

Spring 2013

the CRESCENT

of Gamma Phi Beta



**Top Leadership Lessons from our
Regional Leadership Conferences**

Chapter News

Record Number of Sorority Life Submissions!

**CONNECTING
THE DOTS TO
GROW ΓΦΒ!**

*Tips for year-round
recruitment!*

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Lifelong Membership

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SORORITY MISSION STATEMENT

To inspire the highest type of womanhood.

It's difficult to imagine that a choice we typically make as an 18- or 19-year-old connects us to an organization we will be a member of for the rest of our life, but accepting our bid to join Gamma Phi Beta does just that.

In August 1986, I made a decision that has directly enhanced my life in countless ways. At the time, I could never have imagined how membership in our organization would shape my life and provide me amazing growth opportunities.

I am often asked by family, friends and even other Sorority sisters, why are you spending so much time with Gamma Phi Beta? Why didn't you leave that all behind when you graduated? I love these questions because it allows me to tell others what it means to be a Gamma Phi Beta at any age or stage and share the numerous benefits that can be received from membership.

To me, being a member of Gamma Phi Beta means truly and actively living our timeless Core Values – Love, Labor, Learning and Loyalty – in our everyday lives. It means holding true to our mission. It means seeking opportunities to achieve our maximum potential through elements of our guiding principles; intellectual growth, individual worth and service to humanity. It means striving to be the best person possible. It means being a true and constant friend.

Being a Gamma Phi Beta means many things to each of us. It is where some of our most cherished friendships are found, timeless memories are created, invaluable opportunities are explored and life lessons are lovingly taught. No matter where you are in your membership journey, there is a place in your life for Gamma Phi Beta. Living our values or recommending women for membership allows you to BE an active and proud Gamma Phi Beta by continuing our rich legacy.

Throughout my years as a member, I have experienced excitement in making a difference alongside young women in our collegiate chapters. I have experienced the satisfaction of lifelong member engagement with alumnae sisters. I have experienced absolute pride in being a Gamma Phi Beta. There is no better way to BE a Gamma Phi Beta than by representing our awesome Sorority with pride each and every day and sharing yourself in any way possible with the very organization that continues to give so much.

In IIKE,

A handwritten signature in black ink that reads "Krista".

Krista Spanninger Davis

International President

On the cover: Members of our newest collegiate chapter, Eta Iota (Rockhurst), on Bid Day!
Photo: *Jayne Russel, Anthem Photography*

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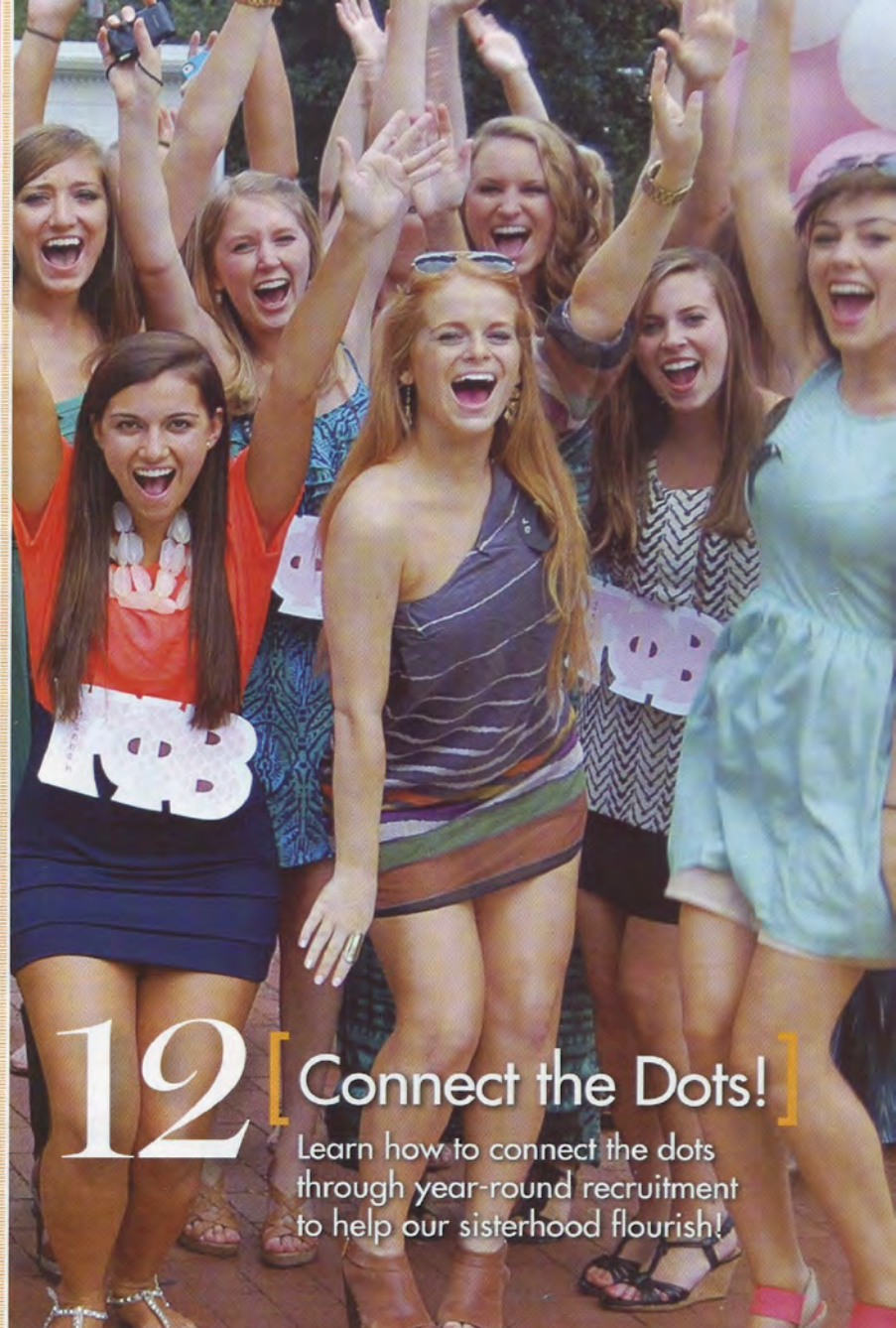
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we hope you enjoy reading our magazine, too! If your
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ΓΦΒ mailbox

Dear Gamma Phi Betas,

Spring has sprung! Lush leaves are growing
back on trees and flowers are blossoming,
signifying a new season of opportunity and
growth. As Mother Nature began resuming
her seasonal loveliness, Gamma Phi Beta
experienced its own springtime growth –
the addition of hundreds of new sisters!

Not only did Gamma Phi Beta experience
a record-breaking fall recruitment, we also
welcomed even more sisters through spring
recruitment and installed our Rockhurst
University Colony in April, chartering Eta
Iota Chapter, and welcoming its first-ever
new member class to our sisterhood.

Our flourishing membership growth is no
accident – it is the result of a lot of nurturing
and supportive Gamma Phi Betas who value
our organization and believe in our mission.

Plato once said, "People are like dirt. They
can either nourish you and help you grow as
a person or they can stunt your growth and
make you wilt." Now, I would never compare
any lovely Gamma Phi Beta to dirt, but I
think you understand this point – are you the
member that nourishes our organization, or
one that stunts it?

What we say and do at any stage of our
lifetime membership is a direct reflection of
Gamma Phi Beta and all the women who have
worked so hard to make it what it is today. We
are at our best when we are positively growing
our Sorority and showing others the power of
Gamma Phi Beta's sisterhood.

Sincerely,

Nicole Banes, *The Crescent* Editor
TheCrescent@gammaphibeta.org

Great to see @ValpoGammaPhi
in @gpbcrecentmoon's *The Crescent*
magazine! Way to go, ladies!
-Valparaiso Greek Life

Thank you so much for publishing my
article on Girls on the Run in the winter
issue. We also shared this article in our
newsletter that is sent to all Girls on the
Run Councils! Thank you!!!

-Lara Bornemann Mish (Florida State),
executive director, Girls on the Run of
the Greater Chesapeake

We were thrilled to be a part of the issue
and loved having the opportunity to share a look
into our chapter home with sisters everywhere!
-Delta Theta Chapter
(California Polytechnic State)

Our chapter
house made the
cover of *The
Crescent*! Eeeekk!
=gogammaphi
=deltaomieron
-Delta Omieron
Chapter (Southern
Polytechnic State)



points of Pride

Shining bright since 1874, here's a snapshot of some notable Gamma Phi Beta moments and accomplishments!



Gamma Phi Beta International Headquarters is the only Greek headquarters in the state of Colorado. The Chicago, Illinois, area was home to headquarters for several decades, but we have been centrally-located in Colorado *for more than* **20** years!

3.0 average

For more than 15 years, the Sorority's chapter grade point average has been above a 3.0!



More than 90 years ago, Gamma Phi Beta became an international sorority on October 30, 1919, with the installation of Alpha Alpha Chapter at the University of Toronto. In an article in *The Crescent* that recalled the chapter's installation it was noted, "A happy augury for the future of Alpha Alpha Chapter is foreshadowed by the fact that there was a crescent moon at the time of our installation."

In 1928, Eileen Magill Cera (Manitoba, 1926) became Canada's first female to be granted a pilot's license and the second female aviatrix. During her first solo flight across the Manitoba skies, **she went into a tailspin at 4,500 feet and landed on a handkerchief,** making an unofficial record in the flying world.



Canada's First Woman Pilot

EILEEN MAGILL, Canada's first woman pilot, is a member of Alpha Alpha Chapter. She graduated from the university in 1926 with a first-class standing in the lower course. As a graduation present from her parents, she received flying instruction beginning in May of that year. On June 27 she made her first solo flight and on her return early in August. During her solo she went into a tail spin at 4,500 feet and landed on a handkerchief, making an unofficial record in the flying world.

In May, 1929, two planes flew down to Manitowish, to one of which she was the pilot. In honor the members of the Flying Club there to come to Winnipeg to participate in the flying meet. They reached there at night and could find no landing place. They were finally compelled to land about forty miles out and had to enter the city.

