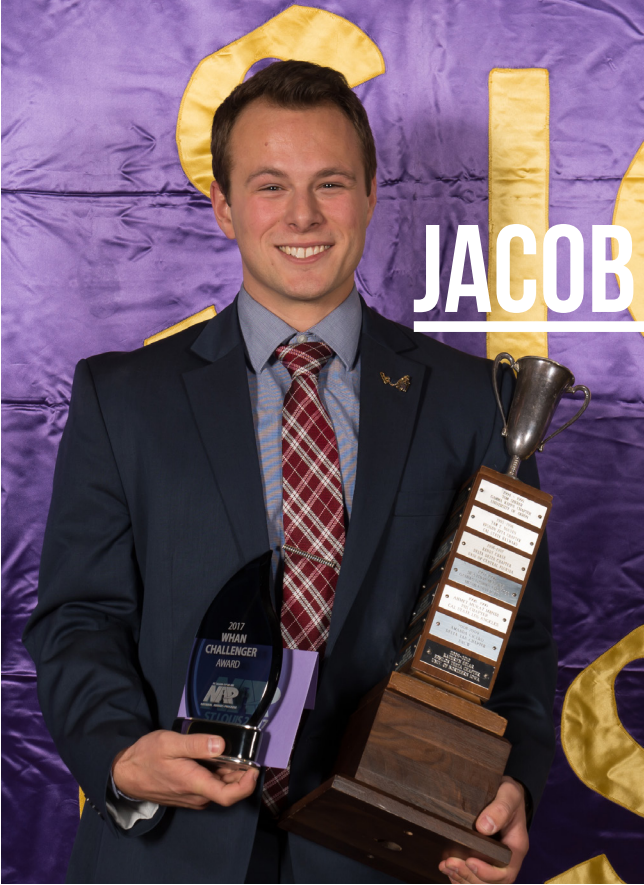
Dr. Kleimenhagen also served the fraternity at the national level. He was first elected to the Board of Directors in 1977-78 as the Educator Director, which eventually became the Educator Vice President position on the National Council, from 1978 until 1981. He was then elected as the Administrative Vice President on the National Council for the 1981-1982 PSE year. Following his term as Administrative VP, he was elected as Pi Sigma Epsilon National President. He would serve in this capacity until 1983. In 1986, he became the Central Divisional Director for PSE.



In addition to his service to Pi Sigma Epsilon, Dr. Kleimenhagen was also heavily involved with the national marketing honor society Mu Kappa Tau (MKT). He chartered UW-Whitewater's MKT chapter, and was personally responsible for affiliating Pi Sigma Epsilon with MKT, as he was the National Secretary/Treasurer for MKT when the two affiliated in 1981. Following this affiliation, Dr. Kleimenhagen served as national president of Mu Kappa Tau.

Arno Kleimenhagen was recognized as a Pi Sigma Epsilon Honorary Life Member, the highest form of recognition bestowed by PSE, in 1993. He was only the 13th recipient of the award in PSE's 41-year history. He also served on the National Educational Foundation (PSE NEF) board as both Secretary and Chair. Perhaps the greatest honor given to Kleimenhagen was in 2004, when the Arno Kleimenhagen Sustained Excellence Award was created. PSE's most prestigious chapter award is given in recognition of the chapter obtaining the gold level in Chapter Efficiency Index (now Chapter Operations Guide) for three consecutive years. Under Arno's leadership during his almost 30-year tenure as faculty advisor at UW-Whitewater, Beta Gamma attained gold level for nine consecutive years.

Dr. Kleimenhagen will be lovingly remembered as a great teacher, mentor, leader and friend. He had the unique ability to bring out the best in others and challenged his students to reach their full potential. PSE is a far superior organization because of his many contributions. He will be dearly missed.



JACOB PAWELCZYK

2017 WHAN CHALLENGER

The Whan Challenger Award is presented to the collegiate member who upholds all the principles of Pi Sigma Epsilon in his/her interaction with their chapter, other chapters, and in pursuit of academic goals. He/She exhibits outstanding qualities in leadership, motivation, guidance, initiative, and humility.

The 2017 Whan Challenger Award was presented to Jacob Pawelczyk from Epsilon Delta, University of Toledo. Jacob was named a Future Leader in 2015 and went on to become Epsilon Delta's Chapter President for two years. We spoke with Jacob about his PSE experiences and what is to come for him.

Why did you join PSE? What caught your eye about the organization and/or Epsilon Delta?

