

The Crescent

of Gamma Phi Beta

Summer 2011

Career Challenges and Opportunities in a Recovering Economy



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GAMMA PHI BETA

**CONNECT.
IMPACT.
SHINE.**

International Council

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Sorority Mission Statement

Our mission is to foster a nurturing environment that provides women the opportunity to achieve their potential through lifelong commitment to intellectual growth, individual worth and service to humanity.

Close to Home



With hammer in hand, Linda helped residents in Joplin, Missouri, fortify their homes after the spring tornado.

In April, tornadoes hit the University of Alabama-Tuscaloosa campus, killing one of our collegiate members and seriously wounding another. School was closed and students were sent home without completing the spring term. Several of our alumnae members in the area lost everything. Immediately, Gamma Phi Betas rallied to support those in need, both locally and from afar. (See article on page 17.)

A few weeks later and just prior to this issue's publication, an EF-5 (highest rating) tornado a mile wide devastated Joplin, Missouri, an hour north of my home. Again, Gamma Phi Betas were affected and rallied to the call.

There is nothing new about tragedy striking our own. From car accidents, violent crime and personal illness to natural disasters such as flooding and hurricanes, to acts of terror like 9-11 and the Oklahoma City bombing: like all citizens, Gamma Phi Betas will face difficult times.

Through these tragedies, we may reassess what's truly important and celebrate acts of sacrifice and devotion — a grieving father who insists on including his daughter's Sorority sisters "because they're her family too;" neighbors who literally carry the wounded several blocks to emergency care stations; a chapter advisor consoling despondent members; collegians who hop in a car and drive hundreds of miles just to lend a hand; alumnae who open their homes to the newly homeless.

Gamma Phi Beta is truly on the GO! But it's appropriate and poignant to STOP every so often and remember why we are a Sorority: to share whatever life brings us, to contribute to something larger than just ourselves as individuals, to promote the highest type of womanhood.

Thank you to all our members who have contributed to relief efforts this spring and over the years across our continent. I am proud that we have 175,000 members who have considered Gamma Phi Beta "home" regardless of geography and trust that Gamma Phi Betas everywhere will continue to care for our family.

In IIKE,

Linda Lyons Malony

Linda Lyons Malony
International President

Remembering Kylie

Wednesday, March 23, was not a normal day at Beta Psi Chapter (Oklahoma State). We received the news that a dear sister, Kylie Jobe, passed away in a car accident that morning. She was a bright light and a helpful hand to each of us. Kylie dominated the intramural fields, excelled in classes and was always the life of the party — she was truly a special individual. Since the accident, the love and support from our sisterhood has been tremendous. Beta Psi would like to thank everyone for having us in your thoughts and prayers during this rough time. Thank you, sisters of Gamma Phi Beta! —**Kassie Christopherson** (Oklahoma State)

Suicide, Sisterhood, Support


(Winter 2011) I was so moved and touched that you featured suicide prevention and awareness on the cover. Suicide and mental illness affects many more people than we will ever know, because no one wants to talk about it. I lost my mom to suicide when I was 13 years old and have participated in the Out of the Darkness Overnight Walk since 2002. Before the walk, each person is given a luminary bag to decorate which is placed along the route. Last year in Boston, I saw a bag with "For my twin sister Kristina - Forever in IIKE." This year's American Foundation for Suicide Prevention main poster image is that same luminary bag. —**Rachael Ferris** (Florida State)


One for the Museum


As suggested in *The Crescent*, I am sending my Gamma Phi Beta pin to you for safe keeping. I became a member of Alpha Nu Chapter (Wittenberg) in 1943. Because of World War II, I never finished school but instead went to work in a defense plant. When the war ended, my fiancé returned from Europe and we were married the following year. He went to school and I went to work, so I earned that famous PhT degree (put husband through) along


with many other women of that day. In May we celebrated our 65th wedding anniversary. Please take good care of my badge. —**Janice Sowers Wittig** (Wittenberg)


Fans of Spring

 Since *The Crescent* is sent to my home address, my mom reads it before I do. She gets so excited when it comes in, reads it cover to cover and calls to tell me about interesting articles. It's a great way for her as a non-Greek to understand why I am so passionate about Gamma Phi. Thanks for an awesome magazine. I hope to read the new issue soon (that is...if my mom lets me borrow it, ha ha). —**Devin Corrigan** (North Carolina-Asheville)

 *The Crescent* this month is AMAZING! I just finished reading it cover to cover (on a much needed finals study break, of course), and I love all the tips and stories in there! Thank you for an amazing issue! —**Cynthia Hoyt** (Kennesaw State)

 LOVE my new copy of *The Crescent*! Thanks, Gamma Phi Beta, for keeping our sisterhood connected! —**Jessica Jewell** (College of Idaho)

 Good recruitment reminders for sorority women in the latest issue of Gamma Phi Beta's *The Crescent*! —**Danny Grzesik**

 So excited to see Cal Poly SLO Gamma Phis in the spring issue of *The Crescent*! Yay philanthropy! —**Chelsea Wayt** (California Polytechnic State)



Cami Kaplanis and Audrey Smith (both of California-Santa Barbara) travel all over the world, most recently to Antarctica! Their adventure included hiking, camping and even swimming in the freezing water. Of all the wildlife they enjoyed seeing, their favorite was the penguins!

Editor's Notes

Contact *The Crescent*:
TheCrescent@gammaphibeta.org.

- What's your game? We want to hear from member athletes for an upcoming article.
- Join the Green Team and get your magazine electronically! Our list of environmentally-aware sisters is growing, and you can be part of the movement.
- Crescent correspondents: Please contact the editor for new submission guidelines.

In the Fall Issue

- Founders Day 2011
- Sporty sisters
- New alumnae chapters

Letters to the Editor

Gamma Phi Beta Sorority
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The Crescent reserves the right to publish any letter addressed to the editor. Letters may be edited for space and clarity.

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SUBMISSION DEADLINES - NEW

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Spring issue - February 1
Summer issue - May 1

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Letters to the editor



Online resources

New Consultants Join Staff

Welcome our team of collegiate leadership consultants (CLCs) for 2011-12! These young alumnae are now in the midst of training and will be ready to travel throughout North America beginning in August.

CLCs are recent graduates hired by the Sorority to provide specialized, face-to-face guidance for our collegiate

chapters. They bring hands-on experience and thorough knowledge of Sorority policies, practices and procedures. Recruitment, retention, scholarship, public relations, standards, and more — they help with every aspect of collegiate Sorority life.

Collegians, get to know your CLCs, and take some time to consider whether this opportunity is for you after graduation!



Kayleigh Campbell

Texas A&M University-College Station

Zeta Rho Chapter

Major: Human resource development

Career goal: To bring the basic necessities of life to third world countries

What is your favorite Gamma Phi Beta moment?

Being initiated by my mom, Dawn Due Campbell (Midwestern State)! She is an important reason why I joined Gamma Phi Beta; she taught me to make the most of my collegiate years and also make my Gamma Phi experience a lifelong commitment.



Kathryn "Katie" Good

Kennesaw State University

Zeta Omega Chapter

Major: Middle grades education

Career goal: Teaching literature, writing and history

What leadership qualities do you bring to your new role?

When in a tough spot, I feel I work my hardest and best. I love encouraging others and am a very optimistic person.

Visit gammaphibeta.org for more on the CLC program!



Valerie Hall

University of Oklahoma

Psi Chapter

Major: Journalism

Career goal: University student affairs

How do you think your CLC experience will benefit your future career?

I want to earn my masters in higher education and work with college students. I thrive on a college campus, so I want to spend my life helping students. Traveling and meeting hundreds of college women will give me priceless experience and memories to draw upon for years to come.



Rose Locatelli

Chapman University Epsilon Nu Chapter

Major: TV broadcast journalism

Career goal: Serve my community as an elected politician

How did your collegiate years prepare you to be a CLC?

I spent my collegiate years learning to live our ritual — a strong commitment to our values and sisterhood are necessary as a consultant. Leadership roles within my chapter and Panhellenic council gave me plenty of opportunities to make mistakes and learn from them.



Jordan Lyons

Clemson University Epsilon Theta Chapter

Major: Communication studies

Career goal: Lawyer

Who or what influenced your decision to become a CLC?

Gamma Phi Beta has been a significant part of my life for the past four years. This position encompasses everything that is the "perfect" job for me (Gamma Phi Beta + meeting women + traveling = what could be better?).



Mia McCurdy

**Purdue University
Delta Iota Chapter**

Major: Political science/history

Career goal: Student affairs professional

Which of our eight regions would you most like to visit? Why?

Anywhere and everywhere. I would really like to be able to visit a variety of places — I love to travel, and I love learning about different schools!



Kristin McGee

**University of Idaho
Xi Chapter**

Major: Business marketing

Career goal: To own a business

What do you hope to learn as a CLC?

I hope to learn about the unique traditions and histories of each chapter and about different areas in the United States and Canada, because experiencing new cultures is a passion of mine. Most importantly, I hope to become a stronger leader and learn how to motivate and inspire collegiate women.



Taylor Turner

**Chapman University
Epsilon Nu Chapter**

Major: Business administration

Career goal: Entertainment marketing and advertising

What characteristic will help you most in this position?

I try to turn any situation into a positive learning experience. Rather than focusing on negatives, there are always ways to grow and flourish. I hope to bring this perspective to our collegiate chapters.



Kelly Walker

**University of Denver
Theta Chapter**

Major: History/political science

Career goal: History teacher/education administrator

What are you looking forward to as a CLC?

I am really excited to travel and live out of a suitcase! I am ready to simplify my life and to have each day be different from the next. I am also excited to meet women representing Gamma Phi Beta on college campuses who will make me even prouder to be a Gamma Phi!

Thinking about becoming a collegiate leadership consultant? Visit gammaphibeta.org and click on the Collegians tab for details on applying.

The CLC program is partially funded by donations to the Gamma Phi Beta Foundation. To donate, contact the staff at foundation@gammaphibeta.org.

We are particularly grateful to Foundation Trustee Dr. Ruth Seeler (Vermont) for her generous support of the collegiate leadership consultant program.

Veteran CLC



Stephanie Hillman (center) with ladies from Beta Mu Chapter (Florida State).

The Crescent sat down with CLC Stephanie Hillman (Oklahoma State) who is returning for a second year in the program. Last year Stephanie traveled to 18 chapters, one colony and two extension presentations (totaling 68 flights) throughout our regions. She also was a resident CLC for two months on the Virginia Tech campus.

The Crescent: What was the best part about visiting so many chapters?

Stephanie Hillman: Finding out that on different campuses and with many sisters, I still had an instant connection because of Gamma Phi Beta. We already had a common base, and I was able to build real relationships in a very short amount of time.

TC: What did you learn about sisterhood this past year?

SH: Being a CLC helped me realize the incredible strength of our sisterhood. All across the regions, our members genuinely enjoy each other's company. Sisterhood happens very naturally in Gamma Phi Beta.

TC: What do you hope to accomplish in your second year?

SH: I love recruitment, so I hope to help chapters shine in that area. Overall, I want to see the organization grow, particularly the CLC program.

TC: Do you have advice about applying for the consultant program?

SH: Do it! It's the best job I've ever had, and I wish everyone could have this experience.

Destination: Denver

Join Gamma Phi Beta at our 75th Convention

As we continue to grow, develop, lead and achieve great things as a leading women's organization, the Mile High City is the perfect location to elevate our expectations and reach for the stars.

Situated on the 16th Street Pedestrian Mall, downtown's mile-long tree-lined promenade, our venue is near great shopping, restaurants and activities. The newly-renovated hotel is also within walking distance of the Denver Art Museum and the State Capitol and just minutes from the Pepsi Center and Coors Field.

Plan to come early or stay late to discover all the wonderful reasons why Colorado is a great summer destination!

...

Look for more details in the fall issue!

**June 27 –
July 1, 2012
Denver, Colorado
Sheraton Denver
Downtown
Hotel**



Interested in volunteering at Convention? Are you a local business in Colorado that could help? Join the fun by contacting Susan Grant Schneider (Colorado State), local Convention arrangements chairwoman, at susangpb2012@mindspring.com.

Order of the Crescent 2011

Every Gamma Phi Beta chapter desires to be outstanding in all areas of chapter life. Evaluating success is an important tool in striving for improvement, and following Convention 2010, a new model of chapter recognition was implemented for the 2010-11 school year. Based on 12 areas of chapter life, the ratings equate to up to five crescents of achievement. On behalf of the collegiate department, we proudly announce the following Order of the Crescent ratings.

Notably, 63 chapters earned our five crescent rating, the highest possible. Special recognition is awarded to Region 7's Epsilon Nu Chapter (Chapman) – with a perfect score of 74 points, Epsilon Nu is the only chapter to qualify for membership in the Order of 1874, our premier chapter honor.