Political science major Lauren Allen (California State-Fullerton) was named the **7th best orator in the nation** at the American Collegiate Moot Court Association 2013 National Tournament in January.



More than 1,100 Gamma Phi Beta collegians, advisors and volunteer leaders attended one of eight Regional Leadership Conferences (RLCs), equipping chapter leadership with the tools to develop and enhance personal leadership skills that will impact their chapter and college community! Flip to page six for complete RLC coverage.

1,100



Do you have a point of pride to share? Email TheCrescent@gammaphibeta.org with the fabulous news.

Developing the *Leader* Within at Regional Leadership Conferences

By Director of Leadership Programming Megan Smiley Wick (Washington State)



Gamma Phi Beta has taken our biennial Regional Leadership Conferences (RLCs) to a new level of excellence! With the addition of two full-time Sorority programming staff and 13 Gamma Phi Beta Presentation Team members, the Sorority offered compelling and powerful leadership development experiences to our collegiate chapter leaders and advisors.

Overall, RLCs focused on five key elements, empowering members to learn new ways to become more effective in their chapter and advisory roles by expanding their leadership capacities.

Self-Awareness

Having a strong sense of self-awareness is the first step to being an authentic leader. At RLCs, attendees completed a personality assessment that analyzed their personal communication and leadership preferences. In small group discussions, members explored their leadership styles and learned how different styles can work synergistically to accomplish a common goal. This interactive session facilitated cooperation and appreciation for each person's contribution to the overall goal.

Leadership Lessons

Leaders can expect that their attitude, decisions and actions will be mirrored in their chapter membership. Whether it's an academic,

social or personal decision, a leader can gain or lose credibility with the choices she makes. Using *Habitudes*, a special curriculum that instills leadership principles through conversation and experience, attendees shared challenges and opportunities in their chapter while discussing ways they could positively manage them as chapter leaders.

Confrontation Skills

Understanding and living personal values means a leader must stand up and do something when she sees behaviors that are harmful. It can be tough to know what to say and how to say it when faced with conflict. To confront and stop harmful behaviors, members learned how to quickly identify risky situations, use non-threatening language and recognize when they need to ask for additional help. Through role-play, attendees put these new skills and knowledge to work by acting out how they would personally address a challenging situation.

Presentation and Facilitation Skills

By using five key components, leaders can facilitate an engaging conversation with their chapter on any topic. Understanding your audience, becoming the topic expert, communicating a persuasive "What's in it for me?" statement, incorporating interactive discussion and knowing when and how to wrap up are all critical to a successful presentation. After learning these components, members practiced getting up in front of others and being heard by making short presentations to small groups on specific officer-related topics.

Goal Setting

Every chapter faces a unique set of challenges in achieving its vision and goals. Through review and evaluation of their chapter's Order of the Crescent results, attendees compared current performance with the chapter's ideal standard. This evaluation made it easy for members to see the areas where chapter goals should be set. Together, chapter members created specific, attainable, relevant and timely goals to help their chapter bridge the gap between who they are today, and who they want to be tomorrow.



Pictured are some of the chapter leaders who attended the Regional Leadership Conference for Region 4.

Thank you, 2012-14 Gamma Phi Beta Presentation Team!

The newly-formed Gamma Phi Beta Presentation Team was a valuable asset at RLCs! Our enthusiastic and dynamic Presentation Team members provided consistent, connected and professional workshops, presentations and training. We are grateful for their time, knowledge and expertise!

Presentation Team members are volunteers with personal expertise in program development, facilitation and audience engagement. This team supports the development and implementation of RLCs, The Academy and Convention. If you are interested in becoming a Presentation Team member in the future, please contact Megan Smiley Wick at mwick@gammaphibeta.org.

Kris Baack (Nebraska-Lincoln)
 Stephanie Gauchat Carriere (Arizona)
 Merry Greig Cosgrove (San Diego State)
 Shana Makos (Chapman)
 Sarah Loge (Bowling Green State)
 Deb Jones (Colorado College)
 Linda Lyons Malony (Southern California)

Lindsay O'Donnell (Oklahoma)
 Jennifer Pierce (North Carolina-Asheville)
 Dawn Menegos Randolph (Pennsylvania State)
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 Mary Vanier (Kansas State)

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B. Snake Chain, 18", #SNAKE
SS....\$19, GF....\$29

C. Crescent Disk Charm, #1045
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D. Polished Crescent Necklace, 18", #1668
10K (with GF chain)...\$150
SS....\$55

E. Carnation Earrings, #ME62212
SS....\$40

F. Carnation Ring, #5758
(Whole sizes 5 - 8)
SS....\$40

G. Chapter President Ring, #0453
10K, 10KW...\$310 SS...\$122

H. Carnation Necklace, 18", #MP62361
SS....\$59

I. #1000 Swirl Ring with diamonds
10K, 10KW...\$318

J. #1000RS Swirl Ring with rose sapphires
10K, 10KW...\$268 SS...\$123

K. Wynter Ice Watch, #Wynteric....\$40

L. #1022 Sincere Ring
(Whole sizes 5 - 8)
SS...\$36

M. #300 Mother's Pin
(Features a pink carnation.)
SS...\$23

N. #301 Mother's Charm
(Features a pink carnation.)
SS...\$23 (Chain sold separately.)

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Don't forget Mother's Day on Sunday, May 12!

Collegiate Spotlight

STEPHANIE SU LYNN CHAN

Humble. In a word, that's junior Stephanie Su Lynn Chan (Emory). Behind her gentle demeanor and quiet charm is a brilliant and inquisitive young woman with an acute and unquenchable appreciation for knowledge.

In September 2012, trilingual Stephanie teamed with two other Emory University students to create a social media innovation known as Posterfuse. Posterfuse.com is a website that allows users to create personalized collages by aggregating Instagram and Facebook photos using a "drag and drop" interface. With the rapid pace of social media, Posterfuse enables users to save photos from a cyber wasteland and turn them into a meaningful compilation of their life experiences.

The Crescent had the opportunity to chat with this intriguing Zeta Tau Chapter sister!

What's Stephanie's quote to live by? "If it doesn't challenge you, it doesn't change you."

Three words to describe you

Curious, optimistic and motivated.

ΓΦΒ in three words

Supportive, loving and opportunity-filled.

Where did you grow up?

I was born in Malaysia and lived in China and Indonesia as a child. Experiencing so many different ways of life gave me a greater global perspective and instilled a desire in me to learn about other cultures.

Best pick-me-up

Long walks. There is a lake right by campus, so instead of taking the bus home after class, I walk. This is one time you will not catch me on my phone! I put it away so I can appreciate all the beauty around me without any distractions.

Favorite ΓΦΒ memory

On Preference Night, I looked around the room at my sisters and realized that a year ago, I didn't have any of this in my life. I didn't know these 100 amazing women in the room. It was a nostalgic moment and made me feel really appreciative. My chapter sisters are my best friends and also my role models – they are so outgoing and passionate about the Sorority and life!

What inspired you to create Posterfuse?

When my colleagues and I returned to school after summer break, we were trying to figure out what we wanted to do with all of the thousands of photos we had taken. We realized there was no platform out there that could really translate your photos into something tangible through social media. We thought Posterfuse could be an appealing way to take our photographic memories away from a computer screen.

How did you think of the name Posterfuse?

That was the longest process! We wanted something that would stick and roll off your tongue, so we kept it simple. You're essentially fusing images together to create a poster, so we decided the combo of words worked.

Biggest surprise since starting Posterfuse?

Our audience. We thought our target market would be college students and young adults, but we have been surprised by our 'mommy' audience. Posterfuse did a fun collaboration with a mommy blog with a poster that featured tons of adorable baby photos and it received a great response.

What's next for Posterfuse?

We're looking into expanding our website platform to include even more special features!

Collegiate Chapter Spotlight **DELTA TAU CHAPTER**

Founded in 1981 at Colgate University in Hamilton, New York, our Delta Tau Chapter has the distinction of being the first National Panhellenic Conference sorority chartered on campus. In 2012, they were also one of three collegiate chapters to earn the Order of 1874, the highest honor a collegiate chapter can achieve in the Order of the Crescent by achieving all 74 requirements of excellence! Chapter President Louisa Jelaco gives us a closer look into this inspiring chapter.

The Crescent: Describe Delta Tau Chapter in three words.

Louisa Jelaco: Passionate, enthusiastic and intelligent.

What type of housing facility do members occupy?

LJ: Twelve members live in our chapter house, affectionately known as 'Little Blue.' The house was built in 1868 and has been home to two Colgate professors and a former dean. In 1915, the house received an architectural makeover, and the Victorian-style home was updated to resemble an English cottage.

Describe your relationship with local alumnae.

LJ: We have a great relationship with alumnae and an incredibly dedicated advisory board. In fact, we think we hold a Gamma Phi Beta record – Gretchen Meier Oostenink (Iowa) has been our faithful chapter advisor for more than 30 years!

Fouad Saleet, assistant dean for Colgate campus life, was recently quoted on Colgate University's website saying, "Gamma Phi Beta is blessed with very strong and involved advisors. It is gratifying to see that their hard work here in Hamilton is recognized not only by Colgate but held up as a standard to follow by the chapter's International Headquarters."



Fall 2012 Bid Day welcomed more than 65 fabulous new members to Delta Tau Chapter (Colgate)!

How does the chapter Build Strong Girls?

LJ: Delta Tau hosts a variety of philanthropy events throughout the year to help Build Strong Girls and support Camp Fire and Girls on the Run. We have built a very strong local relationship with Camp Fire's Madison County Children's Camp, and this past spring we raised nearly \$3,000 for them through our Crescent Classic Soccer Tournament! We had 18 teams register to compete in our daylong 5v5 soccer tournaments in addition to a fun barbecue and raffle. We have also started an obstacle course fundraiser event for Girls on the Run and are excited to build and grow that new community-wide event.

What does our mission mean to the chapter?

LJ: Our sisters inspire the highest type of womanhood by always motivating and supporting one another to do our best in all facets of life.

FAST FACTS!