Initially, I wanted to join Pi Sigma Epsilon for the professional development and networking opportunities. However, when I first attended an Epsilon Delta chapter meeting, I quickly fell in love with our family atmosphere and the caliber of leadership in the chapter at the time. These leaders have served as great examples and mentors to me over the last few years, helping us to be the best we can be as a chapter and family. As the years progressed, my leadership positions kept me very involved with the chapter and I strove to make it the best I possibly could. My dedication to chapter betterment and my fellow members always kept me involved.

What was your most favorite memory being in PSE?

One of my most favorite memories in PSE dates back to National Convention 2014 in Miami, FL. I was privileged to be a part of our Top Management Team as a freshman. Through weeks of planning and practice, we were able to develop a presentation that took home 1st place. This was the first 1st Place award we had won since the early 2000's, so you could imagine our excitement when they called our name at the awards banquet!

What are your post graduation plans?

Post-Graduation I will be moving to Baton Rouge, Louisiana to work as an outside Sales Representative for 3M in their Traffic Safety and Security Division. I will be working with the cities, counties and DOT of Louisiana.

What are some of your goals as an alumni of PSE?

As an alumni of PSE, my goals are to stay actively involved with our alumni efforts in Epsilon Delta as we continue to move towards developing an Epsilon Delta Alumni Organization.

I also want to stay involved with PSE on a National level by volunteering for National/Regional conferences and offering a helping hand whenever and wherever needed. I look forward to staying engaged with PSE and helping give back to the fraternity that gave me so much!

Are there any words of wisdom you'd like to leave behind for non-graduating PSE members?

I have two pieces of advice:

- 1) The opportunities and experience you receive from PSE is directly related to the amount of work and effort that you put into PSE. The more time, energy, and effort you dedicate to your chapter and the fraternity, the more enriching your experience in Pi Sigma Epsilon will be. If you're feeling distant from you chapter or the fraternity, make an honest effort to get more involved! Lead a project, go to events, or even just get lunch with a few of your fellow members. YOU are responsible for a large part of your satisfaction and return on investment. Your chapter can provide every opportunity in the world, but it is up to YOU to take advantage of these! I promise, take advantage of these opportunities and it will be worth every second you invest.
- 2) Serve each other. As fellow members of the PSE family, it is all of our responsibilities to ensure that we are serving our brothers, sisters, and the greater good of the fraternity. Through a collective effort to better each other, we will all grow and new opportunities will be made available to us. This dedication to your fellow member encourages betterment of the chapter for not only our own gain, but the gain of the entire PSE family. **As a member of Pi Sigma Epsilon, let us not forget what we seek: The opportunity to serve others.**

THE NATIONAL PRESIDENCY: A TRANSITION BETWEEN LONG-TIME FRIENDS



Jon Salvani joined Pi Sigma Epsilon in the spring of 1993, as a member of the Gamma Zeta chapter at Northern Illinois University. Upon graduation, he stayed involved with the Gamma Zeta chapter; first by attending alumni events then eventually becoming an official alumni advisor. Jon was later hired by Northern Illinois University, and transitioned into more of a faculty advisor-type role to the chapter.

Though he remained active with his chapter, it was not until 2006 that Jon became involved with PSE at the national level. Steve Rogers, PSE's current president, had recently become more engaged with PSE and knew Jon from their undergraduate days, so he called Jon to see if he was interested in doing so as well. Jon started out as Scholarship Co-chair on

the National Educational Foundation (NEF) board, a position he held for several years. In 2010, Ann Devine, PSE's Executive Director, asked if Jon would like to join the National Council and he obliged. He became PSE's National President at the 2014 PSE NEF Convention in Miami, FL and would serve in the role for three years.

When reflecting on his proudest accomplishments as president, Jon said the first to come to mind was "Being able to see the successful execution of PSE's strategic plan, which resulted in updated resources, revamping of programs, and the introduction of new programs at conferences and conventions." He also mentioned the growth of membership, and the addition of new chapters and new members as accomplishments. Jon also would like to thank everyone else involved with PSE during his term, "This is not just me; it's all council members, past and present, and everyone else who's been involved."

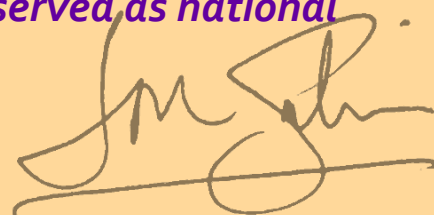
While Jon has plenty of memories from his time as president, he says the most recent PSE convention in St. Louis will always stand out the most. "My family was there and got to see it all in action. My wife had always

Interrupting his own speech, Jon takes a selfie on stage at the 2014 National Convention.



heard about what I do and my passion for PSE, but had never been to a convention. For my family to be able to see and hear all the accomplishments over the past few years and knowing that I played a part, whether big or small, was very important to me."