Order of 1874 Epsilon Nu Chapter (Chapman)*

Five Crescents

Region 1

Alpha (Syracuse)
Alpha Tau (McGill)
Alpha Upsilon (Pennsylvania State)*
Delta Mu (Rutgers)
Delta Tau (Colgate)*
Epsilon Epsilon (Union)*
Epsilon Tau (Rochester)
Zeta Epsilon (Duquesne)

Region 2

Epsilon Theta (Clemson)
Epsilon Iota (Christopher Newport)
Epsilon Sigma (Morehead State)
Epsilon Psi (North Carolina-Asheville)
Zeta Beta (Virginia)
Zeta Sigma (South Carolina)

Region 3

Alpha Xi (Southern Methodist)
Gamma Zeta (Texas A&M-Commerce)
Gamma Phi (Auburn)
Delta Omicron (Southern Polytechnic State)
Delta Upsilon (Georgia)
Zeta Tau (Emory)
Zeta Chi (Texas Christian)
Zeta Psi (Texas-San Antonio)

Region 4

Alpha Nu (Wittenberg)
Beta Epsilon (Miami-Ohio)
Zeta Iota (Valparaiso)
Zeta Kappa (Southern Indiana)
Zeta Omicron (John Carroll)*
Eta Delta (Grand Valley State)

Region 5

Gamma (Wisconsin-Madison)
Kappa (Minnesota-Twin Cities)
Omicron (Illinois at Urbana-Champaign)
Omega (Iowa State)*
Gamma Gamma (Wisconsin-Milwaukee)
Gamma Rho (Wisconsin-Oshkosh)
Gamma Psi (Northern Iowa)*

Region 6

Pi (Nebraska-Lincoln)
Tau (Colorado State)
Psi (Oklahoma)*
Beta Omicron (Oklahoma City)*
Beta Rho (Colorado-Boulder)
Beta Upsilon (Kansas State)*
Beta Chi (Wichita State)
Beta Psi (Oklahoma State)
Epsilon Delta (Creighton)
Zeta Delta (Southeast Missouri State)
Zeta Phi (Arkansas-Fort Smith)

Region 7

Alpha Iota (California-Los Angeles)*
Beta Alpha (Southern California)
Beta Omega (Northern Arizona)
Gamma Eta (California State-Long Beach)
Delta Delta (California State-Fullerton)
Delta Eta (California-Irvine)
Delta Theta (California Polytechnic State)
Delta Lambda (California-Riverside)
Delta Psi (California-Santa Barbara)

Region 8

Eta (California-Berkeley)
Nu (Oregon)
Xi (Idaho)
Alpha Lambda (British Columbia)*
Gamma Epsilon (Puget Sound)
Delta Chi (California State-Sacramento)
Zeta Xi (College of Idaho)

How We Shine

- Scholarship
- Recruitment
- Safety and Wellness
- Member Education
- Panhellenic Affairs
- Public Relations
- Philanthropy
- Standards/Member Discipline
- Administrative Affairs
- Financial Affairs/Efficiency
- Alumnae Involvement
- Ritual

	4 Crescents	3 Crescents	2 Crescents
Region 1	Delta Alpha Alpha Gamma Beta Delta Kappa Epsilon Alpha Epsilon Eta Epsilon Phi Eta Gamma	Zeta Mu	Zeta Pi
Region 2	Alpha Chi Epsilon Pi Zeta Zeta Zeta Eta		
Region 3	Gamma Iota Epsilon Zeta Epsilon Lambda Zeta Lambda Zeta Rho Zeta Omega Eta Beta	Beta Mu Delta Sigma Epsilon Mu	Delta Epsilon
Region 4	Beta Delta Beta Phi Delta Iota Delta Omega Epsilon Beta Zeta Nu Eta Alpha	Beta Gamma Beta Pi	
Region 5	Epsilon Rho Alpha Beta Beta Eta Gamma Mu Gamma Pi Delta Pi	Gamma Omega	
Region 6	Theta Sigma Alpha Delta Gamma Kappa Gamma Tau Delta Nu		
Region 7	Alpha Epsilon Beta Kappa Delta Phi Zeta Theta		
Region 8	Lambda Epsilon Kappa Epsilon Omicron Zeta Alpha	Zeta Gamma	Beta Sigma

Information for the following chapters was not reported in time for publication: Epsilon Gamma (San Diego) and Beta Lambda (San Diego State).

*Chapter qualifies to be considered for the Mary A. Bingham Award for Overall Excellence at Convention. Delta Tau Chapter (Colgate) received the award in 2010.

Reflections on The Academy

The Academy is a weekend-long training ground for collegiate chapter presidents and advisors focused on leadership development

By Madeline S. Greene (Minnesota State-Mankato), Gamma Pi Chapter president

I never imagined when I packed my bags for The Academy that I would return to Minnesota State with a newfound inspiration and deeper love for Gamma Phi Beta. In just one weekend, my perspective on leadership, sisterhood and sorority life was changed.

When I was elected to be my chapter's 2011 president, I was honored and excited, but at the same time nervous and unsure. Can I really be the leader of 50 women? Can I fill the shoes of the amazing and talented presidents before me?

After a semester of presidency, questions still lingered as I held the weight of the chapter on my shoulders. I was tired and overwhelmed when I boarded that plane to

I came to The Academy unsure of my impact on my chapter and on Gamma Phi Beta.

Dallas, Texas. As soon as I arrived, I caught a glimpse of those three beautiful letters on a fellow president's T-shirt. Our conversation and instant connection were reminders of what sisterhood really means. I immediately felt calm and excited for a weekend that would forever change my life.

From amazing discussions about our newest officer position, the safety and wellness chairwoman, to a workshop on life after presidency, this weekend shaped me as a leader. It allowed me to see dozens of other women who were feeling and experiencing the same challenges and victories as me. I met many inspiring presidents, advisors and volunteers who will always hold a special place in my heart. Their wise words and encouraging advice relit a fire for me. I can never thank them enough for that.

In fact, International President Linda Lyons Malony spoke about leaving a legacy. Her inspirational message left me thinking of ways I could change my leadership style to benefit a larger number of my sisters. She said, "Identify where you want to go, and surround yourself with good people to get there." I was so motivated by this phrase that I have lived by it every day since and will continue to for the rest of my life.

Most importantly, I realized that being a Gamma Phi reaches well past the confines of your campus, state and region. Being a Gamma Phi is knowing there are women all over North America who believe and live by the same values you do. Being a Gamma Phi is more than wearing our letters and badge — it is an everyday promise to yourself and sisters that you will try your hardest to be the highest type of woman.

I came to The Academy unsure of my impact on my chapter and on Gamma Phi Beta. But I left with so much more: a new-found sense of confidence, many new ideas to enhance our chapter experience, and friendships and connections that will last a lifetime. I am so proud and honored to be a Gamma Phi.



Partially funded by the Gamma Phi Beta Foundation, The Academy is one way we develop leaders. Pictured: Amy Waller Apostol (Iowa) and Hannah Kight (Texas A&M-College Station)

Hailing from Dayton, Ohio, Madeline is studying public relations and plans to attend graduate school for a master's degree in student affairs. She would like to some day work as a Greek advisor and Gamma Phi Beta volunteer leader.

HCB Conference 2011

Could you afford to miss it?

By Amy Jalutkewicz Grau (Southern Polytechnic State), Delta Omicron House Corporation Board president

I was skeptical about what I'd get out of the House Corporation Board (HCB) Conference in Dallas this year, since our board houses 12 women in a university-owned facility. But from the moment Ann Hipskind Campbell (Northwestern), sorority director-facility resources, greeted us, I realized I was going to learn a lot.

The weekend started Friday night with Sara Sterley of MJ Insurance leading an interactive session entitled "Wheel of Risk" that challenged attendees to rate the level of risk associated with common situations that many HCBs face.

Early the next day, International President Linda Lyons Malony gave a State of the Sorority speech and emphasized the important role of our 81 house corporations. I was astounded to learn Gamma Phi Beta HCBs manage more than \$86 million in assets.

Other speakers on Saturday included:

- James Owens with Pursuant Ketchum, who discussed strategies for large-scale capital improvement fund-raising campaigns and highlighted tools to engage collegians and alumnae, such as Facebook and Twitter;
- Education Vice President Becky Boyd-Obarski, who gave a great overview of HCB governance to assist boards in tailoring their bylaws to meet the needs of their corporations;
- Tricia Trick-Eckert (Purdue), a principal of Rowland Design, who showed examples of current design trends that incorporate our Sorority colors and symbols into sophisticated décor for our chapter facilities;
- Denise Vollert-Parrotto (California State-Fullerton), sorority director-financial automation, who demonstrated the financial management program called Billhighway. Billhighway provides chapters and HCBs a way to streamline invoices and payments and provides many payment options.

Later we joined attendees of The Academy [collegiate chapter presidents and advisors] for dinner. Author Nancy Barry presented tips for effectively communicating with various generations, from Baby Boomers to Generation Y. My chapter's president, advisor and I were amused to find many of Nancy's examples are true in our own interactions with our chapter.

After dinner we held breakout sessions to discuss topics of interest such as managing employees, improving



Plan ahead to attend the next HCB Conference in 2013!

Chapter facilities are an integral part of sorority life for many sisters, like the ladies pictured here at Alpha Iota Chapter (California-Los Angeles). Special thanks to MJ Insurance for sponsoring the 2011 HCB Conference where our house corporation board members gained new information and strategies for effective leadership.

communication between the HCB and chapter and creatively storing years of composites.

To conclude a very productive conference, attorney Scott Himsel provided guidance on commonly-encountered legal issues. He shared how to create comprehensive housing contracts and the importance of parents co-signing the housing contracts.

If your HCB didn't send a representative to this conference, I encourage you to plan ahead for 2013. The knowledge and networking opportunities easily validate the investment. Since I've returned from the conference, I've shared the information with my HCB and we're building new strategies to make our chapter's housing experience the best possible.

Amy lives in the Atlanta area with her husband Dustin and 3-year-old daughter, Katherine. She is a technical writing manager who sings loudly in the car with the windows down and can't remember what it is like to sleep past 6 a.m. on the weekend.



Connecting the

Plan ahead and enjoy a successful chapter or new member class reunion

By Mimi Burch McMann (California State-Bakersfield), editor

Ready to relive the good ole days? Missing your sisters, those close college friends with whom you can pick up where you left off? Is there a milestone chapter anniversary in the near future? Any of these reasons are an excellent excuse to plan a chapter or new member class reunion!

Although these fun-filled events require months of planning, they are well worth the effort when you see how delighted everyone is to be back in touch with one another. Follow our tips for an unforgettable reunion of your own.

Create a Committee

To start, select several trustworthy, enthusiastic and organized sisters to serve on the planning committee. A year or two in advance of the event, determine tasks that need to be completed and assign each committee member an area of responsibility. Be sure to include younger and older members for a diverse set of perspectives.

When it comes to skill sets needed on the planning committee, Dominique Groulx (McGill) has learned the value of a great public relations or marketing person. She is currently in the midst of planning the 80th anniversary reunion for Alpha Tau Chapter (McGill), which will be held in October.

"Your communication needs to sound good and look good," she advises. "If it's not polished people are less inclined to participate, and good material helps build excitement." She also recommends including qualified event planners to work out the logistics from beginning to end and to consider what works best for the group. Finally, a skilled sister to handle the finances, prepare the budget and track expenses is indispensable, says Dominique.

Determine the Details

Picking a viable date is one of your committee's first tasks. "Pick a date at least a year in advance," advises Judy Wilkins Schumann (Iowa State), who helped with the Omega Chapter reunion for the classes of 1960-1965 two years ago. "People commit early to major trips and while they may very much want to attend the reunion, a trip to Europe will take precedence."

Erin Davis Jessup (Idaho) was in charge of planning Xi Chapter's 100th anniversary reunion in 2010. She recommends consulting the campus and collegiate calendar to ensure the reunion doesn't cause conflicts. On the other hand, if your event coincides with homecoming, for example, you may get better attendance. If nothing else, a football game gives the husbands a reason to attend!

Next, choose your venues and the types of activities your attendees would enjoy. One popular weekend reunion schedule includes:

- A Friday night welcome reception: Attendees check in and receive their welcome packets. Offer light appetizers and a beverage selection. Display chapter scrapbooks or memorabilia to get the conversations flowing.
- A Saturday breakfast and campus/house tour: This is a great opportunity to get the collegians involved and give them a chance to shine!
- A "menu" of local play day options on Saturday: Suggest nearby museums, walking tours, shopping hot spots, spas and other ways guests can entertain themselves while the planning committee prepares for the big event. Pledge classes may also informally meet to reminisce.



Ladies from Beta Alpha Chapter's (Southern California) new member class of 1955 reunited earlier this year at the chapter house.

Past and Present

- A Saturday night celebration banquet: Pull out all the stops to make this event one for the history books! Schedule an alumna who can discuss chapter history, ask the chapter president to give an update and invite a school administrator to share campus achievements.
- A casual Sunday brunch: The low-key finale to an amazing weekend of sisterhood!

Many chapters use the event feature on Facebook.com to keep their members informed on reunion details. Judy suggests attendees share their airport arrival times so sisters can coordinate rides to the hotel. They can also post if they'd like a roommate to split costs.

Budget Carefully

Get quotes from possible vendors, select decorations and souvenirs and account for all possible expenses. You'll set your registration fee based on these costs, so don't forget to include a bit of padding in the admission price. You'll be glad you did when last-minute expenses pop up. "We added 10 percent and definitely needed it," Erin says.

Also, consider booking a professional photographer. Some will offer the service at no cost if they have the opportunity to sell photos to guests.