What is the current chapter size?

187 members

How many NPC sororities are on campus?

There are three: $\Gamma\Phi\beta$, $\Delta\Delta\Delta$ and $\text{KK}\Gamma$.

What are some fun facts about the chapter?

- More than 120 sisters are on the dean's list, 12 sisters have perfect 4.0 grade point averages and six sisters are members of Konosioni, Colgate's senior honor society that recognizes outstanding leadership, dedicated service to the community and the preservation of tradition.
- Every Saturday and Sunday morning (when the weather is somewhat agreeable!), we give back to the community and help with 'Clean Up Broad Street,' by picking up litter on Broad Street in Lower Manhattan.
- Delta Tau has earned the McCormick Medallion three times at Convention (1992, 1996 and 2006) for outstanding participation in campus, community and philanthropic activities and honors and activities by individual members. We received the Mary A. Bingham Award at Convention 2010.

Has your chapter received any awards or honors in the last year?

- We achieved the highest Order of the Crescent honor for the 2011-12 academic year, achieving Order of 1874.
- We currently have the best all-campus GPA with a 3.54 and have held the highest sorority GPA on campus for the last six consecutive years!

Setting the Standard:

Being a True Panhellenic Woman

By Kathryn Hoven (Kansas)

When I arrived at the University of Kansas my freshman year, I was from out-of-state and didn't know a soul. Recruitment began the week before classes started, and luckily I immediately bonded with the women in my recruitment group. By the end of the week, I had not only started to form amazing friendships with my new Gamma Phi Beta sisters, but also with women who became Alpha Chi Omegas, Delta Gammas, Kappa Deltas and the rest.

I made my relationships with women from other sororities a priority, never forgetting they were my friends before we accepted our bids to different organizations. A "Panhellenic attitude" became my natural default, and I was compelled to be a greater contributor to my College Panhellenic. When elected Panhellenic president, I knew this was my opportunity to make a significant impact.

The Panhellenic Association and I had our work cut out for us. The typical stereotypes of sorority women plagued our campus. We wanted to finally squelch those erroneous typecasts and show students we were a unified group of inspirational Panhellenic women committed to positive change. To accomplish this, we had to first show the outside world that we respected one another – no matter our Greek letters.

My fellow Panhellenic Association members and I started setting the standard. When we saw one another at Panhellenic meetings, in class, walking around campus, at Greek events or out on the town, a high level of mutual respect and kindness was expected and shared. Our chapter sisters followed suit. Respect is earned – by holding ourselves and our sisters to a higher standard, the way our groups interacted changed quickly. The way our campus community viewed sorority women started changing, too.

Instead of working against one another and living up to the stereotypes, we became a unified Council of 13 sororities, forming one, big, loud, brilliant Panhellenic family of more than 1,200 sorority women from more than 15 different states. These distinct, sometimes quarrelsome, but ultimately loving groups had been brought back into one fold of proud Greek women.

Without question, this intangible feat was our proudest accomplishment as a Panhellenic Association. We committed to challenging the stereotypes, and we succeeded. It wasn't easy,

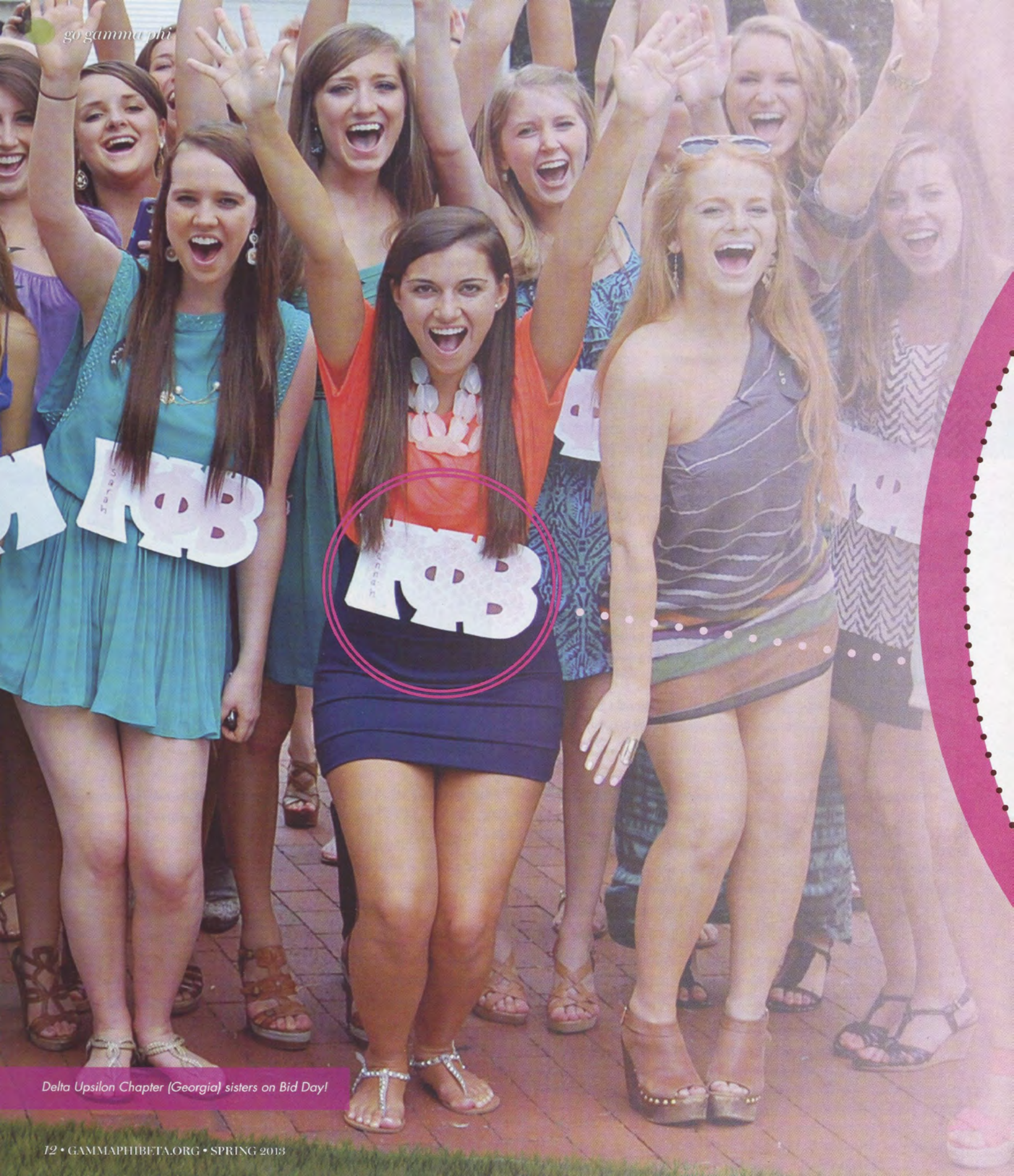


Kathryn (back row, second from the left) served as the University of Kansas Panhellenic president, leading more than 1,200 sorority women from 13 different sororities. Here, she's pictured with the rest of the University's 2011-12 Panhellenic executive board.

but this experience taught me that when people are committed to positive change, a community can move leaps and bounds.

I also learned that if you raise the standard, Panhellenic women will always meet – and exceed it. When we work together, we advance the sorority experience for us all.

Kathryn is from Chester, New Jersey, and has served as alumnae relations chair and Panhellenic affairs vice president for Sigma Chapter in addition to her role last year as Panhellenic president. She is majoring in English and history, with a minor in classical antiquities, and will graduate in May. She hopes to work in Washington, D.C., in public service.



Delta Upsilon Chapter (Georgia) sisters on Bid Day!

connecting the dots

to grow Gamma Phi Beta!

By Membership Vice President Nancy Ann Ostendorf Thompson (Northern Iowa)

Connect. Impact. Shine. These three words form Gamma Phi Beta's powerful tagline to promote and reflect our Sorority's vision, *to build confident women of character who celebrate sisterhood and make a difference in the world around us.* No where do we connect or have the opportunity to impact and shine more than in collegiate sorority recruitment!

There are so many formalities of recruitment that have gone unchanged over time. It's still "formal" in nature on the surface with dress codes, themes, decorations and a rigorous process to meet – and make a great impression on – as many women as possible in a short window of time.

Key elements of recruitment framework must be prepared, polished and comfortable, but not overworked or overspent. Our events should make a positive first impression that looks, feels, sounds and presents an appropriate image of Gamma Phi Beta.

What's different today in recruitment is the relationship building. Everyone – potential new member and Gamma Phi Beta – enters recruitment knowing more about the other than ever before. More often than not, that initial conversation and chit-chat has already happened well before recruitment face time ensues. Today's collegians and potential new members are savvy, with unprecedented access to information. Before they step foot in our chapter

facilities, they've done their homework and formed an impression about the benefits and assets of Gamma Phi Beta. It is imperative that those early connections are powerful and authentic.

The growth of our Sorority depends on us – Gamma Phi Beta's members – at all stages of life to create a positive, values-based image of Gamma Phi Beta. But it's the collegians on campus who are actually talking and making connections with potential new members, right? Right, but really we *all* have an important role in setting up that conversation, connection and positive first impression that all work together to contribute to Gamma Phi Beta's success!

What you post on your Facebook page or tweet, how you conduct yourself in your office or travels, how you serve humanity in your community, whether you explain your Sorority membership as a collegiate experience and past memory or a vibrant lifetime commitment and enjoyment of sisterhood... all this represents Gamma Phi Beta to all kinds of people. Are you 'always wearing your letters?'

The best potential members will be drawn to Gamma Phi Beta as these aesthetics, conversations, impressions and connections work together thoughtfully to tell Gamma Phi Beta's story. We are women of character building strong girls. We are Gamma Phi Beta!

recruitment and building strong girls

How to Connect the Dots!

By Sorority Director-Recruitment Rachel Christiansen (Valparaiso)

Gamma Phi Betas everywhere are enthusiastically embracing our new philanthropic focus, Building Strong Girls. It can be tough to be a girl, and as women and Gamma Phi Betas, we recognize these challenges and address them proactively by providing opportunities for long-term success by building self-confidence, character and strength in girls. Our partnerships with Camp Fire, Girls on the Run and Girl Guides of Canada supply us with the special opportunity to impact the lives of girls through hands-on service and fundraising efforts.