"I'm excited to see Steve and the folks after him take on that same responsibility and give them the opportunity to make their difference and impact. I will cherish every moment that I served as national president."




Steve Rogers and Jon Salvani pose with the Lewis F. Gordon Top Gold Trophy at the 2017 National Convention.

Jon and Emily Salvani, accompanied by daughter Lily have become close friends with Steve and LaRae Rogers and children Kimmy and Johnny.

MEET YOUR NEW NATIONAL PRESIDENT: STEVE ROGERS

Steve Rogers has been a Pi Sigma Epsilon member for the past 23 years, starting when he joined the Gamma Iota chapter as a collegian at Minnesota State University Moorhead. During his time in the chapter, Steve held a variety of different roles and positions. They included New Member Project Chair, Regionals Chairperson, Vice President of Communications, and multiple project co-chairs. As an alumni member, he has served in various roles on the PSE National Council since 2006. These include professional Vice President, National Secretary, and Executive Vice President. He has also been a trustee on the NEF board for a number of years, while previously serving as Scholarship Co-Chair.

When asked what he is looking forward to most in his new role as PSE president, Steve says, "To continue the growth that Jon and the other presidents started." He is also excited to meet the students and to know what they want from the organization. "I am also looking forward to watching the chapters challenge themselves to be better than ever."

When his term is over, Steve says he hopes to be able to look back and see that the chapters have continued to grow. He also hopes "We can bring back some of the fellowship and the feel of family to the organization."

Please join us in welcoming Steve as Pi Sigma Epsilon's national president!



"I have always felt that everyone in PSE is my brother or sister, and I want to make sure that feeling continues."

Steve Rogers

Chapter UPDATES

Chapters are always very busy throughout the year and here is where you can see what they have been doing. We are so proud of all the chapters across the country and want to show off their work!

Beta Kappa

Cal Poly Pomona

Beta Kappa held a LinkedIn Challenge amongst their chapter members and each week, members were given a new assignment. Assignments included adding every member of the chapter, endorsing at least 5 chapter members, adding people like co-workers, managers, faculty, writing a thoughtful summary, and getting a recommendation from a previous or current manager or a professor.

Beta Xi

Louisiana State University

The Beta Xi chapter is currently making headway in their summer plans. The VP of Professional Development and VP of Marketing are working together on a market research project for Samantha Rodriguez, a local photographer in the Baton Rouge Area. The VP of Marketing is also currently working on a few new marketing events they hope to debut in the fall. The main one they are all focusing on is hosting a charitable gala. Beta Xi is super excited for the fall semester to begin!

Delta Rho

James Madison University

Delta Rho held their third annual golf outing that brought alumni, families, friends, and the JMU community together. The event was an all-day affair on April 15th with golf, lunch, and dinner. The chapter brought in 62 golfers and made a gross income of \$8,090.77.

Epsilon Omega

University of Connecticut

Members of Epsilon Omega made Easter baskets for children living at Holy Family Home and Shelter.

They pooled money to purchase supplies and worked together to assemble the baskets. The chapter made 13 baskets for the 11 children staying at the shelter and gave the extra two in case more children arrived. The baskets consisted of coloring books, puzzles, slippers, and plenty of Easter candy.

Epsilon Rho

Southern University

Epsilon Rho member, Audreana Marshall, received more than a diploma at graduation. As she received her degree and made her way across the stage, her boyfriend was waiting by the steps on one knee and engagement ring in hand. Congratulations on the engagement, Audreana!

Epsilon Theta

University of Northern Iowa

On April 8th, the Epsilon Theta Chapter at University of Northern Iowa put on a nine mile bike ride that benefited Autism Society of Iowa (ASI). The chapter worked all semester mapping out the bike route around the Cedar Falls community, getting it reserved and blocked off, obtaining sponsorships, and creating a buddy system for riders with disabilities. 59 riders participated and the chapter raised over \$2,000 for ASI.

Eta Alpha

The Citadel

Recently graduated President, Mason Garrett, received a full-time job with IMG Learfield Ticket Solutions at University of North Carolina Chapel Hill working in the ticket office. Congratulations Mason!

Eta Beta

Michigan State University

The Eta Beta chapter put on a 5K in memory of the late wife of an MSU professor. A total of \$6,750 was raised to benefit the Ovarian Cancer Research Fund.

Eta Gamma

University of Maryland

The chapter hosted their 2nd annual Lemonade Pong event to support Alex's Lemonade State and raised \$1,700 for the charity.

Gamma

University of Georgia

Aerotek attended Gamma's Initiation and Awards Banquet to present awards they had funded for Gamma and the Terry College of Business. After dinner, Aerotek introduced themselves to the new member class and explained opportunities available within the company. Chapter members had the opportunity to further network with Aerotek after the banquet.