Speaking of budgets, collecting money is never a fun job. Dominique suggests setting up an account through Paypal.com to make it easy for attendees to pay registration fees and give donations.

Locate Alumnae

Depending on your group's size, it may take an entire subcommittee to find and contact your membership. International Headquarters can provide a strip list of names and most recent contact information; email info@gammaphibeta.org to submit a request. Once you have the list, send a "save the date" message and begin tracking down "lost" sisters; try searching Facebook.com and LinkedIn.com. And don't wait to begin this all-important step! It can be time-consuming, so assign a super-organized and dedicated sister to the task.

With a list of more than 1,400 Xi Chapter (Idaho) sisters, Erin designated decade or pledge class coordinators to facilitate communication with different age groups. "We got a much better response from members when contacted by someone from their own era," she says.



Delta Delta Chapter (California State-Fullerton) threw a 40th birthday bash in 2011. The planning committee included Alumnae Vice President Mary Knaup, pictured second from the left.

Send Invitations

You'll probably need a combination of online and printed invitations. Include dates, times, payment information, locations, deadlines and your contact information, as well as any other pertinent details. Guests will appreciate information on nearby hotels, particularly if you've arranged a group discount.

Recruit Volunteers

You'll need a lot of help during the actual reunion weekend. Ask collegiate members and local alumnae — even significant others can be recruited for grunt work such as setting up tables and chairs. Erin notes involving non-members on the day of the event allows your committee to enjoy some of the activities they worked hard to plan.

Another resource is your school's alumni department. Both Erin and Dominique used the office of alumni relations to help with registration, promote the reunion in the alumni magazine and calendar of events and even send invitations.

Most college reunions take place in early summer or in the fall, so look ahead and start well in advance. For more tips, go to eHow.com and search articles on reunion planning. With a little luck, you'll enjoy a wonderful time of sisterhood!

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Have a reunion tip or story to share? Contact TheCrescent@gammaphibeta.org.

Save the Date

Gamma Eta Chapter (California State-Long Beach) is celebrating its 50th anniversary March 9-10, 2012. Visit the website at gammaeta50th@lbgammaphibeta.org.



Thanks to Karen Wander Kline (Iowa State) for this amazing story idea! Got something to share? Contact TheCrescent@gammaphibeta.org today!

The Canadian Gamma

By Safiya Kassam (McGill), Alpha Tau Chapter collegiate-alumnae relations chairwoman

Gamma Phi Beta's Canadian chapters might seem far away, but the feeling of sisterhood north of the border is no less welcoming! Whether sisters show off their Gamma Phi pride during recruitment or organize a philanthropy event for a cause dear to a sister, our four Core Values are always close to their hearts.

For Canadian chapters, the challenge of smaller member totals can present itself as a blessing in disguise. Smaller chapters mean close friendships, strong ties with alumnae and an overwhelming feeling of family. Canadian Gamma Phi sisters certainly have a strong presence in both Greek and campus life: collegians are renowned for their dedication and commitment to charitable causes and one another. It is no secret good things come in small packages!

Sisterhood in Toronto

The University of Toronto's Alpha Alpha Chapter is proof that sisterhood means strength no matter where you're located. Despite being in the centre of downtown Toronto, the sisters always make spending time with one another a priority. There is never a shortage of dinners or movie nights, even when city life is at its most hectic.

"Sisters are always on call for each other, no matter what time of day it might be, and we work really hard to be a constant source of support," Allie Mizzi (Toronto) says.

As the Greek system is not officially affiliated with the university, the chapter doubles its efforts to make its presence known on campus. "Goal sheets" are part of their efforts to increase their membership and participation within the university community. The sisters are also proud to report their support of a community blood drive.

Members are ever equipped to meet challenges with help from Toronto Alumnae Chapter. "Many alumnae are always around to give us a hand with anything, big or small," shares Allie. Their annual collegiate-alumnae Founders Day luncheon serves as a reminder that we're surrounded by Gamma Phi sisters!

Sisterhood in Vancouver

Crossing into Vancouver, British Columbia, Alpha Lambda Chapter at the University of British Columbia holds true to the promotion of leadership and pursuit of academic excellence. The chapter currently holds the highest academic GPA among all sororities on campus.

Sisters celebrate their diversity and believe their differences bring them closer to achieving their goals.

According to Chapter President Rhea Zao (British Columbia), "When we come together, we 'click,' even though we are all so ethnically and culturally diverse."

The campus is buzzing with news about Alpha Lambda's most recent philanthropy event, "The Gammies." The on-campus film festival raised more than \$1,000 for Girl Guides of Canada. The sisters are also excited to sponsor Camp Holiday, an annual Girl Guide summer camp for underprivileged girls. It's no surprise these philanthropic efforts earned them the Top Leadership Award at their university's annual Panhellenic Awards Ceremony.

Collegians are the first to admit their success wouldn't be quite the same without the support of Vancouver Alumnae Chapter. "They assist us on a weekly basis and

"We 'click,'
even though
we are ethnically
and culturally
diverse."

-Rhea Zao



Raising funds for Girl Guides of Canada, sisters from Alpha Tau Chapter (McGill) sold cookies at their fall philanthropy event.

Phi Beta Experience

with our day-to-day operations. Our advisors are what make Alpha Lambda such a successful chapter," Rhea explains.

Alumnae play an active role in recruitment by role-playing potential new member scenarios with collegians and hosting brunch for new members. An advisory board of nine dedicated alumnae helps the chapter organize collegiate-alumnae events, including an annual Valentine's Day dinner and a spring-time brunch for graduating seniors. Alumnae also grant a scholarship to a graduating senior who has demonstrated both service and loyalty to Gamma Phi Beta.

"When I was a collegian, I was so amazed at the commitment of the alumnae who were always around at events or helping us during busy recruitment weeks, and it instilled a true desire to continue that legacy," says Leanne Leong (British Columbia), Vancouver Alumnae Chapter president. "I hope to instill a desire and level of loyalty to Gamma Phi Beta in the collegians, so our organization can continue to inspire and support such wonderful women all around North America."

Sisterhood in Montreal

The importance of alumnae is also no secret to Alpha Tau Chapter (McGill), located in Montreal, Quebec. The recent reactivation of Montreal Alumnae Chapter and installation of the nearby Ottawa-Gatineau Alumnae Chapter is certainly a cause to celebrate!

"Our alumnae have already been so kind to us, donating gifts to our senior sisters and helping as advisors," shares Norah Kairys (McGill), chapter president. Collegians and alumnae are gearing up to commemorate 80 years of sisterhood on campus in October. A whole host of activities, including a banquet dinner, is planned.

Scholarship and philanthropic endeavours are sources of pride for the sisters of Alpha Tau. The chapter held a pink carnation and cupcake sale last February — a creative way to combine the excitement of St. Valentine's



Toronto Alumnae Chapter in Ontario was originally chartered in 1923 and reactivated May 7, 2011. Congratulations, sisters!

Day with charitable spirit! The chapter also maintains one of the highest GPAs on campus and plans to implement a study buddy program to encourage academic success.

Though the chapter's small size of 24 may seem like an obstacle to some, the sisters believe they are able to form even stronger ties and grow closer. "We are able to hear everyone's opinions and cater our events toward the happiness of all our sisters," Norah explains.

Members maintain that their strength derives from their diversity and the unique contributions each sister brings. "We have the privilege of knowing each and every one of our sisters. We know each other's strengths and weaknesses and together we are all involved in making Alpha Tau the best it can be," shares Samantha Kane, education vice president.

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Safiya is an avid reader who loves writing and traveling abroad. She hopes to work in the field of international development following graduation in 2013, but has her hands full with collegiate life in the meantime!

Alpha Tau Chapter Turns 80!

Homecoming weekend celebration in the works

Alumnae and collegians of Alpha Tau Chapter (McGill) are invited to join the 80th anniversary celebration scheduled during homecoming weekend, October 14-16. Plans include a Friday night mixer, Saturday evening banquet and Sunday collegiate/alumnae brunch. To volunteer, sponsor an event or for more information, contact gpbmontreal@gmail.com.



Thanks to Susan Foulk Reeves (Texas-Austin) for this amazing story idea! Got something to share? Contact TheCrescent@gammaphibeta.org today!

Stop the Hazing

There's no place in campus life for hurtful traditions

It's still mid-summer, but collegians will soon head to campus for the start of a new school year. Many will dive right into recruitment, followed closely by new member education and ultimately initiation ceremonies. As you prepare for this exciting time, be sure to evaluate your chapter's new member traditions in light of Gamma Phi Beta's firm anti-hazing stance.

What is hazing?

Hazing is not just a problem within Greek organizations; it occurs among athletes at all levels and in gangs, the military and various student-led clubs. It's a lot like bullying, except it is done to someone as a requirement for acceptance into a group.

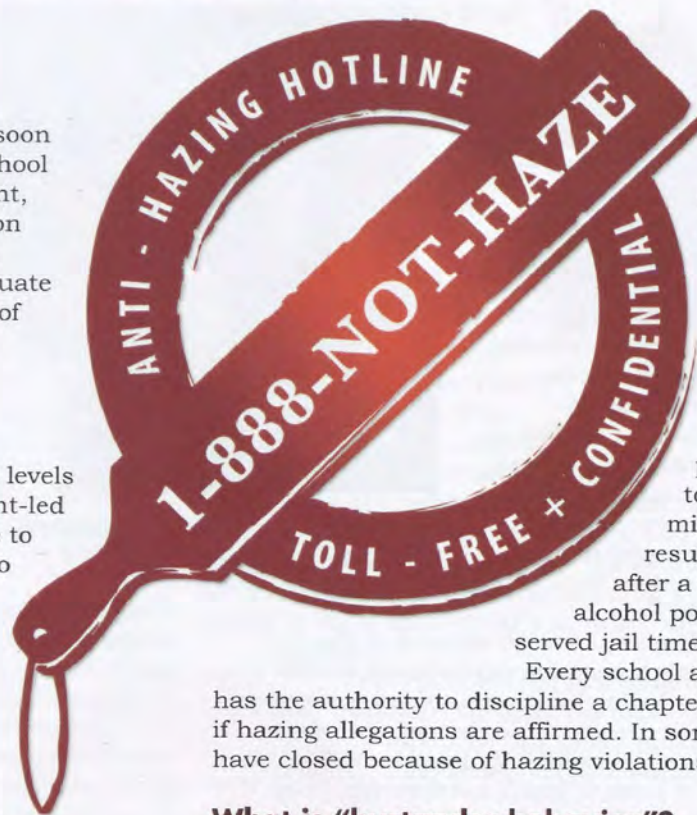
National Panhellenic Conference's Unanimous Agreements describe hazing as any action or situation with or without consent that:

- recklessly, intentionally or unintentionally endangers the mental or physical health or safety of a student; or
- creates risk of injury; or
- causes discomfort, embarrassment, harassment or ridicule; or
- deliberately destroys or removes public or private property.

Gamma Phi Beta views any form of hazing as contrary to the mission and purpose of our organization; as such, hazing is strictly prohibited. Any violation of this policy is cause for immediate disciplinary action by International Council against the member/new member, chapter or both. In 2008, three Gamma Phi Betas lost their membership after violating every one of the points above in an incident with a new member class.

What's the harm?

Hazing is not only morally wrong, dangerous and in some cases life-threatening, it is also illegal in every U.S. state where Gamma Phi Beta chapters are located, according to stophazing.org. Gamma Phi Beta does not cover the cost of legal representation or restitution for members accused of hazing.



This means chapter officers and members can be held personally liable for hazing.

A news article on sae.net describes the 2009 convictions of four fraternity members who pleaded no contest to charges of misdemeanor hazing resulting in death after a freshman died of alcohol poisoning. All four served jail time.

Every school administration also has the authority to discipline a chapter and its members if hazing allegations are affirmed. In some cases, chapters have closed because of hazing violations.

What is "bystander behavior"?

When those observing a hazing incident don't intervene, they are demonstrating passive consent known as bystander behavior. Even if they are uncomfortable with the situation, observers are too embarrassed or intimidated to take action.

What can you do?

If you know someone is being hazed publicly or privately, please call 1-888-NOT-HAZE. Leave an anonymous message indicating the campus, name of the group or students involved and any relevant information such as dates and times of suspected incidents. Your tip will be investigated and appropriate action will be taken to stop the harmful practice of hazing.

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Your chapter can also promote National Hazing Prevention Week, September 19-23, 2011.

A full kit of ideas and resources is available at hazingprevention.org under the Programs tab.

Reflections on Alabama Tornado Disaster

Tuscaloosa collegians and alumnae hit hard by April storm

Dear Sisters,

The morning of April 27, a thunderstorm woke me for what turned out to be a beautiful, sunny day. On the news, our local meteorologist said it would be a “red letter” weather day. He could not have been more right.

Just after 5 p.m., the deadliest tornado since 1936 ravaged Tuscaloosa, killing 41 people. An EF-4 (the ratings scale goes from 1-5, and this tornado was just 10 mph under an EF-5 rating) tornado with winds of 190 mph ripped through the city, destroying whole neighborhoods, such as mine.

A total of 53 twisters scraped and clawed at land, homes and businesses in seven states that day. More than 300 people died. Jessica Talley, a meteorologist for the National Weather Service, says even people in her profession watched with disbelief.