Recruitment is our number one opportunity to share our powerful philanthropic message with women who are also passionate about building strong girls! It's critical that we connect the dots of why building strong girls is meaningful, impactful and powerful by sharing our personal stories with potential new members through conversation, in addition to expressing our enthusiasm through recruitment décor, attire and philanthropy activities.

We can inspire potential new members by connecting the dots of building strong girls and taking advantage of every opportunity to share our message!

CONVERSATION

- **Share your enthusiasm!** Tell stories about volunteering at a Girls on the Run 5k or the outdoor game day your chapter hosted at a local Camp Fire or Girl Guides camp. Paint a picture so a potential new member can envision having these same meaningful experiences.
- **Know the facts.** Be well versed with information about our philanthropic partners and the work your chapter does locally to build strong girls. Be confident in your explanation and selling points.
- **Listen.** Find out what is important to your guest. Help her to connect and explain how she, too, can help build strong girls.



DÉCOR

- **Make décor youthful but polished.** Gamma Phi Beta's signature pinks with splashes of our bright secondary colors set the tone for an upbeat, cheerful event.
- **Invest in statement pieces.** A professional banner is an engaging and impactful feature at your event that can be used from year to year.
- **Decorations should be conversation starters.** Photos of chapter members volunteering, mentoring and interacting with girls shows us in action and illustrates how Gamma Phi Betas inspire girls.
- **Go the extra mile.** Thoughtful touches like customized napkins and fun paper straws or bows to accent refreshments make the event extra memorable.



ATTIRE

- **Be bold and bright.** Communicate enthusiasm and energy for our philanthropic focus in what you wear.
- **Make it polished.** Cheery sundresses or colorful skirts or capri pants with white tops look crisp and allow member to add their own personal touches.
- **Use Building Strong Girls messaging.** If t-shirts are the norm on your campus, use the Building Strong Girls logo (available at GammaPhiBeta.org) on your tee. Contact sales@cresecentcorner.com to order a polished, custom look for your chapter.



ACTIVITIES

- **Keep philanthropy activities simple.** Simplicity allows you to focus on connecting through conversation, rather than focusing on a detailed task.
- **Make the activity meaningful.** Talk to your local Camp Fire, Girls on the Run or Girl Guides councils to see what they need most. When you visit later to volunteer, deliver the philanthropy activity and take lots of photos to capture the moment. These are the perfect types of photos to illustrate how your chapter builds strong girls during your next recruitment to potential new members.
- **Always connect the activity to Building Strong Girls to make our message clear!**



SIMPLE AND SOPHISTICATED

The Perfect Philanthropy Round Activity for Your Chapter!

This bright and bold Building Strong Girls-themed business-sized card is available for download at GammaPhiBeta.org and is great to use for your chapter's philanthropy round activity. Just tie the motivational card to a silicone bracelet or water bottle with bright-colored ribbon or shoe laces and voilà, you have a perfect philanthropy round activity.

While you're completing this activity with potential new members, talk about Building Strong Girls and use the buzz words on the card for inspiration. Explain that the chapter will be donating the philanthropy activity item personally at your next hands-on service event with the group.



WHY DOES BUILDING STRONG GIRLS MATTER TO YOU?!

"I didn't have much confidence in middle school - with Building Strong Girls, I have the opportunity to help another girl in the same situation I was in by instilling self-esteem through encouragement."

"I was fortunate enough to have a positive female in my life. I want to pay it forward by inspiring and positively impacting another girl's life."

"Building Strong Girls has inspired me to be a better role model for my younger sister at home."

"I feel like when we support the growth and empowerment of women and girls, we raise the quality of life for everyone!"



BUILDING STRONG *Girls*

connecting through conversation

By Collegiate Leadership Consultant Brina Dokich (Colorado-Boulder)

As Gamma Phi Betas, we have the opportunity to tell our unique and special story of membership – accurately, proudly and with our own voice. Being a Gamma Phi Beta isn't something we "do" – it's who we are, who we believe in and who we are inspired by each day.

When we talk to potential new members – or anyone – about our Sorority, it's important we connect the dots of what it means to be a member of Gamma Phi Beta, genuinely and with interest.

When my first recruitment week as an initiated member began at the University of Colorado Boulder, I was nervous. *Would I say the right things? Remember my ΓΦΒ facts? Appear confident and poised?*

Even more, would I clearly communicate why our Sorority was so special? I knew I loved our Sorority, but how could I express this to women I had just met?

Take this typical recruitment scenario: Brittany, a fantastic potential new member, makes eye contact, smiles and asks you how you are doing. You might respond in one of three ways:

1. *"I am fine, how are you doing?"* and instantly you begin to think of what to ask or say next instead of truly listening.
2. *"Fine"* (insert awkward pause here). At a loss for words, you jump into a string of somewhat trivial questions in an attempt to avoid additional awkwardness.
3. *"I am doing great, Brittany, how are you? I would love to tell you why Gamma Phi Beta is so special, and how with fabulous members like you, we can make our chapter and sisterhood even better..."*



As a collegiate leadership consultant, Brina (in black) had the opportunity to connect with collegiate women across North America. Here, Brina is with some of the women of Eta Epsilon Chapter (Virginia Tech) during their spring recruitment.

It's obvious that number three is a great response. Why then, do many of us may pick one of the first two responses normally?

Unless you are a master of improv, it's unlikely you can whip up a great conversation at a moment's notice. However, that one conversation can make you – and Gamma Phi Beta – stand out and shine.

From class to standing in line at the grocery store, you never know when you'll have the opportunity to talk positively about our Sorority. You can prepare for this interaction by creating a 30- to 60-second power statement. Explain what makes ΓΦΒ special. Engage the woman you are speaking with immediately. Make her interested in hearing more.

1. **Give a quick overview.** Why is your membership special? Has it helped you stay on track academically? Do your sisters support you through thick and thin? Explain how you are enjoying your Gamma Phi Beta experience in a meaningful, fun and authentic way.
2. **Explain the growth or improvement you have experienced.** Has your GPA skyrocketed? Did you land a job in part because of your Gamma Phi Beta network? Show off the positives!
3. **Brag about sisters.** Has a sister been particularly helpful in your personal success? As you wrap up your power statement, be generous with your praise – it shows there are genuine friendships and women who sincerely care about one another.

The next time someone asks you about Gamma Phi Beta, you'll be prepared to talk about our special sisterhood in an authentic, informative and relaxed manner. As long as it comes from the heart, it's tough to say the wrong thing!



Connect the dots — what is your ΓΦΒ story? Share at [Facebook.com/GammaPhiBetaSorority](https://www.facebook.com/GammaPhiBetaSorority)!

social media and sisterhood: a perfect match

By Kara Apel (South Carolina)

Social media is everywhere we look, but what puts the social in social media is sharing what's going on in our lives with those around us. You can use social media as a powerful ΓΦΒ recruitment tool to show the world our sisterhood is amazing. Here are some quick tips on how to connect the dots of social media to Gamma Phi Beta's exciting membership experience!

FACEBOOK [FACEBOOK.COM/GAMMAPHIBETASORORITY](https://www.facebook.com/gammaphibetasorority)

Being a ΓΦΒ is something to celebrate – showcase your love for our Sorority on your profile!

- Post photos of Bid Day, philanthropy events, receiving Greek-related awards, attending Sorority leadership conferences, volunteering and sisterhood outings. This visually shows the world all the great things about being a ΓΦΒ. When posting status updates, think about all the things you discuss in recruitment as positives about your chapter.
- Already graduated? Post photos from alumnae chapter outings or weekend reunion trips. Have a photo of the Gamma Phi Betas in your bridal party forming a crescent hug? Post it! This shows others that membership in our Sorority isn't just for four years, it's for a lifetime.

TWITTER [TWITTER.COM/GPBCRESCENTMOON](https://twitter.com/GPBCRESCENTMOON)

Twitter allows us to tune in to what the world is talking about in real time.

- Use Twitter to build up your following in the Greek community by doing simple things like wishing Greek organizations on campus a happy Founders Day or congratulating them on a successful philanthropy event. Keep your Twitter community engaged in all the great things your chapter is achieving, too! Use hashtags like #GammaPhi or #Sisterhood in your tweets.
- In addition to your personal tweets that promote Gamma Phi Beta, re-tweet posts from the official ΓΦΒ Twitter account to help spread the positive international news about our sisterhood.

PINTEREST [PINTEREST.COM/GAMMAPHIBETA](https://www.pinterest.com/gammaphibeta)

Looking for some fresh recruitment ideas? Start pinning. You'll be amazed at what you find!

- Sharing is important on Pinterest – if you had a recruitment or Bid Day theme that was a big hit, share the photos and information to help your ΓΦΒ sisters at other chapters. You will be a recruitment lifesaver while simultaneously promoting a positive image of ΓΦΒ.
- With Pinterest, consider quality over quantity. You want to have an engaged audience that really likes what you are sharing. Every time someone repins, it's shared with their followers. Think about all the potential new members you could reach with a compelling and engaging pin that puts our best foot forward!



Delta Upsilon Chapter (Georgia) sisters are savvy with Instagram – they used it as a PR tool and posted tons of photos of excited new members on Bid Day!

Kara is the online content creator/editor at WRDW-TV in Augusta, Georgia. She is also the managing editor of UniversityChic.com, an online resource for college women and recent graduates.

recruitment *statistics*

Gamma Phi Beta experienced an unprecedented year of growth! In addition to introducing Gamma Phi Beta to four new college campuses in 2012, we're also happy to report the number of legacies pledging Gamma Phi Beta was up this year.

The numbers tell our story – Gamma Phi Betas across North America are connecting the dots and recruiting fantastic new members! We are proud to share our lifetime membership experience with so many women as we inspire the highest type of womanhood and embrace all the wonderful opportunities Gamma Phi Beta offers.