Gamma Nu

The Ohio State University

In just one short spring semester, Gamma Nu has seen ample change in a positive direction. As an ever-growing chapter, our new Executive Board was challenged with developing a spring recruitment schedule to not only continue this growth, but to maintain the quality of membership and draw in the most driven, energetic students at Ohio State. This year we used the tagline "How Does Gamma Nu Look on You?" in our recruitment publications, digital and print, aiming to show prospective new members how they could find a home in our chapter of PSE.

One of our recruitment activities this year was a night at one of our fitness centers playing dodgeball with our members, which proved immensely successful in helping us get to know everyone outside of an

interview setting and to reflect our social pillar. Having a variety of recruitment events helped us better convey our chapter's culture and our standards for involvement well before they even joined.

When it was all said and done, we were pleased to welcome 34 capable, excited brothers this month and many of them have already secured roles more demanding than that of a general member. In just a couple months' time, they've generated some of our most buzzworthy ideas for projects and community involvement. We can't imagine a better way to kick off another year of successes and "nu" experiences!

Gamma Alpha

California State University, Fullerton

When in California, do as the Californians do! Twenty members of Gamma Alpha traveled to Los Angeles to watch a live taping of America's Got Talent. Even though the show was cancelled, the chapter spent the rest of the day in LA together.

Gamma Kappa

University of Akron

Gamma Kappa has recently completed their largest Community Service project for the semester in memory of Duncan Unternaher, a member who passed in December of 2016. They had over 500 students and community members in attendance where they raised over \$14,500 to package 50,000 meals on the night of April 26th. Gamma Kappa was featured on several news stations along with in the local news paper. This was an opportunity for the chapter to turn a tragedy into something good. They are proud to say those 50,000 meals packaged will be sent to children in 3rd world countries like Haiti.

Gamma Zeta

Northern Illinois University

Gamma Zeta hosted its 1st annual HAE In-Motion 5k with the help of the Hereditary Angioedema Association - HAEA. A member of Gamma Zeta suffers from Hereditary Angioedema disease, which made this project special.

Zeta Kappa

University of Missouri

The Zeta Kappa chapter participated in the Columbia Junior Achievement Program Trivia Night and donated \$420 to the program. Every \$25 sponsors one kid.

Zeta Nu

Central Michigan University

The Zeta Nu chapter raised \$611 for the Relay For Life event on CMU's campus on March 25th.

Zeta Omicron

Winona State University

Every semester, Zeta Omicron's new members are in charge of coordinating a new member trip for the whole chapter. This semester, the chapter was lucky enough to tour the newly built U.S. Bank Stadium that hosts the Minnesota Vikings.

Zeta Xi

Kent State University

Zeta Xi teamed up with the career services office at Kent State to set up the biannual sales career fair, inviting 17 companies to recruit. The event raised \$6,800, \$5,100 of which went to the Zeta Xi chapter.



MU KAPPA TAU MEMBERS NAMED FINALISTS IN NATIONAL COMPETITION

University of Wisconsin-Whitewater Mu Kappa Tau members, Melissa Miller, Lianne Peters, Sarah Spitzenberger, and Mat Wendler, with the help of their faculty advisor Dr. Rob Boostrom, competed in the Formula Five Marketing Plan Competition. This competition, sponsored by the Produce for Better Health (PBH) Foundation, required small groups of Junior and Senior marketing students to create a complete marketing proposal and plan, including indicators of success and financials, and was meant to develop marketing ideas for the promotion of eating more fruits and vegetables. In order to develop ideas that might be helpful for the Wisconsin economy, the team focused on a marketing plan to get college students to eat more dried cranberries. The plan was selected as one of four that was presented as a finalist at the competition in Scottsdale, AZ, on April 7. The team was given a \$2,000 award for becoming a finalist and the team lead's trip to the conference was paid by the PBH Foundation.

To learn more about these members of Mu Kappa Tau, National Marketing Honor Society, or to charter your own chapter, please contact Gabrielle Williams at 414-328-1952 or gabrielle.williams@pse.org.

Congratulations to Corporate Partner AT&T for being named in Fortune's top 100 places to work!

Do you want to be featured in our next issue?

Do you have a story that you want to share with the Pi Sigma Epsilon membership? Email Kristin.Pearson@pse.org for more information.

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Pi Sigma Epsilon is excited to announce the launch of our fundraising campaign, "50 Brick Summer!" Our goal is to have a total of 50 bricks ordered to have installed in our patio in Greenfield, WI. Bricks range from \$150-\$500 and are a fun way to give back to Pi Sigma Epsilon while claiming your spot forever in PSE history. You can order your brick at pse.org!