“This is a pretty big deal,” she says. “It definitely deserves international attention. The more we can get the word out, the more people will understand.”

The storms dramatically affected our Tuscaloosa collegians, whose chapter house was spared but a sister, unfortunately, was not. Melanie “Nicole” Mixon, a 2010 initiate of Epsilon Lambda Chapter [Alabama-Tuscaloosa] and junior at the University of Alabama, died at her apartment complex during the tornado.

At the same apartment building, which is behind my back yard, the tornado threw Chelsea Thrash [Alabama-Tuscaloosa] from the second story. She sustained critical injuries and is recovering, at this writing, in the Acute Trauma Care Unit of the University of Alabama at Birmingham.

The Greek community quickly rallied at a make-shift relief headquarters in a fraternity house. Gamma Phis and



Meredith Cummings (left) helped reactivate Tuscaloosa Alumnae Chapter just weeks before the tornado struck. In true “Roll Tide” spirit, the group has mobilized to help each other and the community.

Their love keeps me going each day, even now.

many others worked tirelessly around the clock. Many sisters who had left campus for the summer returned to help and say they won’t go home as long as there is need for relief workers. From my own perspective, never in a million years could I have imagined the outpouring of support from sisters around the country, many of whom I have never met. Both collegians and alumnae came to my house to help clear debris and move my family into temporary housing. Their love keeps me going each day, even now.

I know the pain of losing a sister and friend. When I was in college, my roommate and Gamma Phi Beta sister, Margaret Johnson [Alabama-Tuscaloosa], died. My heart goes out to the women of Epsilon Lambda and Nicole’s family. Those of us living with the physical and psychological aftermath of the storms have another fear: that people will forget.

The day of “the storm” as people here now call it — as if the word “tornado” is censored due to the weight of the dead it carries — was sunny, but the humidity spoke volumes to those living in southern, tornado-prone states. I remember looking up at the bright sky and quoting the Bible verse that is also our open motto to my daughter. I had no idea the meaning it would carry later, when I would also post it on Facebook and make a sign for my front yard in our historic, close-knit, formerly tree-filled neighborhood: “And the rain descended, and the floods came, and the winds blew, and beat upon that house; and it fell not: for it was founded upon a rock.”

In IIKE,

Meredith Cummings
(Alabama-Tuscaloosa)

A total of 53 twisters scraped and clawed at land, homes and businesses in seven states that day.



Careers in

Lay-offs, hiring freezes and disappearing jobs: working women overcome today's career challenges

By Mimi Burch McMann (California State-Bakersfield), editor

Almost three years after losing her job, Amanda Art (Southern California) is frustrated. Age 35, living at home with her mother and working as a personal assistant to make ends meet, she's not exactly living the life she imagined.

With a degree in broadcast journalism, Amanda worked for 10 years in radio news and held several jobs in the Los Angeles area, including producing an afternoon news program on public radio. "Taking a complex story and explaining it so that people understand it — and realize why it's relevant to them — is a very important job," she says. "I'm also a life-long news junkie; I just can't help it. Knowing what's happening in the world before everyone else is pretty cool."

“In any economy, the key to career happiness is to remain focused and flexible.” -Julie Bauke

But in 2008, when the economy started to get rocky, people stopped donating to public radio. "I don't know how many people were let go at the same time I was — on Labor Day, ironically — but I wasn't the only one, and another round of layoffs took place the next year," she remembers.

So, with no job, no job prospects in sight and a \$1,000-a-month apartment, Amanda did what most of us would: she called her mom. "Thank God for that woman," Amanda says. "She was my first phone call, two minutes after I got the news, when I was still in shock — and without batting an eyelash, she said, 'Come home.'"

Today, jobs are still eluding her. After sending literally hundreds of résumés for all kinds of jobs in the communications field, Amanda has been invited to only five interviews.

"I'm so frustrated I could cry, and sometimes I do," she admits. "Most of the time, I stay pretty optimistic — I know there are millions of people even worse off than I am, but that doesn't mean it never gets to me."

To get her foot in the door at a local radio station, Amanda volunteered to be a writer, and the risk is starting to pay off. "They took me up on it, and are actually paying me," she says. "It's not full-time or even steady work — they call me when they need someone to fill in. But I'll take it. Who knows where it might lead?"

Amanda's story is unfortunately not uncommon. From January 2007 through December 2009, the U.S. Bureau of Labor Statistics reported 15.4 million of this country's workers were displaced from their jobs. Of those who had been in their jobs for at least three years (long-tenured workers), only half had found work by January 2010.

And younger workers aren't the only ones who are facing career challenges. The bureau also says if you become unemployed after age 55, it could take you an average of two months longer to find a job than someone younger.

What's a college-educated woman to do? Don't give up! Our members who have "been there, done that" offer some encouragement, and an expert in the human resources field gives her advice on getting the career of your dreams.

Be Open to Change

"There is no way I could have predicted the way my professional career would unfold. I first worked as a newspaper reporter and editor for the late, great *Dallas Times Herald*. Then I moved to Los Angeles where I had my own marketing and advertising company twice — first for the food industry and later for commercial real estate.

"In 1994 I returned to graduate school while working full time and seven years later became a licensed marriage and family therapist. For nearly 12 years I was the executive director of California Dollars for Scholars, a regional entity of the national Scholarship America nonprofit organization. Now, in my 60s, I have yet another "new"

FLUX



career: director of Mariposa Women and Family Center in Orange, California, a community counseling center. I have the best job in the world, which is hiring new therapists, mentoring them, training them and watching them grow into capable therapists.

"Nonprofit management offers wonderful career opportunities which are often unknown to many people. I have had many amazing opportunities in my career, and would advise my sisters to never stop being open to new opportunities and challenges."

— Ann Worley (Oklahoma State), initiated in 1960

That's a lot of career changes! But Ann's story is one that we all have to be prepared to live, according to career counselor Julie Kroger Bauke (Purdue).

"In any economy, the key to career happiness is to remain focused and flexible," she says. "It's no secret that our lives are changing constantly — our careers will need to change right along with them. And as women, because our lives tend to be more complex, the need is even greater. Kudos to Ann, who found a way to align her career and her life while remaining open to her possibilities."

Julie also reminds us not to get locked into one way of thinking about our professional selves without ever considering there are many ways to use our talents and

skills. Want to know more about your talents and skills? Ask yourself these questions:

- What am I the happiest doing? Unhappiest?
- What do people value most about me?
- What do I want to do more of? Less of? Never again?
- What have I been most/least successful at doing?
- How can I package/re-package my skills so they are appealing to different employers/clients?

If you truly have no idea where to start, take several career aptitude tests online; if there is a pattern to the results, explore relevant jobs that will play to your strengths. Once you are more self-aware, you can focus on finding the right job based on who you are and what qualifications you bring to future employers.

Keep Growing

"I was let go in July 2009 when my company hired new management. It was so unexpected that I was actually in the process of closing on a house the week I lost my job. Instead of moving into my new place, I moved in with my parents at the age of 31! It's been a long two years, involving eight months of flat-out unemployment and another year or more of juggling part-time jobs to pay my bills, but this situation has allowed me to make a career change that was desperately needed anyway.

"My volunteer work as a Gamma Phi Beta regional coordinator is really a large part of what kept me sane during this difficult time. It not only gave me a sense of purpose and allowed me to continue using professional skills, but it also gave me recent work experience. Many people specifically told me the work I did for the Sorority caught their eye on my résumé. I just started a new job with a higher education nonprofit organization, and I couldn't be more thrilled! I am so grateful for the support all my sisters have given me over the last few years!"

— Emily Lowry (William & Mary), initiated in 1996

Congratulations, Emily! Never underestimate the value of doing work that makes you shine, says Julie. "Emily discovered that when you actively engage in something you care about, it makes you attractive and interesting," she notes.

Volunteering with Gamma Phi Beta and her local Junior League not only gave Emily an excuse to get out and interact with people, it kept her grounded in reality and gave her a much-needed boost of confidence. "I felt like I was at least contributing to the world and using my skills," says Emily, who estimates she went on up to



Thanks to Misha Campbell Mann (Michigan State) for this amazing story idea! Got something to share? Contact TheCrescent@gammaphibeta.org today!

60 job interviews before being offered a full-time position. "Plus, Gamma Phi Beta is so good at appreciating its volunteers and giving recognition, that I felt better about myself, even though I was unemployed."

When you are between jobs, it is easy to feel worthless. But keep your chin up! If you lost your job on Friday, the following Monday you still have exactly the same skills, abilities and value you did on Friday.

"Like Emily, find a way to showcase, use or enhance your skill set," advises Julie. "Take classes, volunteer, pursue a hobby or interest."

By staying passionate about your life, you avoid coming across as desperate for the first available position. As you apply and interview for jobs, be self-confident, show your talent and convey eagerness and reliability. Be the one people meet and say, "I want to know more about *her*!"

Network Like Crazy

"I wanted to go into the communications field, but wasn't sure which path — media relations, journalism, marketing, among others — to take. When I began interviewing for public relations positions in Chicago, I soon discovered a former president of my chapter [Claire Prendergast, Wisconsin-Madison] was working for one of the firms I was considering.

"Starting a new business of my own right out of school may seem crazy to some, but for me, it seemed crazier not to try." -Kimberly Elam

"I quickly got in touch with her, and she willingly answered my questions about the corporate culture and professional opportunities provided by the company, as well as sharing her personal opinions of the city. Having graduated only two years prior, she could easily relate to my situation. It was great to see a familiar face throughout the interview process, and to know someone within the company could speak about my personal and professional qualifications.

"I was offered the position, and my sister served as a support during the transition. She was not only my mentor — helping me get acclimated to the city, introducing me to others, challenging me beyond my comfort zone — but also a friend. I can't thank Claire enough for her wisdom and guidance throughout the experience!"

— Hannah Karns (Wisconsin-Madison), initiated in 2007

You've heard it a million times: networking is the best way to get a job, and Hannah was smart to utilize her Gamma Phi Beta connections. In fact, Julie says more than two-thirds of people get their jobs through networking, so if you aren't actively reaching out to people and building those relationships, prepare for a long search.

A great resource is LinkedIn.com, a networking site for professionals. "Join LinkedIn groups that share common interests with you such as your university alumni group, the Gamma Phi Beta group and community or club groups," Julie advises. "Actively participate in online discussions, reach out to other members and look for opportunities to tell your story."

But don't just rely on online resources. Successful job hunters also network in person as often as possible. "Use the connections from business or social groups, like Gamma Phi Beta alumnae chapters, to tell fellow members about your job search and career goals," says Julie. "People really want to help others, but you have to give them a chance by asking and being willing to accept their leads and advice."

Even if you're not actively job searching, networking should be an active part of your life — building those mutually-beneficial relationships is the foundation of our lives and our careers. What better place to start than within the Gamma Phi Beta sisterhood?

Take Chances

"Starting a new business of my own right out of school may seem crazy to some, but for me, it seemed crazier not to try. This is the best time in my life to take risks and the best time in my life to commit to developing a business.

"At the University of Iowa, I learned from some amazing instructors, who were entrepreneurs themselves, to do what you know and what you love. Well, I love ice cream and was nicknamed the Dairy Queen by my family. I worked in local shops during high school and college, and when I started to think about what to do after graduation, the idea of owning and running my own shop was a natural.

"It's been challenging; I didn't know much about starting corporations, obtaining permits, passing health inspections and





hiring a staff. On the days that I'm ordering supplies, paying taxes and mopping the floor, my shop seems like a grind. But on the days when I am making my special red-velvet cake, coffee and doughnuts and Aztec hot chocolate flavors, my shop and I get along just fine. And on Saturdays, when the soccer team I sponsor comes in from a winning game, I know I am in the place I was meant to be.

"My advice? When people say, 'This is not a good time to open your own business,' just smile and make your own path."

— Kimberly Elam (Iowa), initiated in 2008, owner of Kimmer's Ice Cream in St. Charles, Illinois

Sometimes, you just have to take matters into your own hands, and create the career and the life you want instead of looking for it inside an existing organization. Julie suggests starting with a vision for your life and your career, then charting a path that will get you there.

In designing your ideal life, "Ask yourself: What will you do? Who will you work with? Will you travel? Will you work from home? How much flexibility will you have? What is sitting on your desk waiting to be done? How much money will you make?" she says.

Finally, go back and read Ann's story. She reinvented herself multiple times, took many risks and she is going strong. Once you decide what you want and commit to getting it, you are much further along than most. So, what are you waiting for?

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About our expert: Julie Bauke is a career strategist and president of Congruity Career Consulting. Her business focuses on educating and motivating individuals in building the career of their dreams. She is a dynamic and highly interactive speaker with a passion for educating and inspiring individuals to take charge of their careers. She has been widely quoted in national publications, featured on numerous radio shows and is currently the career contributor for Chicago's WCIU TV and on Cincinnati's Fox19 TV. She wrote "Stop Peeing On Your Shoes: Avoiding the 7 Mistakes that Screw Up your Job Search," a job hunter's humorous and practical guide that has earned unanimous five-star reviews on Amazon.



Maximize Your LinkedIn Experience

Companies are actively recruiting top talent, and LinkedIn.com, the business networking site, is a powerful channel for professionals to grow their reputations and get noticed. But with one million new members joining every week, how can you stand out from the crowd? Trick out your profile with our smart and savvy tips!