184,968

initiated members
worldwide



165
alumnae
chapters

129
collegiate
chapters

15 percent increase
in total of new
members pledged this fall
compared to last fall

31%
increase in average
collegiate chapter size in
the last five years

4,541

new members
pledged this fall

5 average number
of new members
Gamma Phi Beta
chapters have
pledged over
Quota in the
last decade

20
legacies pledged
both at Alpha Epsilon
Chapter (Arizona)
and Alpha Delta
Chapter (Missouri-
Columbia)

142

new members at
Epsilon Lambda
Chapter (Alabama),
our largest fall 2012
new member class

3,595

total number of Psi Chapter
(Oklahoma) initiates – the
highest cumulative initiated
chapter member total

78

percent of chapters met
or exceeded Panhellenic Quota



43

percent of current Pi Chapter (Nebraska-
Lincoln) members are legacies, the highest
percent of any collegiate chapter

14

collegiate chapters
have more than 200
members – a 63 percent
increase from 2012

111

average
ΓΦΒ
chapter
size

284

legacies pledged



you're always wearing your letters

What we say and do as Gamma Phi Betas is a direct reflection of the Sorority and our sisters – all 185,000 of them. When you wear our Greek letters, mention Gamma Phi Beta in conversation or post a photo to Instagram, you are acting as the voice and reputation of Gamma Phi Beta.

No matter if we're in college or retired, our actions and conversations affect others and how they perceive our Sorority.

Challenge the stereotypes and prove them wrong. Be the woman who is always wearing her letters. Show the naysayers that Gamma Phi Betas are women who value and uphold their high ideals and standards of membership, not only during recruitment, but all year. Be proud of the organization you represent now, and always.

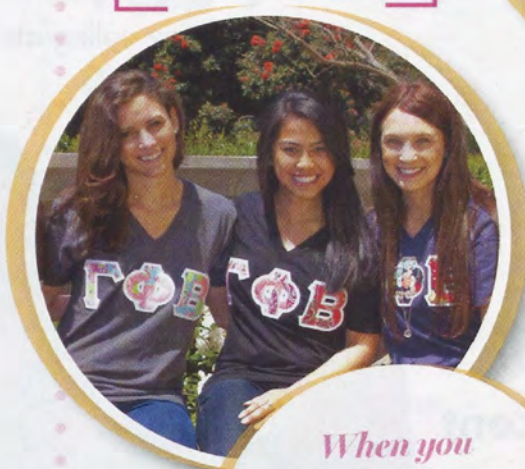
When are you representing ΓΦΒ?

You represent nearly 140 years of inspired womanhood and took an oath to always uphold our high standards of womanhood. **Are YOU always wearing your letters?**



When you're elected to your Panhellenic Council, you represent us.

When you have a job interview, you represent us.



When you talk negatively or positively about another Greek group, you represent us.

When you talk to a young woman considering Greek life, you represent us.



When you hold the door open for a stranger, you represent us.

When you go out with friends socially, you represent us.

When you act as a role model and inspire the leaders of tomorrow, you represent us.

When you make the dean's list, you represent us.

I AM [**not was*] in a Sorority

By Jennifer Pierce (North Carolina-Asheville)

People often ask me why I am still involved with my Sorority. My response is always, "Why not?" Some of them are the same people who often say, "When I was in a sorority," or "I was an XYZ back when I was in college."

This infuriates me. Simply put, when I joined our organization, I took a pledge and made an oath to be a part of Gamma Phi Beta - and uphold the expectations of membership - for a lifetime. I don't know why some choose to forgo that oath, but what I do know is that they are missing out.

My experience as an alumna member of Gamma Phi Beta has been one of the most impactful and meaningful experiences of my life. While I certainly had some fun times as a collegiate member, my time as an alumna member has been even richer. It saddens me that so many become so far removed from our organization after graduation.

Sure, life changes. We move. We get married. We have children. We become adults with full-time jobs. But that doesn't mean that there's no room left for your Sorority, right?

After graduation, I served as chapter advisor for Epsilon Psi Chapter (North Carolina-Asheville). Becoming an advisor ended up

becoming the single most important decision of my life. I completely changed my career and life focus after taking on this special volunteer role. I fell in love with advising, with student affairs and with advancing the Greek community. I have changed drastically as a person and as a professional, and it's all because I found my calling in life and an organization that supports it.

To those who wonder why I'm still so heavily involved, I want to reiterate again how much being a part of this organization changed my life. I have met so many women throughout my years as a volunteer that continue to motivate and inspire me, women who serve as role models and mentors, and women who continue to remind me daily what it means to be a Gamma Phi Beta.

I can only hope that by sharing my story, someone out there is inspired to get reconnected. Take the baby step of updating your contact information, paying your \$25 international alumnae dues or writing a reference for a potential new member.

You don't have to become a chapter advisor or give hundreds of dollars to still maintain that meaningful connection - there are lots of different opportunities to stay connected to Gamma Phi Beta. And I would be willing to bet that the benefits you will receive from that reconnection are well worth any time, money or effort that you put into it.



Jennifer has volunteered for the Sorority in various capacities since 2006 and currently serves as a 2012-14 Gamma Phi Beta Presentation Team member and regional coordinator-public relations. Outside Gamma Phi Beta, Jennifer works at Ball State University in Indiana as a program coordinator, serving as the main National Panhellenic Conference (NPC) and National Pan-Hellenic Council (NPHC) advisor. She directly advises the NPC and NPHC Council presidents and works closely with other Council officers as well as chapter presidents.

Being a member of Gamma Phi Beta's Presentation Team is one way Jennifer stays connected to Gamma Phi Beta. At the Regional Leadership Conference for Region 4, Jennifer (far left) delivered compelling and powerful leadership development workshops, presentations and training to collegiate officers and advisors.

SHINE BRIGHT

for Recruitment and Bid Day with Crescent Corner!



We want to see you SHINE! Get the custom Gamma Phi Beta look your chapter wants for recruitment and Bid Day from CrescentCorner.com, the Sorority's official retail site. Crescent Corner will help your chapter create exclusive, one-of-a-kind looks that show off your chapter's personality and style!

What apparel styles does Crescent Corner offer?
We've got it all! Long- and short-sleeve shirts, v-necks, pocket

tees, sweatshirts, hoodies, athletic jerseys, quarter zips, tanks, cardigans, fleeces and comfort colors.

Does Crescent Corner have a variety of design options?

You know it! Crescent Corner artists can achieve any look because each order is designed specifically for your chapter. Our apparel can feature foils, neon colors, stitched lettering, appliqué twill letters, script and vintage fonts, custom images and so much more!



So Much to Love About Crescent Corner!

What more can a chapter ask for than trendy Gamma Phi Beta apparel and products at affordable prices? A lot more! Check out all the awesome extras your chapter receives by shopping Crescent Corner for group orders!

- **Free custom design work on all group chapter orders!** If you have a design idea, our team will bring it to life. No ideas? No problem! Crescent Corner will create a design for your chapter with unlimited changes at no additional cost.
- **Free shipping!** There's no catch – every Crescent Corner group order can expect their merchandise within two weeks of ordering.
- **Guaranteed prices!** If you find another licensed Gamma Phi Beta vendor with lower prices, Crescent Corner will happily beat that price while still offering all our great products and service.
- **Variety of brands and products!** Crescent Corner offers all your favorite brands and is always expanding our shelves with the latest Sorority products and apparel.

Welcome New Members with Fabulous Bid Day Gift Packs!

We all remember that exciting feeling of receiving and opening our bid cards on Bid Day! Welcome your chapter's new members with a fabulous Bid Day Gift Pack from Crescent Corner – we've got gift packs for all budget sizes! Featuring fun Gamma Phi Beta goodies and gear, you can select from our pre-made Bid Day packs or let Crescent Corner build a custom one based on the chapter's budget.



Call Crescent Corner at **303.799.1874 ext. 343** or email **sales@crescentcorner.com** to get your chapter's custom recruitment shirts and Bid Day gift pack orders started today!

The ΓΦΒ Apparel Design Guide

You wouldn't go to a construction site in your favorite pair of heels, right? Of course not! You'd wear a hard hat, because it's appropriate for the situation.

Just like heels wouldn't cut it at a construction site, certain messaging and images aren't appropriate on Gamma Phi Beta t-shirts and apparel. Why? Because our name and symbols are special and represent our organization; they should be used correctly and with the proper respect they deserve. We're pretty confident Helen, Frances, Addie or Mary never rocked anything that read 'Gamma Phi Hottie,' so why would you?

We get it isn't the 1800s, and we're not saying you shouldn't have fun, but when messaging crosses the line or incorrectly uses Gamma Phi Beta's trademarks, International Headquarters will step in and put the kibosh on the production. Avoid the hassle of reworking a design by understanding how the t-shirt and apparel design approval process works. It's simple, we promise!

Approval Process

- After discussing the design idea with your chapter advisor or public relations advisor, a chapter can contact a licensed vendor to help them create Sorority apparel. A design will be provided by the chapter, or the licensed vendor will produce a design with your input.
- Once you receive the shirt design from the vendor, you must have the shirt approved by your chapter advisor and/or public relations advisor in addition to your regional coordinator prior to presenting to the chapter and placing the order.
- Vendors then submit the shirt designs to Affinity Marketing Consultants Incorporated (AMC). AMC approves or denies the shirt based on the brand and design guidelines provided by Gamma Phi Beta.
- If there is still a question as to whether the design is acceptable and appropriate, it is forwarded to International Headquarters where each case is carefully considered and a final decision is made.

Characteristics of Designs that are not Approved

1. Offensive messaging (i.e., sexual innuendos, alcohol/drug references, demeaning or ostracizing terms).
2. Manipulating ΓΦΒ symbols, logos, insignia or any Sorority trademark.
3. Distasteful images that do not reflect our mission.
4. If you can sit on the design, it won't fly. Putting our letters, crest or any other Sorority symbol on your rear is just downright tacky and distasteful.

WHAT WE LIKE TO SEE!

1. Designs that use Sorority colors, logos and symbols.

Visit GammaPhiBeta.org to download our Brand Standards Manual for guidelines to help you establish effective and visually pleasing designs.

2. Tasteful designs that show we are classy women who uphold our mission.

3. Designs that communicate our brand messages and include words like inspirational, lifelong, connect, impact shine, sisterhood, unique, loyal, strong or intelligent.

YOU'RE OUTTA HERE!

These shirts didn't meet our approval requirements – for some pretty obvious and not-so-obvious reasons.



Holy carnations! Anything that distorts special Sorority symbols like our crest or Greek letters is a violation of our brand guidelines. Denied!



The design for this tee is fine, but using terms like 'biddies,' 'babies,' 'tinies,' 'moonies' or any other nickname to refer to your chapter's new member class is demeaning and considered a form of hazing. These are grown women who are your soon-to-be sisters – not a bunch of babies. Denied!



Now who the heck is Rob?! Trying to slide a design under the radar by passing our letters off as a name or different reference won't work. Denied!



Purchase only from vendors who have the official Greek licensed product seal. If they don't have the seal, say 'bye-bye!'

Date _____ Potential New Member's Name _____
(First) (Nickname) (Middle) (Last)

Attach picture
if available

GAMMA PHI BETA SORORITY REFERENCE FORM

(To be completed by Gamma Phi Beta members only.)



For _____ of Gamma Phi Beta at _____
(Chapter) (College or University)

Entering as a ☐ Freshman ☐ Sophomore ☐ Junior ☐ Senior _____ Age _____

High school attended _____ City/State _____

Scholastic average _____ Rank in class _____ Number in class _____

Previous college attended _____ City/State _____

Scholastic average _____ Number of terms completed _____ Major _____

Name of parent/guardian _____

Home address _____

IS SHE A LEGACY? (Indicate the $\Gamma\Phi\beta$ relative)	<input type="checkbox"/> Sister	<input type="checkbox"/> Mother	<input type="checkbox"/> Grandmother	<input type="checkbox"/> Great grandmother
	<input type="checkbox"/> Step sister	<input type="checkbox"/> Step mother	<input type="checkbox"/> Step grandmother	<input type="checkbox"/> Step great grandmother
Relative's Name _____ (Last) (First) (Maiden) (Chapter)				

Other NPC sorority affiliations of relatives _____

Can this woman meet the financial obligations of the Sorority? ☐ Yes ☐ No

I endorse this woman for membership in Gamma Phi Beta Sorority. ☐ Yes ☐ No

Does the potential new member meet each of Gamma Phi Beta's four core values of membership? ☐ Yes ☐ No

On a separate page, please comment on how she upholds our core values. Feel free to include additional anecdotal information or any information that would help the chapter meet and recruit this woman.

Love (Individual Worth – good character, attractive and gracious personality, self-respect, enthusiasm, integrity) ☐ Yes ☐ No

What character/personality traits does she demonstrate?

Does she have any hobbies and/or interests that she is passionate about?

Labor (Service to Humanity – community and school involvement, good work ethic, leadership skills, philanthropic interests) ☐ Yes ☐ No

Learning (Intellectual Growth – scholastic excellence, interest in lifelong learning, leadership potential, awards and honors) ☐ Yes ☐ No

Loyalty (Lifetime Commitment – dedicated, dependable, proud, supportive, brings prestige and respect, legacy) ☐ Yes ☐ No

SUBMITTED BY:

Check as many as apply:

☐ I know this potential new member personally.

☐ I know her family personally.

☐ I do not know this woman personally, but I received this information from:

☐ The potential new member herself

☐ Panhellenic members/master file

☐ Mutual friend

☐ High school faculty/staff member

☐ Other _____

(First) (Maiden) (Last) (Husband's)

(Street) (City) (State) (Zip)

(_____)

(Telephone) (Chapter of Initiation)

E-mail address _____

I am a/an (check one) ☐ Collegian ☐ Alumna

Send this form to the chapter's area reference chairwoman (ARC) or the chapter at the college/university the potential new member will attend. DO NOT send this form to International Headquarters. Please call 303-799-1874 with questions.

Please be aware this information may be shared with the chapter during recruitment.

inspiration board



WRISTFUL WANTS

Add some Gamma Phi Beta flair to your wrists with these charming bangle bracelets. Wear it as a simple statement piece or stack it with other bangles – looks fabulous both ways! Available at CrescentCorner.com.

LOBBYING FOR CHANGE

Former University of South Carolina Panhellenic President Chelsea Ostebo (South Carolina) was selected to serve on an all-Greek delegation to advocate issues of importance on behalf of Greek life. Chelsea will lobby Congress members on behalf of the Greek community when she travels to Washington, D.C., in late April.

"As someone who believes in the Greek experience wholeheartedly, I know it is my responsibility to advocate for our community whenever and wherever I can," Chelsea says.

YOURS TRULY

The Gamma Phi Beta signature was approved at Convention 1884 in Ann Arbor, Michigan. Our signature consists of three Greek letters, Π, K and E, and should always be written together as a unit. The meaning of our signature is only revealed at Initiation, and was used by our Founders in their personal letters to other members.

ΠKE

BADGE RESCUE

This more than century-old badge belonged to Delta Chapter member Helen Dame (Boston, 1893). In 2000, Joan Rattigan Riordan (Boston) was in a jewelry store in New Hampshire when this Gamma Phi Beta badge caught her eye. After explaining the significance of this badge, the jewelry store owners donated the badge back to International Headquarters, where it is now prominently displayed with the rest of our historic badges!

If you have a special piece of Gamma Phi Beta memorabilia you would like to donate, we would love to display it in our museum at International Headquarters. Contact Jill Gunjevic at jgunjevic@gammaphibeta.org for more information.

A CENTURY OF NATIONAL PANHELLENIC CONFERENCE LEADERSHIP

Exactly 100 years ago, Lillian Thompson (Michigan, 1892) served as Gamma Phi Beta's first National Panhellenic Conference (NPC) Chairman, completing her term in 1913. The leadership of NPC is determined through a rotation process based on the group's date of entrance into NPC. In addition to Lillian, two other Gamma Phi Betas have served in this role: Beatrice Locke Hogan (Oregon, 1912) from 1955-57 and Elizabeth 'Betty' Ahlemeyer Quick from 2005-07. A Gamma Phi Beta will again serve as NPC Chairman in 2055.



Alumna Spotlight

NANCY HAMMELL KUEHLER

Nancy Hammel Kuehler (Wichita State) learned from the best — her mom, Marilyn Mann Hammell (Minnesota-Twin Cities, 1943). “She taught me Gamma Phi Beta is for a lifetime,” Nancy shares. “My mom instilled in me a special pride and loyalty for our Sorority that I try to teach my own daughter and the women I advise at Sigma Chapter (Kansas).”

Leading by example, Nancy practices what she preaches. Last November, a sister asked if she would lend her expertise as a commercial interior designer to help decorate the chapter room for our newest collegiate chapter at Rockhurst University. Without batting an eye, Nancy immediately signed on, and in less than three months a beautiful new room had been created to welcome Gamma Phi Beta’s new members, even before Bid Day arrived!

The Crescent had the opportunity to sit down with this vivacious member and learn more about what makes her tick.



“I focused on the symbolism of Gamma Phi Beta and how to make that stand out in the room,” Nancy explains. “The fun chairs were actually from a consignment shop. We just re-covered the cushions with this great print and painted the old oak chairs with fresh coats of light pink paint.”

You in three words

Loyal, funny and driven.

ΓΦΒ in three words

Friendship, laughter and fun.

Best pick-me-up

Exercise! Two years ago I started on a mission to take better care of myself, and now I really enjoy weight-resistance training.

Favorite thing about your job as a commercial interior designer

The creative aspect. I completed a large project at a pediatric clinic, and it was a really fun challenge. I had to bring this very dysfunctional, but very important place into the 21st century by making it much more efficient, usable and kid-friendly.

Most memorable moment when completing the Rockhurst University chapter room

The generosity of my sisters is incredible. At the 2012 Founders Day celebration in Kansas City, Missouri, I spoke in front of my sisters, telling them about the Rockhurst room and how we wanted to ‘do it right’ for these new women entering our sisterhood. By the end of the celebration, more than \$1,800 had been collected! I later spoke with all of Kansas City Alumnae Chapter, and even more money, supplies and furniture were donated. They were both incredible moments. Without their extraordinary support, we never could have pulled off such a spectacular room.

Craziest ΓΦΒ chance meeting

While traveling recently, I was wearing my crescent moon necklace when a woman sat down next to me on the airplane. She commented on my necklace, noting it reminded her of her sorority. We quickly made the connection that we were both Gamma Phi Betas and both had legacies. Turns out, I had just met her daughter a few days prior — she was also helping with the chapter room at Rockhurst! I say, no matter your age, wear our symbols. It’s so much fun when you meet other Gamma Phi Betas in the places you least expect!

Favorite Gamma Phi Beta memory

I attended my daughter Ana’s Initiation at Sigma Chapter (Kansas) in 2010 and pinned her with my mom’s badge. It was a tearful, joyful moment for us both, and I know my mom would have been so proud.

PHOENIX ALUMNAE CHAPTER

At Convention 2012, Phoenix Alumnae Chapter was honored with the distinguished Clara Worden Award for the most improvement over the biennium in all areas of chapter life. Stephanie Riel (Arizona State), chapter president, connected with *The Crescent* and was eager to share lots of fun facts about this nearly 75-year-old chapter!

The Crescent: Three words to describe Phoenix Alumnae Chapter.

Stephanie Riel: Inspired, lively and philanthropic.

What is a unique fact about the chapter?

SR: Our chapter hosts up to eight signature events annually, including business meetings, philanthropy events, PACE seminars, Founders Day, a holiday party and date night. But that's not all! Our members also organize and host social events based on common interests. Sisters organize hikes or participate in events like the 5k race, The Color Run. We also have sisters gather for events like tea, book club, pottery decorating or a day at the dog park. We offer a variety of events to fit all of our interests!

How does the chapter help Build Strong Girls?