1. Create a Custom URL

With this feature, your profile will rank higher in Google and LinkedIn search results. To enable, click the "Edit" hyperlink at the bottom of your blue profile box next to "Public Profile" and your current URL. On the next page, click "Customize your public profile URL." Experts recommend using your first and last name as your custom URL.

2. Know it All

Under the "More" toolbar button on your profile, click the "Answers" button to reply to a question posed by another site member. If he or she tags yours as the best answer, you get a badge on your profile that calls attention to your expertise. It's a great way to increase visibility and establish credibility.

3. Be a Groupie

Belonging to relevant, active groups is a sound way to connect with other people in your industry. Sign up to receive the daily email digests to view the group's highlights and be sure to join our official members-only LinkedIn.com group by searching "Gamma Phi Beta Sorority."

4. Get App Happy

The LinkedIn application for smart phones makes it easy to tour through your connections, read profiles and send connection invitations. What better way to stay in touch with the hyper-paced business world than having it at your fingertips?

5. Create Your Résumé Instantly

LinkedIn has a new feature at résumé.linkedinlabs.com that will create six different versions of your résumé instantly, pulling information from your profile. Pick a template, customize the content and print and share the result.

6. Export Your Connections

Bridge the gap between your email address book and LinkedIn connections by going to linkedin.com/connections. Select your connections and at the bottom of the page, click "Export Connections" and select your preferred email account.

And remember, many employers research potential job candidates by searching social networking sites. Be smart about what you post online and review your privacy settings.

Sister Spy

Member shares experiences in Cold War espionage

Like many sisters, Shirley Hendricks Perry (Washington University) excelled in both academics and leadership in her college days. In the late 1940s, she was president of Phi Chapter, a member of the Phi Beta Kappa academic honor society and graduated summa cum laude. But how many collegians go on to work for the CIA as an international spy? In a three-question interview, Shirley gives insight into her intriguing life.

Your memoir, *After Many Days: My Life as a Spy and Other Grand Adventures*, describes your first assignment in Vienna during the Cold War and various travels through Europe and the Middle East. If you could relive any of those memories, which would you choose and why?

I would return to the days surrounding my wedding in Vienna because the event marked the beginning of my married life in a beautiful and romantic city at a time when my work was the most exciting and rewarding. It was a watershed period of my life.

Our wedding was right in the middle of an extremely active spy season — several Soviet defections and security restrictions had everyone on alert and on guard. Nevertheless, Bob and I brightened a gloomy day in March with our wedding and reception. We were advised to leave the city without attracting any attention, but to our amazement, as we quietly waited for our train, we saw a crowd of wedding guests and a band marching toward us and making such a racket we were sure all Vienna was aware of our departure! Amid a shower of rice and confetti, we were off to Italy, happily occupied being Mr. and Mrs.

Have you been back to Austria in recent years? What is your perspective now?

Many years ago I returned with my husband and little daughter, and together we had a joyous reunion with the city. We stayed at the Hotel Imperial, which was Soviet-occupied in the past, enjoyed a fabulous concert, rode the giant Ferris wheel, feasted at our favorite restaurants and, best of all, took our daughter to see the church where her father and I were married. A rendezvous to treasure! A more recent trip was a bittersweet visit with a new love: trying to savor the past in the intrusive present and absorbing



© Willy M. West

Shirley Perry poses near a portrait of herself as a 22-year-old woman.

the transformation of that city from its weary post-war times to its prosperous state of today and my own transformation as well.

"Our wedding was right in the middle of an extremely active spy season."
—Shirley Perry

You now give guest lectures to university history students as a living lesson in the Cold War intelligence field. What do you enjoy most about this role?

The most enjoyable aspect is the opportunity to make history come alive! I was especially gratified when several students said my talk inspired them to pursue careers in intelligence. I also talk about how opportunities for women in the CIA have greatly improved. It was usual for women to be slotted into secretarial or administrative positions, and I was fortunate to move up to case officer status.

...

Shirley now lives in Oxford, Mississippi. For more about her fascinating life, visit shirleyhperry.com. Her memoir is available at book retailers and through the publisher L&R Publishing/Hellgate Press, \$19.95. Kindle and Nook versions are also available!



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Sorority Life

REGION 1

DELAWARE

♥ ♠ Eta Gamma Chapter (Delaware)

Sisters welcomed 59 new members and raised \$9,564 in the campus-wide UDance Marathon for pediatric cancer research.

MASSACHUSETTS

♥ ♠ Delta Chapter (Boston)

Members won a campus award for scholarship, initiated 44 new members and held a fundraiser based on MTV's "Singed Out" show to collect \$3,000 for Camp Fire USA.

♥ ♠ Epsilon Eta Chapter

(Bridgewater State) Sisters cheered athletes at their 5K fundraiser, and serenaded their graduating seniors at formal with "Count on Me," a special reminder that sisters will always be there for one another.

♠ Boston Alumnae Chapter

Members toughed it out at a 10K race while wearing matching shirts with the motto, "Running with the best since 1874!"

NEW YORK

♠ Alpha Chapter (Syracuse)

Sisters leveraged their strength to win a Panhellenic tug-of-war contest and sponsored a campus-wide drive to collect 5,000 cards for the troops.

♠ Delta Tau Chapter (Colgate)

Along with 66 new sisters, members decorated cookies, made crafts and played games with local children for Valentine's Day.

♠ Epsilon Epsilon Chapter (Union)

Members helped raise funds for suicide awareness and prevention at a local restaurant. Throughout the promotion the venue was packed, and a portion of the day's sales supported the American Foundation for Suicide Prevention.

♥ ♠ Epsilon Tau Chapter

(Rochester) The chapter initiated 13 sisters and introduced a new philanthropy event, Gamma Phamily Pheud with trivia about the campus and university.



Region 1: Montreal Alumnae Chapter Recently reactivated, the chapter hosted sisters representing five chapters and eras, spanning from 1944 to 2005. Contact the group at gpbmontreal@gmail.com or join them on Facebook at Gphi-b Montreal.

PENNSYLVANIA

♠ Alpha Upsilon Chapter

(Pennsylvania State) Paired with Acacia Fraternity, the two groups raised \$158,000 for pediatric cancer research following year round fundraising efforts culminating in THON, a dance marathon.

♠ Delta Kappa Chapter (Lehigh)

Members sold candy, flowers and personalized notes at Crescent Classic: Heartthrob. PACE events included yoga-based relaxation, a fitness class and an informational session on the study abroad program.

♥ Zeta Pi Chapter (Pennsylvania

State-Altoona) The chapter hosted a banquet where family members were invited to share a lovely meal and learn more about the sisterhood.

QUEBEC

♥ ♠ Alpha Tau Chapter (McGill)

Members adopted a new event, "Gamma Phriday," and wore letters each week. For Valentine's Day, sisters sold pink carnations and cupcakes to benefit the Canadian Breast Cancer Foundation.

REGION 2

FLORIDA

♥ ♠ Beta Mu Chapter (Florida State)

Members held a letter-writing campaign and supply drive for Thank a Soldier, an organization founded by a chapter member. They participated in Relay for Life benefiting the American Cancer Society and hosted their mothers during Mom's Weekend for brunch and a jewelry party.

Gamma Phi Beta Sorority by Regions



Sorority Life

Alumnae and collegiate news at a glance! Send your chapter's update to TheCrescent@gammaphibeta.org.

Welcome, Florida, to region 2!

Symbol Key:

- ♥ Sisterhood
- ♠ Philanthropy
- 🏆 Leadership
- 📖 Scholarship
- 🍏 Safety and Wellness

🔥 **Epsilon Zeta (Jacksonville)** A road trip to visit Camp Fire USA in Lakeland gave sisters a taste of camping when they roasted marshmallows over an open fire. While there, the chapter helped with a garage sale and car wash, collecting almost \$3,000 for the camp.

♥️🔥 **Jacksonville Alumnae Chapter** Sisters co-hosted a meeting of the Panhellenic association and enjoyed their Syracuse Triad Luncheon, recognizing the three sororities founded at Syracuse University. Alumnae supported **Epsilon Zeta Chapter (Jacksonville)** during spring initiation and Senior Week.

♥️🔥 **Naples Area Alumnae Chapter** Ladies kept busy with fun sisterhood events and a PACE workshop on smart financial planning. The chapter collected footwear for Laces of Love, which supplies shoes for underprivileged children.

NORTH CAROLINA

♥️🔥🔥 **Charlotte Alumnae Chapter** Sisters honored Day of Service by teaching young students the importance of dreaming about their futures, earning region 2's Shining Moment Award.

🔥 **Raleigh Area Alumnae Chapter** Members helped plant and harvest a community garden and learned about providing sustainable, local food to area food pantries and shelters.



Region 2: Epsilon Psi Chapter (North Carolina-Asheville) For Day of Service, the chapter and local Girl Scouts repainted a mural at an elementary school.

SOUTH CAROLINA

🔥 **Epsilon Theta Chapter (Clemson)** Crescent Classic: Moonball Tournament had a record number of teams participating. Members joined the campus Dance Marathon, volunteered weekly at a children's shelter and a center for recovering women, held a clothing drive and supported Relay for Life.

🔥 **Zeta Zeta Chapter (Coastal Carolina)** For Day of Service, members volunteered as teacher assistants at an elementary school. Interacting with the school and young scholars allowed the chapter to provide meaningful service with positive results.

VIRGINIA

🔥 **Epsilon Pi Chapter (George Mason)** Partnering with Kappa Sigma Fraternity, members held their Catch A Crescent 5K Walk/Run. On Day of Service, sisters made bookmarks and wrote inspirational letters to Camp Fire USA girls.

♥️🔥 **Zeta Beta Chapter (Virginia)** The chapter gained 37 new members after spring recruitment and held its Mother-Daughter Tea and Silent Auction to benefit a local philanthropy.

♥️ **Richmond Alumnae Chapter** Alumnae assisted **Zeta Beta Chapter (Virginia)** with formal recruitment, enjoyed a flower-arranging class and hosted a happy hour event.

REGION 3

ALABAMA

♥️ **Gamma Phi Chapter (Auburn)** At the Crescent Ball, a black-tie event held once every four years, newest sisters and seniors were recognized and everyone danced to a live band.

GEORGIA

♥️ **Delta Omicron Chapter (Southern Polytechnic State)** Sisters competed in Greek Week and met potential new members during the university's spring open house.

♥️🔥 **Delta Upsilon Chapter (Georgia)** Along with their mothers, members donned pink to participate in a campus-wide breast cancer awareness event and enjoyed brunch together.

🔥 **Zeta Tau Chapter (Emory)** The chapter's Crescent Classic: Gamma Phi Beta Moonlight Movie fundraiser involved a late-night viewing of "Date Night" shown on a huge rented screen.

♥️ **Zeta Omega Chapter (Kennesaw State)** Competitive sisters won Greek Week for the fourth consecutive year, and members bonded on a horseback-riding excursion.

TEXAS

🔥 **Gamma Zeta Chapter (Texas A&M-Commerce)** Joining forces with two fraternities, sisters competed in a talent show during Greek Week. After working hard on choreography and moves, the team placed first among Greek groups.

🔥🔥 **Zeta Lambda (Texas A&M-Corpus Christi)** Members earned the Overall Highest Chapter GPA Award as well as the Overall Chapter Excellence Award. During Homecoming Week, they won awards for their float, and a member was crowned queen.

♥️🔥 **Zeta Chi Chapter (Texas Christian)** With 21 newly-initiated members, the chapter has been busy getting to know their sisters. Officers traveled to Atlanta for a Regional Leadership Conference where they had a great time bonding and learning about Gamma Phi Beta.

♥️🔥 **Zeta Psi Chapter (Texas-San Antonio)** Members enjoyed a sisterhood event where they made crafts and watched a favorite TV show. At their retreat at Camp of the Hills in Marble Falls, Texas, members decorated 300 pillowcases for summer campers.



Region 3: Gamma Iota Chapter (Midwestern State) At a fun-filled retreat weekend in the Dallas area, sisters saw the sights and focused on leadership, sisterhood and goal setting.

♥ **San Antonio Alumnae Chapter**

For a fun social event, alumnae visited Painting with a Twist to paint, enjoy a glass of wine and socialize.

REGION 4

INDIANA

♥ **Beta Phi Chapter (Indiana)**

Members used spring break to train for an upcoming cycling race, riding 400 miles. The team is ranked 10th out of 30 teams and had the entire chapter rooting for their success.

♥ **Delta Iota Chapter (Purdue)**

Crescent Classic: 3-on-3 Basketball Tournament for Camp Fire USA featured a "Space Jam" theme and slam dunk contest. Members coached fraternity teams, kept time and score or tracked the brackets.

♥ **Zeta Iota Chapter**

(Valparaiso) The chapter welcomed 11 new members, held its Crescent Classic barbecue and sent the executive council to a Regional Leadership Conference.

♥ **Zeta Kappa Chapter (Southern Indiana)**

More than 150 members of the community attended the chapter's Lip Sync for PAAWS to benefit a no-kill animal rescue and shelter, raising \$1,500.

MICHIGAN

♥ **Beta Delta Chapter (Michigan State)**

At their Crescent Classic pancake breakfast, members made and served 1,000 hotcakes to raise \$1,400 for Camp Fire USA, which set the record for Beta Delta's largest donation yet!