SR: Our chapter is building strong girls by volunteering for Girls on the Run (GOTR) of Maricopa County! In the fall and spring, we help organize running buddies for GOTR and support the girls at their 5k events; some sisters are also coaches for GOTR, too.

Each January our chapter also helps Phoenix Panhellenic Association by volunteering to work concessions at the Phoenix Open Golf Tournament. Money raised in the Panhellenic concessions



Showing off their lifetime commitment to Gamma Phi Beta, Phoenix Alumnae Chapter honored a dozen 50-year members at Founders Day 2012!

booth benefits the Panhellenic scholarship fund for sorority women in Arizona.

Which Core Value best describes your chapter?

SR: Loyalty. Our members are truly dedicated to Gamma Phi Beta for a lifetime. This is demonstrated through the involvement of members in our local alumnae chapter events, as well as their willingness to serve our local collegiate chapters as members of advisory boards and house corporation boards. Additionally, our members assist on committees and with various philanthropic events for our alumnae chapter. Many members are also involved at the regional or international volunteer level for Gamma Phi Beta.

How does your chapter celebrate Founders Day?

SR: Each year our chapter hosts a Founders Day brunch at a local hotel. During the celebration, we host a raffle to raise money

for the Gamma Phi Beta Foundation and honor outstanding sisters at our awards presentation.

What does our mission mean to the chapter?

SR: Our chapter is always striving to be the best group of women possible with everything we do! Whether it's making an impact with our community, connecting with sisters at our events or shining in our personal lives, our chapter wants to inspire greatness in our community and sisterhood.

FAST FACTS

Membership size? 65

Charter date? 1939

Collegiate chapters supported?

Alpha Epsilon (Arizona), Beta Kappa (Arizona State) and Beta Omega (Northern Arizona).



Pattye Lamb Moore

(Oklahoma) Edmond, Oklahoma

Pattye is a true go-getter. A consultant, speaker and author, Pattye currently serves as chairman of the Board of Red Robin Gourmet Burgers and on the board of directors for ONEOK, Inc., the fifth largest gas distribution company in the United States. When she's not busy with her challenging career, Pattye loves to go to the lake or spend time with her two grandsons. Even with such a demanding work-life schedule, Pattye always pays her international alumnae dues.

Since her daughter joined Gamma Phi Beta in 2011 at Psi Chapter (Oklahoma), Pattye's chapter of initiation, she's been able to connect with the Sorority in a new light – as a Gamma Phi Beta parent. From helping at Bid Day to providing snacks during midterms, Pattye notes it's been extra fun and special to reconnect with the Sorority this way.

"Gamma Phi Beta was really important in my career development – I'm reminded of that as I see my daughter, Lindsey. She has taken on a leadership role in her chapter and is learning the same skills I learned from the Sorority in college. Everything comes full circle in Gamma Phi Beta, and that's why I pay my international alumnae dues."



ARE YOU READY TO GIVE BACK?

There are three ways you can pay your \$25 international alumnae dues and Shine ON for Gamma Phi Beta!

1. Pay online at GammaPhiBeta.org/AlumnaeDues.
2. Pay through your local alumnae chapter.
3. Mail this form with a \$25 check to:

Gamma Phi Beta Sorority, Inc.
P.O. Box 731592
Dallas, TX 75373-1592

Yes! I am proud to Shine ON for Gamma Phi Beta and foster a strong future for our organization!

☐ \$25 Check enclosed First Name, Maiden, Last Name _____

Address _____ City _____

State/Province _____ Postal Code _____ Country _____

Collegiate Chapter _____ School _____

Seven-digit Member Number (located on back of magazine) _____ Email _____

Alumnae Chapter (if applicable) _____ Phone _____

**Dues and contributions made during the Sorority's fiscal year (August 1, 2012 – July 31, 2013) are not tax-deductible. Please note new postal address.*



How could your smartphone save you?

We all love our smartphones, but they're only as smart as the decisions we make when using them. Remember to only use your phone when it is safe to do so. In 2009, over 5,400 people were killed in vehicle crashes related to distracted driving, while an additional 448,000 people were reported injured in such accidents (NHTSA, 2012). Make the smart choice and put the phone away while driving. Together, we can make our roads a safer place for everyone. For more safe driving tips, or to see how much your special **Gamma Phi Beta** discount could save you on auto insurance, visit www.geico.com/greek/gammaphibeta or call 1-800-368-2734. Don't forget, whenever you complete a new quote, GEICO gives back to Gamma Phi Beta.



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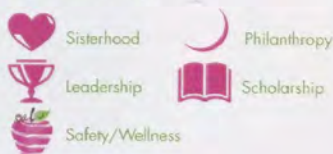
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SORORITY Life

It's collegiate and alumnae chapter updates - at a glance! Read all about our shining chapters across the country and their recent activities. Chapter submissions for the summer issue are due May 1. For chapter submission guidelines, visit GammaPhiBeta.org.

Symbol Key:



Region 1

DELAWARE

♥ Eta Gamma Chapter (Delaware)

Teams of sisters took a break from the stress of finals to bake batches of cookies at the chapter's first Cookie Crawl! The study break let members relax and have a little fun while preparing to ace their exams.

MASSACHUSETTS

♥ Delta Chapter (Boston)

The chapter proudly welcomed 41 incredible new members after a successful recruitment in January!

NEW JERSEY

♥ Princeton Alumnae Chapter

Sisters met to honor 75-year member Ruth Sutherland Gilman (Illinois) for her lifetime commitment to Gamma Phi Beta. Ruth told sisters stories of being in the service after she graduated and how she is still in touch with

two chapter sisters, all without the aid of email or Facebook!

NEW YORK

♥ Alpha Chapter (Syracuse)

Members traveled to Massachusetts to cheer on a chapter sister competing in the Miss Cambridge Pageant. This special sister was crowned the pageant winner, so members are now looking forward to cheering for her in the Miss Massachusetts Pageant!

♥ Epsilon Tau Chapter (Rochester)

A great night of bonding and a celebratory dinner was a wonderful way to welcome the chapter's 32 new members!

PENNSYLVANIA

↪ Alpha Upsilon Chapter (Pennsylvania State)

Sisters volunteered as running buddies at a Girls on the Run 5k event. Each woman was matched up with a Girls on the Run participant and was their motivator and encourager as they completed the run!

♥ Delta Kappa Chapter (Lehigh)

The chapter added a sisterhood spin to speed dating! The chapter's 35 new members got the opportunity to learn more about women in their new member class and initiated

members through quick, fun, get-to-know-you 'speed dates.'

█ Zeta Pi Chapter (Pennsylvania State-Altoona)

With a 3.1 grade point average (GPA), the chapter earned the highest GPA out of all Greek organizations on campus!

QUEBEC

♥ Montreal Alumnae Chapter

The chapter has a full calendar of events planned for 2013; contact gpbmontreal@gmail.com to get involved and join the fun!

Region 2

FLORIDA

♥ Beta Mu Chapter (Florida State)

Sisters had a blast spending their fall sisterhood retreat at Disney World!

♥ Eta Eta Chapter (South Florida)

In January, the newly-chartered chapter welcomed 13 new members into the sisterhood. Initiated members were excited to experience their first Bid Day celebration as a chapter and look forward to participating in their first Rock Solid Relationships program to create solid Big/Little Sister mentorships.

♥ Jacksonville Alumnae Chapter

The chapter held its annual crescent moon ornament exchange and also welcomed several new area alumnae to the chapter!

♥ Naples Alumnae Chapter

Members toured a special area of the Naples Museum of Art that featured paintings and sculptures by female artists. Following the tour, the chapter enjoyed listening to a speech by the female CEO of the Philharmonic Center for the Arts.

♥ Tampa Bay Alumnae Chapter

The chapter had a busy fall! They helped with recruitment at Eta Beta Chapter (Florida Southern) and played a significant role with recruitment at our Eta Eta Chapter (South Florida) when it was still a colony. Both chapters

Gamma Phi Beta Sorority by Regions



Alaska - Region 8
Hawaii - Region 7

welcomed a full Quota of exceptional new members!

NORTH CAROLINA

☪ Epsilon Psi Chapter (North Carolina-Asheville)

Ten new sisters were initiated just in time to celebrate the chapter's 20th anniversary! Sisters also volunteered with Girls on the Run, helping with the happy hair station and cheering on participants as they completed a 5k.

SOUTH CAROLINA

♥ Epsilon Theta Chapter (Clemson)

The chapter welcomed new members with a fun day of games, relay races and making race day goodie bags for Girls on the Run!

☪ Zeta Sigma Chapter (South Carolina)

The chapter is supporting Girls on the Run this semester by participating in the Girls on the Run 5k runs as running buddies and organizing weekly materials for the Girls on the Run after-school learning sessions. A handful of sisters have even committed to serving as coaches and assistants for a group of young girls this season!

VIRGINIA

♥ Epsilon Iota Chapter (Christopher Newport)

The chapter welcomed 36 women after spring recruitment with the fun Bid Day theme, 'Where Dreams Really Do Come True.' New members loved taking photos with their new sisters alongside the large hand-painted Greek letters and oversized crescent bench members made especially for the Bid Day celebration!

♥ Zeta Beta Chapter (Virginia)

Chapter members were over the moon with excitement to welcome 45 fantastic new members to the sisterhood!

♥ Zeta Eta Chapter (Lander)

Demonstrating the power of sisterhood, the chapter was faced with adversity when a member was in a car accident, but leaned on one another and supported their sister as she made her incredible recovery. Sisters are ecstatic to share that their sister is walking again, and she continues to be an inspiration to the chapter.

♥ Fairfax County Alumnae Chapter

Members had a fabulous time celebrating the holidays at their December business meeting and white elephant gift swap! Members



Region 1 | Epsilon Eta Chapter (Bridgewater State) met Quota and welcomed 12 fabulous new women to the sisterhood on Bid Day. To celebrate, the chapter gave new members these fun Gamma Phi Beta shirts from Crescent Corner that read 'Going Strong Since 1874!' on the back.