♥ **Delta Omega (Oakland)**

Sisters raised \$10,000 at their Crescent Classic for Camp Fire USA, Camp Ohiyesa and care packages for local troops. Additional fundraisers included selling yellow ribbons, a Valentine's Day bake sale, Greek penny wars and local restaurant promotions.

♥ **Zeta Nu Chapter (Detroit-Mercy)**

While sorting donated clothes, toys and food for underprivileged residents of Detroit, members discovered a box of Camp Fire USA peppermint patties!

♥ **Eta Delta Chapter (Grand Valley State)**

Members helped clean Camp Blodgett and donated almost 600 pounds of food to the campus food pantry.

OHIO

♥ **Alpha Nu Chapter (Wittenberg)**

The chapter made T-shirts with the motto, "If I weren't a guy I'd be a Gamma Phi." Each member gave one to the guy of her choice, who wore his shirt on a designated date when sisters wore letters. It was the talk of campus and the chapter is considering selling the shirts to further promote the Sorority.

♥ **Beta Gamma Chapter (Bowling Green State)**

Along with Delta Chi Fraternity, members participated in a park clean-up day to tame overgrown brush. Also, alumnae donated bottles of water for sisters to distribute on campus preview day, promoting Greek life.

♥ **Beta Epsilon Chapter (Miami-Ohio)**

Area alumnae were welcomed at the chapter's spring Initiation. As mothers and grandmothers joined in the Ritual, members were reminded of our lifelong commitment.

♥ **Zeta Omicron Chapter (John Carroll)**

Members participated in Day of Service by inviting middle school girls to tour the campus and chapter facility. The students became excited about college, making it a rewarding experience for the chapter.

REGION 5

ILLINOIS

♥ **Omicron Chapter (Illinois at Urbana-Champaign)**

The Gamma Phi-esta Taco Dinner benefited a cause near to the hearts of chapter members: proceeds will benefit a scholarship in memory of a sister who was struck and killed by a campus bus in 2005.

♥ **Delta Pi Chapter (Illinois State)**

Members enjoy spending time together at a variety of events like formal, sisterhoods and chapter retreats, as well as finding fun ways to raise money for Camp Fire USA.

♥ **Chicago Northwest Suburban Alumnae Chapter**

Members volunteered at Bingo every Wednesday in February and enjoyed the Panhellenic Scholarship Dinner in April.

IOWA

♥ **Rho Chapter (Iowa)** Sisters supported efforts to educate parents and students on the dangers of alcohol abuse and are reigning Sorority Super Bowl champions.

♥ **Omega Chapter (Iowa State)**

The chapter was named "most improved sorority" on campus for its outstanding GPA. Events like Dance Marathon, spring Initiation, Greek Week, a blood drive and their own philanthropy, the Final Stretch 5K, have kept members active.

National Hazing Prevention Week
September 19-23, 2011
hazingprevention.org

🍷 **Gamma Psi Chapter (Northern Iowa)** Members represented students and Gamma Phi Beta to elected officials and the community while lobbying against potential university budget cuts.

MINNESOTA

♥ 🍷 **Kappa Chapter (Minnesota-Twin Cities)** Spring recruitment brought 10 new members after fun activities like snow races, board games and decorating Valentine's Day cards. Members shared a night of laughs at a comedy club and learned self-defense techniques at a PACE event.

♥ 🍷 **Gamma Mu Chapter (Minnesota State-Moorhead)** To raise money for a local rape and abuse center, the chapter co-hosted Walk a Mile in Her Shoes. Four new members were initiated, bringing the total chapter size to 29.

♥ 🍷 **Gamma Pi Chapter (Minnesota State-Mankato)** A hunger awareness fast raised \$5,500 to provide food in the community. Members joined a 5K race to help underprivileged young women and logged 500 community service hours last semester. The chapter welcomed 12 new members and celebrated 45 years of sisterhood.

NORTH DAKOTA

♥ 🍷 **Alpha Beta Chapter (North Dakota)** To support the military, sisters hosted a social dinner for the troops and spent time learning about their careers.

WISCONSIN

♥ 🍷 **Gamma Chapter (Wisconsin-Madison)** Inspired by their house mom, a breast cancer survivor, members participated in Relay for Life for the American Cancer Society.

♥ 🍷 **Gamma Gamma Chapter (Wisconsin-Milwaukee)** To support earthquake relief efforts in Japan, the chapter participated in a campus-wide dance-a-thon and had an amazing time together.

♥ 🍷 **Gamma Omega (Wisconsin-Platteville)** Sisters are seeing many positive results after setting personal and chapter goals, including successfully recruiting four outstanding new members. Philanthropically, they supported Relay for Life.

♥ 🍷 **Madison Alumnae Chapter** Members actively supported **Gamma Chapter (Wisconsin-Madison)** at its musical show, Humorology, and hosted a luncheon for graduating seniors.

REGION 6

COLORADO

♥ 🍷 🍷 **Theta Chapter (Denver)** During Mom's Weekend, the chapter held a mother and daughter yoga event. Crescent Classic: Spagammi raised \$4,500 for Camp Fire USA. At Greek Awards, sisters won the Scholarship Award and Chapter Award of Excellence; the president was also recognized as President of the Year.

♥ 🍷 🍷 **Tau Chapter (Colorado State)** Sisters maintained the highest GPA on campus, held their Crescent Classic: Gamma Phiasta and hosted their moms at a "Breakfast at Tiffany's"-themed brunch where they made beautiful pearl bracelets for nursing home residents.

♥ 🍷 🍷 **Beta Rho Chapter (Colorado-Boulder)** Delicious beignets, colorful beads and great music helped the chapter raise \$2,500 for Camp Fire USA at Crescent Classic: Gammi Gras. Sisters also attended a seminar to learn about the pressures on women in today's society.

♥ 🍷 **Denver Alumnae Chapter** Members were guests at an *al fresco* dinner at **Theta Chapter (Denver)** where they inducted seniors into alumnae membership. With a new leadership team in place, the chapter's next event is the Fall Kick-off in September.

♥ 🍷 **Fort Collins Alumnae Chapter** During the chapter's Valentine's Day luncheon, members collected a donation for the local food bank and shared recommended book titles.

KANSAS

♥ 🍷 **Sigma Chapter (Kansas)** Sisters helped raise \$60,000 at a campus-wide musical competition for United Way. For Easter, the chapter invited alumnae, friends and family to festivities at the house where children searched for candy eggs.

♥ 🍷 **Beta Upsilon (Kansas State)** Members participated in a community service project which both supported the local Special Olympics team and celebrated the university's basketball team and cheerleaders.

♥ **Greater Kansas City Alumnae Chapter** Alumnae joined with a local television station to sponsor Kids on Ice — Skate with Clifford, with proceeds donated to children's television programming. The ladies later hosted Clifford the Big Red Dog on a visit to Operation Breakthrough, an organization that provides day care to low-income families.

MISSOURI

♥ **Zeta Delta Chapter (Southeast Missouri State)** Philanthropy was the focus as members held their Crescent Classic volleyball tournament and participated in a Dance Marathon for Children's Miracle Network.

♥ **St. Louis Alumnae Chapter** Alumnae hosted six collegiate chapters for dinner in February and enjoyed reminiscing and sharing chapter traditions while visiting with sisters of all ages.



Region 6: Psi Chapter (Oklahoma) Sisters hosted an all-you-can-eat event, *Cupcakes for a Cause*. With treats in a variety of delicious flavors from a local bakery and an acoustic band as entertainment, the group raised \$4,000 for charity.



Region 7: Alpha Epsilon Chapter (Arizona) Supporting victims of the January 2011 Tucson shootings, members held a car wash in the chapter's parking lot to raise money for relief funds.

NEBRASKA

♥ **Epsilon Delta Chapter (Creighton)** Collegians and alumnae celebrated the chapter's 25th anniversary at a formal dinner where various generations shared highlights from the past and how sisterhood still has an impact today.

♥ **Lincoln Alumnae Chapter** Celebrating health and wellness this spring with **Pi Chapter (Nebraska-Lincoln)**, members enjoyed walking in the local Relay for Life.

♥ **Omaha Alumnae Chapter** Sisters treated new members of **Epsilon Delta Chapter (Creighton)** to a delicious lasagna dinner. In March, the chapter sold pink carnations to the parents of new members in honor of initiation.

OKLAHOMA

♥ **Beta Omicron Chapter (Oklahoma City)** Fifteen chapter representatives attended the university's Interfraternity Council leadership conference, joining 40 fellow Greeks to learn more about leadership and expanding Greek life.

♥ **Beta Psi Chapter (Oklahoma State)** On Legacy Night, teens visited the house for a night of crafts, campus tours and a movie. Members celebrated Mom's Day, a sisterhood event, senior week and spring Initiation for five wonderful new members.

REGION 7

ARIZONA

♥ **Beta Kappa Chapter (Arizona State)** At the Phoenix Zoo, sisters and new members enjoyed an overnight retreat. The chapter also mentored girls from Camp Fire USA.

♥ **Beta Omega Chapter (Northern Arizona)** Spring events included Crescent Classic: Moon Ball and a fun chapter retreat had everyone enjoying ZUMBA. Members won the dodge ball tournament during Greek Week, while intramural sports have also turned out some impressive wins, particularly in softball.

CALIFORNIA

♥ **Alpha Iota Chapter (California-Los Angeles)** At the Scholarship Dinner, members hosted professors for a meal at the house. Sisters supported the university's 26-hour Dance Marathon for pediatric AIDS and, after a good showing during Greek Week, the chapter was selected to give freshman house tours in the fall.



Check out our official Facebook page for fun contests!

♥ **Beta Alpha Chapter (Southern California)** The chapter hosted a dinner to benefit brain cancer research in honor of a chapter sister and her family. Members performed at Songfest, invited professors to the Scholarship Dinner and dined weekly with their "sister sorority." In intramural basketball, the chapter took home the championship for the fifth year.

♥ **Gamma Eta Chapter (California State-Long Beach)** After spring recruitment, the chapter welcomed nine amazing new members. The sisterhood retreat included a game show that tested members' knowledge of Gamma Phi Beta history, campus Greek life and pop culture.

♥ **Delta Delta Chapter (California State-Fullerton)** Members have taken fundraising to a new level by raising \$6,000 for Camp Fire USA with their week-long Crescent Classic: Red Hot Olympics. Events included a volleyball tournament, dodge ball competition and Spagammi dinner, where event awards were given.

♥ **Delta Eta Chapter (California-Irvine)** Through Camp Fire USA, members volunteered to work with elementary and middle school students. The children were thrilled and inspired the women to be positive role models and mentors.

♥ **Delta Theta Chapter (California Polytechnic State)** Sisters enjoyed friendly but competitive dodge ball games and supported men's and women's basketball. A goal-setting retreat helped the chapter focus on our Core Values.

♥ **Delta Psi Chapter (California-Santa Barbara)** A new winter philanthropy, Valentines for the Troops, resulted in 100 cards of support and appreciation. During Greek Week, interfraternal groups raised money for youth programs and sisters had fun playing soccer with children at a school carnival.

♥ **Zeta Theta Chapter (Pepperdine)** For their service project, sisters helped a local autistic child sell Girl Scout cookies. Members competed in Songfest and added three new sisters after informal recruitment.

♥ **Long Beach Alumnae Chapter** Alumnae enjoyed wine tasting, kayaking, ceramic painting and the Collegian Scholarship Banquet.

♥ ♠ ♣ **Pasadena Alumnae**

Chapter Sisters assembled care packages for deployed soldiers, made a donation to the Girl Scouts of Greater Los Angeles, elected a new team of officers and celebrated a member's engagement.

♥ ♠ ♣ **South Bay Alumnae**

Chapter Members helped provide scholarships for local women and gave gently-used professional clothing to women in need. The Syracuse Triad Tea celebrated Panhellenic sisterhood.

REGION 8

BRITISH COLUMBIA

♣ **Alpha Lambda Chapter (British Columbia)** At Panhellenic Awards, the chapter received the Leadership and Activities Award. The honor recognized the chapter's strong presence on Panhellenic Council and its revamped new member program which provides opportunities for new members to take on leadership roles.

CALIFORNIA

♥ ♠ **Eta Chapter (California-Berkeley)** Members enjoyed indoor rock climbing and the New Member Invite social gathering. After a week of receiving hints and gifts, members celebrated their special sisters at their Big Sister Revealing ceremony.

♥ **Epsilon Kappa Chapter (California State-Chico)** Thanks to a successful recruitment, the chapter invited 50 new members on Bid Day! After Big Sister Reveal, members have been spoiled with baskets of goodies, treasured hand-me-downs and craft projects.

♥ ♠ **Epsilon Omicron Chapter (California-Santa Cruz)** Sisters helped write as many as 150 letters for active military personnel. The chapter's overall GPA increased to 3.22, and members hosted 150 guests at Friends and Family Day.

IDAHO

♥ ♠ **Xi Chapter (Idaho)**

Participating in campus Greek Week, members performed skits, held a canned food drive and competed in a pageant and games.

OREGON

♠ **Nu Chapter (Oregon)** At Crescent Classic: Gamma Phi and the Pancake Factory, sisters served hundreds of hotcakes after decorating the house in a vibrant candy theme. Guests were entertained by a local singing group and competed in friendly games.

WASHINGTON

♥ ♠ **Lambda Chapter (University of Washington)** Members created support for autism awareness, held their Winter Formal on a dinner cruise and learned self-defense skills. The Parents Club hosted a Father/Daughter Dance and Auction.

♥ **Gamma Epsilon Chapter (Puget Sound)** Social events included exchanges with campus Greeks, a Mystery Formal and a 50th anniversary celebration with alumnae, including several charter members.

♠ **Spokane Alumnae Chapter** The chapter hosted a scholarship brunch to recognize the ladies of **Zeta Alpha Chapter (Eastern Washington)** who made the dean's list.

Convention 2012!
June 27-July 1
Denver, CO



Region 8: Zeta Gamma Chapter (Sonoma State) Members recognized Day of Service at the Boys and Girls Club by completing yard work, organizing homework areas and cleaning.

IN MEMORY

This list reflects notifications received at International Headquarters from January 1 to March 31, 2011. First, maiden and last names and initiation year are listed for each deceased member.

Beta | Michigan

Ruth "Peg" Alderige Smithers, 1935

Delta | Boston

Esther Osberg Watson, 1936

Epsilon | Northwestern

Margery Banning Shepherd, 1928
Virginia Campbell Sullivan, 1935
Jane Leffler Kreuter, 1936
Frances "Peg" Martin Hoffhine, 1936
Barbara Jordan Budde, 1938
Lois Hay Huggett, 1941
Doris Cliff Morgan, 1946

Zeta | Goucher

Dorothy Brown Smith, 1922
Nancy Dulaney Rowe, 1935

Eta | California-Berkeley

Mary Minor Johnston, 1946
Elena Endersby Metson, 1946

Theta | Denver

Jane Husted Strickland, 1938
Janice Johnson McCarty, 1947
Helen Maul Brown, 1947

Kappa | Minnesota-Twin Cities

Virginia Cook, 1942

Lambda | University of Washington

Martha Pierce Knowles, 1942
Nancy Costello Deely, 1943
Carol Stam Hampton, 1944
Nan Heughan Kinney, 1948
Martha "Diane" Konopaski Rockness, 1962
Mary "Meg" Currier Reid, 1974

Mu | Stanford

Geraldine "Jerry" Lansdowne Rathbone, 1935
Barbara "Steve" Stevens Wilcox, 1942
Jane Spalding Levitt, 1943

Xi | Idaho

Ruth Farley Ostrout, 1933
Mary Burch Nelson, 1941
Sylvia Landrus Molloy, 1942
Jo Marie Cramer Arney, 1943
Madge Foster Slavin, 1953
Bette Burns Holt, 1954

Omicron | Illinois at Urbana-Champaign

Ruth Urie Goedert, 1936
Beverly Bebb Clark, 1946
Dolores Davidson Goodell, 1947
Jacqueline "Jackie" Inglesh Gibbs, 1949

Pi | Nebraska-Lincoln

Nathalia Field Holland, 1928
Margaret Hayes Nelson, 1943
Marlene Wyatt Deuser, 1951

Tau | Colorado State

Virginia Howell Hildyard, 1949
Mary "Fran" Zabriskie Spencer, 1952
Patricia Durham, 1955

Phi | Washington University

Bernice "Bee" Reppell Holderle, 1935
Emma "Genevieve" Smith Reynolds, 1937

Chi | Oregon State

Dolores "Dee" Graham Barrow, 1953
Lynn Thrall, 1972

Psi | Oklahoma

Helen Phillips Skinner, 1935
Betty Fesler Walker, 1937
Lila Escoe Parrish, 1944
Emma Hulseley Ford, 1947
Frances "Ann" Grable Wilson, 1962

Omega | Iowa State

Mary Ellen Wendel How, 1939
Eleanor Connolly Van Dyck, 1942
Ruth "Poody" MacDonald Lamoureux, 1944
Jean Eggert, 1950

Alpha Alpha | Toronto

Elizabeth Thompson Ingolfssrud, 1948

Alpha Beta | North Dakota

Helen "Lynn" Hanson, 1952

Alpha Gamma | Nevada

Eleanor Doan, 1934

Alpha Delta | Missouri-Columbia

Beverly Anderson Stanford, 1954
Kathleen Yavornik Cunningham, 1962
Cheryl Schafer Collins, 1967

Alpha Epsilon | Arizona

Virginia "Ginny" Gordon Ballard, 1939
Patricia Hess Kulinovich, 1948
Alexandra "Ali" Adelman, 2007

Alpha Zeta | Texas-Austin

Sarah "Aline" Watkins Crump, 1935

Alpha Eta | Ohio Wesleyan

Betty Steinman Dozer, 1944
Alice "Betty" Tobin Anderson, 1944
Mary Jo Fraser Andrews, 1950

Alpha Theta | Vanderbilt

Margaret Wright Drumright, 1933
Charlotte Williams Allen, 1937
Anne Duff Blackman, 1956

Alpha Iota | California-Los Angeles

Marilyn "Jeanne" Hallsted Shelton, 1941

Alpha Kappa | Manitoba

Beryl Ford Chown, 1941

Alpha Nu | Wittenberg

Barbara Wilson Thiessen, 1948

Alpha Xi | Southern Methodist

Teet MacDonald Charlton, 1936

Alpha Omicron | North Dakota State

LaVonne Anderson Maring, 1961

Alpha Pi | West Virginia

Delena Powell Smith, 1959

Alpha Rho | Birmingham-Southern

Adelia De Yampert Sartor, 1945

Alpha Sigma | Randolph-Macon Women's

Evelyn Thompson Young, 1941

Alpha Tau | McGill

Gwendolyn Nicholson Macrae, 1931
Edith Lundberg Salisbury, 1936
Irma Patterson Hagerman, 1941

Alpha Upsilon | Pennsylvania State

Arlene Weaver Moore, 1935
Janice McPhail Gething, 1937
Jeanne Matthes Cosby, 1940

Alpha Phi | Colorado College

Hope Sabin Norman, 1942
Jean Begun Andersen, 1948

Alpha Chi | William & Mary

Jane Glenn, 1977

Alpha Psi | Lake Forest

Barbara Hansen Roeming, 1953

Alpha Omega | Western Ontario

Evelyn Gray McKay, 1940
Joan Brown, 1941

Beta Alpha | Southern California

Judith Theriault Bronken-Boyer, 1946

Beta Gamma | Bowling Green

Isabelle Harbauer Burkholder, 1943

Beta Delta | Michigan State

Judith Scovill Keeslar, 1954

Beta Epsilon | Miami-Ohio

Marilyn Shelt Van Wey, 1947

Beta Theta | San Jose State

Erma Akers DeCarli, 1961

Beta Iota | Idaho State

Deborah Cullen Stein, 1972

Beta Kappa | Arizona State

Christine Brown Cordova, 1954
Roberta Barrington Pool, 1955

Beta Lambda | San Diego State

Jennifer Wood, 1987

Beta Mu | Florida State

Martha Green Letchworth, 1950
Carole Lyman King, 1962

Beta Xi | Ohio State

Frances Everhart, 1955

Beta Pi | Indiana State

Judith Ryan Lowder, 1956

Beta Chi | Wichita State

Edith Schack Long, 1958
Anetta Shockey Webster, 1969

Beta Psi | Oklahoma State

Kylie Jobe, 2009

Beta Omega | Northern Arizona

Jenee Bandler, 1986

Gamma Gamma | Wisconsin-Milwaukee

Carol Pielech Chmiel, 1964

Gamma Eta | California State-Long Beach

Sue Busch Carter, 1962

Gamma Theta | University of the Pacific

Lucille Beggs Childs, 1963

Gamma Kappa | Nebraska-Kearney

Jane Landmesser Mattson, 1965

Gamma Lambda | Louisiana State

Ordell Chambers McCoy, 1965
Jean McElroy Kirby, 1966
Josephine "Jo" Vicaro Nasca, 1970

Gamma Mu | Minnesota State-Moorhead

Margaret "Peggy" McCormick Benedict, 1964
Patrice Hazzard Hultgren, 1972

Gamma Nu | Lamar

Gloria Poindexter Babin, 1966

Gamma Omicron | Kentucky

Mary Bitting Windberg, 1968

Gamma Pi | Minnesota State-Mankato

Elizabeth Hakes Harrer, 1968

Gamma Upsilon | Drake

Sharon Beattie Matthias, 1970

Gamma Phi | Auburn

Heather Davies Brooks, 1971

Gamma Psi | Northern Iowa

Nancie Sealock Clegg, 1974

Delta Delta | California State-Fullerton

Joanne Parker Johnson, 1986

Delta Iota | Purdue

Loretta Hatfield, 1984

Delta Kappa | Lehigh

Barbara Dippel Gibbons, 1976

Delta Lambda | California-Riverside

Anne Grier Tourtellotte, 1976

Delta Pi | Illinois State

Noreen Kelly, 1982

Delta Chi | California State-Sacramento

Johnnie Hart Williams, 1991

Epsilon Iota | Christopher Newport

Becky Moore, 1989

Epsilon Lambda | Alabama-Tuscaloosa

Mandy Hopper-Heritage, 1990

Zeta Kappa | Southern Indiana

Amber Gosch, 2007

We acknowledge the following individuals and groups who contributed to the Gamma Phi Beta Foundation in memory of a loved one (as of April 11, 2011). Deceased members' first, maiden and last names plus schools and initiation years are listed.

Bud Lisle, friend of **Nancy White Welton** (Nebraska-Lincoln)
Patsy Henderson

Carl Gates, father of **Kendra Gates Bocher** (California State-Long Beach)
Frances Griffin
Mary Knaup

Clarabeth Holt Kerner (Oklahoma, 1938)
Joyce Dunn
Evanston North Shore Alumnae Chapter

Georgia Bell Donaldson McIntyre (Missouri-Columbia, 1924)
Nancy McIntyre Frappier

Alice Vanhorne Huff (Missouri-Columbia, 1946)
Elizabeth Brown

Carol Ann Pielech Chmiel (Wisconsin-Milwaukee, 1964)
Louisville Alumnae Chapter

Alan Ritchey, father of **Cindy Ritchey Brown** (Southern Methodist)
Cindy Brown
Sally Dickerson
Natasha Neumann

Wilbur H. Baack, father of **Kris Baack** (Nebraska-Lincoln)
Margaret Pape

Carolyn Dixon Cornelius Willis (Missouri-Columbia, 1961)
Margaret Pape

Ann Grable Wilson (Oklahoma, 1962)
Margaret Pape

Sheila Glendinning, daughter-in-law of **Laurel Grimes Glendinning** (Denver) and niece-in-law of **Katherine Glendinning** and **Jennie Glendinning McComb** (both of Kansas)
Shila Smith

Lucia Paulina Christina Marchetti Revello, mother of **Shauna Revello Wilson** (Washington State)
Annabel Jones
Mary Knaup

Diane Konopaski Rockness (University of Washington, 1962)
Barbara Wilderman

Jacqueline Inglesh Gibbs (Illinois at Urbana-Champaign, 1949)
Gloria Baird
Annabel Bergman
Dorothy Fanning
Diane Schulte
Betty Lou Wanderer

Alexandra Adelman (Arizona, 2007)
Nicole Pedron

All sisters, especially those from **Beta Eta Chapter** (Bradley)
Jane Hunt

June Daniels Holland (Wittenberg, 1948)
Nancy Crawford

Barbara Wilson Thiessen (Wittenberg, 1948)
Nancy Crawford
Donna Driscoll

Virginia Adams Walker (Arizona State, 1951)
Audrey Crabtree

Dolores "Dee" Graham Barrow (Oregon State, 1953)
Corvallis Alumnae Chapter
Nancy Ulman

Emma Genevieve Smith Reynolds (Washington University, 1937), mother of **Roberta Reynolds Brenner** (Louisiana State)
Cathy Griffin

Kerry Spooner Dean (Northwestern, 1986)
June Olcott

Alpha Eta Chapter (Ohio Wesleyan)
Barbara Jones

Robert Lyle Sisler, husband of **Katherine Kain Sisler** (Birmingham-Southern)
Marin County Alumnae Chapter

Thomas Lee Kline, husband of **Karen Wander Kline** (Iowa State)
Whitney Bartle
Alison Bond
Terri Briggs
Ann Bronsing
Sandy Burba
Phyllis Choat
Ann Cummings
Christy Ehrenreich
Julie Eichenberg
Nancy Enright
Diane Goff
Cathy Griffin
Frances Griffin
Patsy Henderson
Houston Alumnae Chapter
Joyce Hultgren
Linda Johnson
Annabel Jones
J.J. Kaelin
Fran Lapham
Anne Layton
Sally Lewis
Cathy Lorino
Linda Malony
Mary Jane Mithos
Cheryl Moore
Omega Alumnae Advisory Board

Omega House Corporation
Board
Hugh and Gwen Rogers
Joanne Roman
Judy Schumann
Marjory Shupert
Ann Steben
Joey Stiver
Nancy Ann Thompson
Zeta Rho Chapter

Kylie Jobe (Oklahoma State, 2009)
Annabel Jones
Region 6 Team

Eva Kelsey Palmason, grandmother of **Melanie Kelsey** (Puget Sound)
Cathy Griffin
Suzanne Lee

The baby of **Carolyn Smith Bruns** (St. Louis)
Annabel Jones

John Damiani, husband of **Nancy Culp Damiani** (Ohio Wesleyan)
Mary Brown
Dee Clifford
Lynn Etkins
Kristin Tyler

Gwendolyn Nicholson Macrae (McGill, 1931)
Anne Layton
Suzanne Lee

Dorothy "Dottie" Volmer Schnebelen (Missouri-Columbia, 1939)
Christy Ehrenreich

Katharine Welch Clancy (University of Washington, 1935)
Anne Moldrem

IN CELEBRATION

The Gamma Phi Beta Foundation acknowledges the following donors who celebrated a special event or individual with a gift to the Gamma Phi Beta Foundation (as of April 11, 2011).

IN CELEBRATION OF...

Sally Lewis, for her help with my surgery recovery
Ruth Seeler, M.D.

The installation of Ottawa-Gatineau Alumnae Chapter
Anne Layton
Suzanne Lee

The reactivation of Montreal Alumnae Chapter
Anne Layton
Suzanne Lee

Carmela Carr, for her outstanding service as regional director for region 1. We love you!
Lauren Auciello
Shelley Barnes
Monica Bebie
Erin Courville
Maribeth Johnson-Flakes
Anne Layton
Lina Macedo
Cassi Tramm

L'Cena Rice's milestone birthday!
Linda Babcock
Beta Alpha Chapter
Rosemary Bunn
Connie Cebula
Patricia Chamberlain
Paula Dean
Rosalind De'Prey

Rebecca Dietzen
Corrine Dugan
Christy Ehrenreich
Nancy Enright
Jacki Falkenroth
Nancy Kitay Galdi
Frances Griffin
Gage Hewes
Jeannine Kallal
Leslie Kenney
Betty Kurkjian
Anne Layton
Judi McMahon
Kiki Phillips
Dawn Neja Reese
Robert Rice
Lawrence Rice Family
Ronald Rice Family
Warren Rice Family
Anne Rindge
Joanne Roman
Alison Sansone
Nancy Smith
Carolyn Stewart
Joyce Stewart
Cindy van Empel
Betty Walck
Barbara Wessel
Lynn White

All who helped me celebrate my special birthday with cards and gifts to the Gamma Phi Beta Foundation. You are precious sisters!
L'Cena Rice

The women of Psi Chapter and Psi Chapter House Corporation Board for allowing us to invade your chapter house for a weekend and hold our region 6 mini-RLC at Psi Chapter!
Dani Neal

Stefanie Brickman, Annabel Jones, Ashley Lang, Margaret Pape, Maegan Reilly and Lisa Johannsen for all your help with the region 6 mini-RLC in Oklahoma!
Dani Neal

Verona Lynam
Mary Ellen Burchfield
Ginny Hammond
Kimberly Maez

The birthday of my sister, Joanne Wyrens Martig
Miriam Dier

Susan Ann West's 62nd birthday on March 15, 2011
John and Gail Ridgley

Joyce Stewart's milestone birthday!
L'Cena Rice
Carolyn Stewart

The birth of legacy Rainey Elizabeth Allen, daughter of Lauren Perkins Allen
Peachy Smith

Epsilon Theta Chapter
Kelly Costello

Anne Layton
Alpha Tau Chapter

...

Deadline for Fiscal Year-End Giving

Our fiscal year ends July 31 — please make your gift before the deadline to qualify for our 2010-11 unrestricted giving societies. Donors who establish an endowment or add to an existing endowment before July 31 can be sure their gift will be available to next year's financial aid applicants. Thank you for making our mission a reality — to support and inspire the lifelong development of women!

Unrestricted Giving Society Levels

- The 1874 Society (\$1,874-10,000+)
- Founders Society (\$250-1,873)
- Loyalty Fund (\$1-249)



Plan Ahead for Founders Day

Celebrate a special sister in honor of Founders Day with an "in celebration" donation to the Foundation! It's a thoughtful gift that supports the Foundation's goal to advance opportunities for women. Likewise, a gift "in memory" is a wonderful way to honor those who've made an impact on your life.

Donations received by August 1 will be acknowledged in the fall issue of *The Crescent*. Questions? Contact Ryan Severts at rseverts@gammaphibeta.org or 303.799.1874.

A Career Fulfilled

**Bonnie Payne personified CONNECT. IMPACT. SHINE.
as Foundation Executive Director**

It was the wisdom of a close friend that ultimately convinced Bonnie Brown Payne (Denver) to accept the position of Gamma Phi Beta Foundation Executive Director in 2000.

Torn between two job offers, Bonnie took to heart the advice that working with young women and education is where she belonged, and thus began a wonderful journey that has lasted more than a decade. Next month, Bonnie will retire from the Foundation.

A Heart for our Mission

"There are a lot of good causes to support," Bonnie says, "but if you really want to impact the world, give women the skills and tools to be future leaders."

Bonnie has certainly done her part. The tangible results of her expertise and vision are threefold: sustained asset development, an expanded donor base and tremendous growth in the annual fund. In particular, endowment giving increased by 155 percent and more than 60 new endowments were established.

"Bonnie is a fearless fundraiser," says Foundation Chairwoman Linda Daniel Johnson (Vanderbilt). "She has had a remarkable impact because she believes in the Foundation's mission and that inspires others."

Although securing donations was her main focus, Bonnie also worked to grow the Foundation's volunteer base. In 2000, there were seven Trustees leading the Foundation; today there are 20.

"Our volunteer retention is very high," Bonnie acknowledges. "Members feel serving on the board is a privilege instead of an obligation because they see value in giving time and financial resources to the Foundation."

Volunteers aren't the only ones who have flourished under Bonnie's leadership; her employees love her as well, according to Trustee Paula Janis Dean (Memphis), a member of the executive director search committee.

"In speaking with the staff, they value the feeling of family she created," says Paula. "Bonnie recognizes individual talent and ability, and allowed her employees freedom within their roles."

A Lifetime of Sisterhood

After meeting Bonnie in 2000, Trustee Ginny Hammond (Colorado-Boulder) suggested she become a member through our Alumna Initiate program. Within a few weeks



Bonnie Payne (back row center) is pictured with some of her children and grandchildren on Mother's Day 2011. Bonnie will retire in August after 11 years as the Gamma Phi Beta Foundation Executive Director.

**"I call
Gamma Phis
'the women
that do' because
we make things
happen."**

— Bonnie Payne

of starting her new job, Bonnie gained not only a wonderful career, but a family as well when she was initiated.

"I was thrilled to join such an incredible group of women," she remembers. "I didn't grow up with sisters, so it was a wonderful deal for me!"

As Bonnie met more and more sisters, her respect for our membership continued to grow. "I call Gamma Phis 'the women that do' because we make things happen," she says.

An Active Future

The question on everyone's mind is, "What next?" and Bonnie's frank answer is, "I'm not sure."

Again taking the advice of a friend, she is slowing down to take a deep breath and evaluate her opportunities. This summer she is committed to co-chairing a national conference for interfraternity foundations and contributing to a comprehensive research study on Greek donor relations. For fun, she's taking golf lessons.

"I'll continue to bike, hike and ski," Bonnie predicts. "My son in Utah is expecting a visit. Otherwise, I'll keep my brain working while telling myself leisure is OK, too."

To give to the Foundation in appreciation of Bonnie's years of service, call 303.799.1874 or visit gammaphibeta.org and click on the *Foundation* tab.

Keep Camping in Mind

Girls benefit from our international philanthropy



**Support
camping for
girls!**

Donations to the Foundation provide girls with healthy camping experiences.

Summer is around the corner, and soon we'll hear the crackling of camp fires, smell roasted marshmallows and stare at twinkling stars in a clear sky. But at Gamma Phi Beta, camping means more than a fun summer night.

"Building resiliency in girls" is not a phrase we take lightly. As advocates for women, Gamma Phi Beta envisions a community where every girl and woman has the skills to succeed in life. To that end, we support camping for girls, our international philanthropic focus.

Changing Lives

Great camping experiences can change lives and build traits in girls they'll carry with them forever. According to Foundation documents, one camper named Angel found comfort in a Camp Fire

USA grief camp. Only 11 years old, she had already been the victim of domestic violence and experienced the loss of her mother from cancer. At camp, Angel found trusted adults to confide in and other youth who experienced similar loss and abuse.

Another young girl who needed a positive camping experience is Kylee, a fifth grader whose parents recently divorced. As a result, they didn't have discretionary money for expenses such as camp. Thanks to a Foundation grant, Kylee was able to relax, have fun and make new friends — to be a kid, in other words.

Make Camping Your Cause

When planning your next philanthropy event, remember Angel and Kylee and many girls like them who need camping experiences to become confident, healthy women. Your donations to the Gamma Phi Beta Foundation make it possible.

Visit our website, gammaphibeta.org, under the Service tab to find comprehensive instructions for planning your own Crescent Classic fundraiser to benefit camping for girls. Mark your calendar: requests for supplementary funds (also known as a philanthropy grant) from the Foundation should be submitted by March 15, 2012. The philanthropy grant application is located on the website under the Foundation tab, Give to your Passion/Camping.

Did you know?

Gamma Phi Beta once owned and operated its own camps, but later affiliated with national organizations to offer additional opportunities for children to learn and grow.

Camp Fire USA, a leading not-for-profit youth development organization in the United States, serves more than 650,000 campers annually in hundreds of communities. Similarly, Girl Guides of Canada provides personal development and empowerment to girls and women across Canada. Both organizations celebrated 100 years of service last year.

The Foundation has donated more than \$2.45 million in total grants for camping-related causes since 1959. To learn more about camping and Gamma Phi Beta's philanthropic mission, visit gammaphibeta.org/sorority/philanthropic-mission.

Bandanna, Denver Alumnae Chapter, c. 1930s

Like early campers, let's proudly wear our colors: light and dark brown

Gamma Phi Beta's dedication to camping dates back to the 1920s when Denver alumnae began treating young girls to summer vacations in the Rocky Mountains. As support for the cause grew, Denver Alumnae Chapter enlisted the local Needlework Guild of America (now known as New Garments Always, or NGA) to custom sew bandannas in the 1930s for girls to wear while enjoying their time at camp.

Using a traditional design, a triangle with two string straps for tying at the neck, the dark brown bandanna features a lighter brown crescent moon. One of these camper accessories was donated to International Headquarters more than a decade ago and is displayed in our museum.

A Colorful History

Creating a brown and mode bandanna wasn't a coincidence – Gamma Phi Beta's official colors were selected shortly after our founding. Members initially chose two shades of blue, but within a few months agreed a change was in order to honor a professor at Syracuse University who was an endearing mentor to the group.

Dr. John J. Brown allowed our Founders to hold their afternoon meetings in his campus study and the women acknowledged this act of kindness by naming two shades of brown as Gamma Phi Beta's colors.

However, it wasn't until Convention 1887 that delegates amended our constitution to reflect this change. In 1902, again at Convention, the colors were designated as "dark brown" and "light brown." Throughout the years, other colors have been used on Sorority materials including bright red, blue, green and yellow in the 1980s; blue and gold in the late 1990s; and most recently the incorporation of dual shades of pink (inspired by our flower, the pink carnation) in 2006.

The Mystery of Mode

We often refer to our colors as "brown and mode," but most people aren't familiar with the word "mode." Wikipedia.com defines mode as a very dark shade of beige which was first used as a color name in 1928. Alternate names for this exact color are drab (circa 1680) and sand dune (circa 1925). "Drab" came to mean dull or monotonous, so the color was rechristened "mode beige" by the fashion industry.

The fact that brown is still in use today is testament to Dr. Brown's legacy, along with the grace and generosity he showed our Founders. The color has meaning and significance to Gamma Phi Beta, and should be embraced and celebrated.



Anna Starks (Kansas), 2010-11 collegiate leadership consultant, models the vintage bandanna given to campers in the 1930s. If you have a vintage Sorority item for our museum, contact our curator at sochoa@gammaphibeta.org.

Get Your Brown On!

Brown conveys stability, reliability and approachability. It's the color of our earth and is associated with all things natural or organic. The color brown evokes a feeling of wholesomeness and orderliness (www.sensationalcolor.com).

CAPTURE A CRESCENT



- 1.** Alabama: Mom and daughter vacationers Margaret Burgess Jones and Miranda Jones (both of Auburn) captured a crescent in Orange Beach.
- 2.** Texas: Deniese Valencia (Purdue) found a crescent on a patch at the NASA Johnson Space Center in Houston.
- 3.** South Carolina: Patricia Clark, Lauren Whitten and Lacey McInish (all of Alabama) saw a large crescent at the Moon Pie General Store in Charleston.
- 4.** Louisiana: Alumnae Margarita Perez, Emily Kavanaugh and Tina Bergeron Sheesley (all of Loyola - New Orleans) spied a crescent moon on a Mardi Gras parade float.
- 5.** Pennsylvania: Shannon Kim (William & Mary) captured a crescent in the heart of Philadelphia's Chinatown.
- 6.** Canada: While attending a Model United Nations conference in Montreal, Alexandria Jaksha (California - Los Angeles) not only found a crescent, she also met two sisters from Alpha Chi Chapter (William & Mary)!