Region 3 | A special tradition, Atlanta Alumnae Chapter proudly awarded five scholarships to deserving collegiate women from each of the Gamma Phi Beta collegiate chapters in Georgia (four recipients pictured). The women were honored with the scholarships at the chapter's annual Founders Day Tea.

connected during their January social event while knitting, crocheting and teaching sisters how to do the same.

☪ Northern Virginia Alumnae Chapter

Members cheered on more than 20,000 runners at the Girls on the Run 5k Race at Jiffy Lube Live Amphitheater in Bristow, noting it was a heart-warming experience to see Gamma Phi Beta at work, positively impacting the lives of young girls!

Region 3

ALABAMA

☪ Epsilon Lambda Chapter (Alabama)

Over their winter break, chapter collegians and alumnae made more than 2,000 paper

snowflakes that they mailed to Sandy Hook Elementary School in Newton, Connecticut. The snowflakes were created to decorate the school and welcome children back with a majestic winter wonderland.

♥ Birmingham Alumnae Chapter

Members celebrated Founders Day at a local Greek restaurant and enjoyed the chapter's annual holiday ornament swap with a fondue dinner. In January, officers got together for dinner and more exciting event planning.

LOUISIANA

♥ **Epsilon Mu Chapter (Loyola-New Orleans)**
Members cheered on a sister competing in the Miss St. Tammany Heritage Pageant and were ecstatic when she was crowned with the pageant title, giving her the opportunity to compete in the Miss Louisiana Pageant this spring.

TEXAS

♥ **Alpha Xi Chapter (Southern Methodist)**
The chapter had a successful recruitment and was very happy to welcome 40 fabulous new members! Recruitment week consisted of four themed days, including philanthropy day, where potential new members and chapter members decorated water bottles to donate to a local Girls on the Run council.

♥ **Gamma Chi Chapter (Texas State-San Marcos)**
The chapter had a great time with Homecoming festivities and was ecstatic a sister was crowned Homecoming queen! In February, the chapter participated in its first spring recruitment, welcoming even more great women to the chapter.

♥ **Zeta Chi Chapter (Texas Christian)**
For the chapter's monthly PACE programming event, sisters participated in a yoga session together. It was a fun and relaxing way to learn new techniques to help relieve stress while bonding with sisters.

♥ **Corpus Christi Area Alumnae Chapter**
Sisters met in January for a potluck and new officer elections. They thank the chapter's outgoing officers for their service!

↪ **Dallas Alumnae Chapter**
More than 20 sisters attended a fun holiday party where the chapter collected numerous toys to donate to Toys for Tots.

♥ **Greater Fort Worth Alumnae Chapter**
The chapter celebrated sisterhood during the holiday season with an ornament exchange event held at the home of a chapter member. The women enjoyed a gift exchange and each donated a gift for Toys for Tots.

Region 4

INDIANA

♥ **Beta Pi Chapter (Indiana State)**
The chapter supports their sister in her fight against Lupus, and entered the Indianapolis

Walk for Lupus as a team. The chapter assisted Shea in becoming the nation's largest fundraiser for the Lupus Foundation of America, raising more than \$100,000 in 2012!

♥ **Delta Iota Chapter (Purdue)**
The chapter initiated 30 women last fall and look forward to growing the sisterhood this spring through informal recruitment events!

MICHIGAN

♥ **Delta Omega Chapter (Oakland)**
Spring recruitment was a success! Members expanded the chapter with women who best reflect the Core Values of Gamma Phi Beta.

♥ **Epsilon Beta Chapter (Alma)**
The chapter prepared for its most successful recruitment in years and now exceeds campus Quota! They welcomed 17 new members to the sisterhood with their Bid Day theme, 'Still Bold and Beautiful.'

♥ **Eta Alpha Chapter (Lake Erie)**
The chapter doubled in membership size this past fall thanks to driven, dedicated members and a fun recruitment!

♥ **Greater Lansing Area Alumnae Chapter**
The chapter held its annual 'Twelfth Night' holiday party at the home of a sister in January and invited significant others and friends to the celebration. The group continues to enjoy their monthly 'Coffee and Carnations' meet-ups as well.

OHIO

♥ **Beta Gamma Chapter (Bowling Green State)**
The chapter had a blast bonding at their chapter sister's wedding and loved getting all dolled up together beforehand!

♥ **Zeta Iota Chapter (Valparaiso)**
The chapter earned the highest Greek grade point average for the fall semester and welcomed 17 beautiful new women this spring!

♥ **Zeta Omicron Chapter (John Carroll)**
Members connected with their **Cleveland West Alumnae Chapter** sisters at a holiday party full of laughter and stories! Each sister also brought a toy to the party to donate to less fortunate children.

Region 5

ILLINOIS

♥ **Epsilon Chapter (Northwestern)**
The chapter enjoyed a successful formal recruitment in January, welcoming a beautiful new member class of 41 women! On Bid Day, the chapter had a fun night out at an amusement park playing WhirlyBall, a game that combines lacrosse, hockey and basketball with bumper cars!

↪ **Beta Eta Chapter (Bradley)**
Chapter members volunteered at a local elementary school benefit, helping serve lunch and playing games with kids. The benefit helped a student's family pay for pediatric cancer medical expenses.

↪ **Chicago Alumnae Chapter**
Sisters raised nearly \$3,000 at their annual holiday party at the home of Ruth Andrea Seeler, M.D. (Vermont), with all proceeds going toward a scholarship or fellowship for a Gamma Phi Beta medical student this fall.

↪ **Chicago Northwest Suburban Alumnae**
The new year began with the chapter's annual project of assembling care packages for three nearby collegiate chapters, in addition to enjoying dinner out together at a fun local restaurant and participating in a day of service for the nonprofit organization Feed My Starving Children.

IOWA

↪ **Rho Chapter (Iowa)**
To honor a chapter sister that passed from cancer in 2003, the chapter holds an annual event, Grilled Cheese with the G-Phi-Bs, with all proceeds benefitting the Children's Cancer Connection, the place the member received treatment. Nearly 500 students, alumnae and University faculty attended, helping the chapter raise nearly \$4,000 to donate in her memory.

↪ **Omega Chapter (Iowa State)**
In January, members participated in the University's 15th annual Dance Marathon. The money raised at this event benefits the University of Iowa Children's Hospital, and this year, Omega Chapter was named the top fundraising sorority on campus!

☪ Gamma Psi Chapter (Northern Iowa)

Sisters helped with event coordination at a local fundraiser that helps send children with life-threatening illnesses on vacation with their family.

♥ Cedar Valley Alumnae Chapter

The newly-formed chapter was installed in January and looks forward to supporting their Gamma Psi Chapter sisters at the University of Northern Iowa!

MINNESOTA

♥ Gamma Pi Chapter (Minnesota State-Mankato)

The chapter initiated 16 women and had a blast at fall formal the following evening!

WISCONSIN

☪ Gamma Chapter (Wisconsin-Madison)

In addition to raising more than \$7,000 to support Building Strong Girls at the chapter's Grilled Cheese with the G-Phi-Bs event, members also volunteered at a Girls on the Run 5k, helping participants prepare for the race, passing out refreshments and cheering runners on as they completed the race.

Region 6

COLORADO

♥ Denver Alumnae Chapter

Seven 50-year members and one 75-year member were honored at the chapter's Founders Day celebration at the Denver Country Club. In total, more than 100 sisters got together!

KANSAS

☪ Sigma Chapter (Kansas)

The chapter was elated to be one of five sororities on campus selected to perform a variety show for the University of Kansas' Rock Chalk Revue! The chapter took home seven awards for their performance, including Best Show.

MISSOURI

☪ St. Louis Alumnae Chapter

Sisters had a wonderful time connecting at their Mother-Daughter Tea. Members always look forward to this fun event that has been taking place annually for 14 years!



Region 3 | Delta Omicron Chapter (Southern Polytechnic State) welcomed new members on Bid Day with a fun, backyard picnic-style barbecue that included a photo booth and music!



Region 4 | Epsilon Beta Chapter (Alma) advisory board members and alumnae sailed the Caribbean seas in October to celebrate their sister Bree's (wearing pink bow) five-year breast cancer-free milestone. Fittingly, the sisters had a pink-themed night!



Region 6 | On Bid Day this spring, Gamma Kappa Chapter (Nebraska-Kearney) members welcomed new members (pictured) to the chapter with gifts and fun signs that read, "We Love You to the Moon and Back!" and "We Know You Will Shine in ΓΦΒ!"

🌸 Zeta Delta Chapter (Southeast Missouri State)

Starting off the semester with a healthy commitment, sisters are preparing to run in the Relay for Life Race this spring in Cape Girardeau to stay healthy while also helping to raise money for cancer research.

↪ Greater Kansas City Alumnae Chapter

The chapter honored eight 50-year members at Founders Day festivities and had a great time exploring Science City with Camp Fire members! They viewed an IMAX movie with Camp Fire kids and explored the building's fun environment that teaches children about science in an interactive and exploratory way.

NEBRASKA

♥ Omaha Alumnae Chapter

Alumnae and their significant others celebrated the holiday season with a fun white elephant exchange. In January, they visited their **Epsilon Delta Chapter (Creighton)** sisters and watched them practice an original skit in preparation for spring recruitment.

NEW MEXICO

↪ Albuquerque Alumnae Chapter

Marking 60 years as a chapter, sisters reflected on past chapter achievements and noted that more than \$20,000 has been donated to various philanthropies! A chapter tradition, members have made and sold jalapeño pepper jelly to the community for the past 25 years as a fundraiser.

OKLAHOMA

🍷 Psi Chapter (Oklahoma)

An exciting fall semester included the celebration of 82 new members! The chapter also won second place in Homecoming festivities and placed third in the annual University Sing competition.

🍷 Beta Omicron Chapter (Oklahoma City)

The chapter earned a first place finish in the University's Homecoming competitions!

Region 7

ARIZONA

♥ Beta Kappa Chapter (Arizona State)

Excited screams and hugs welcomed more than 30 new members on Bid Day!

♥ Tucson Alumnae Chapter

Sisters celebrated Founders Day with the women of **Alpha Epsilon Chapter (Arizona)** and were thrilled to honor two 50-year members at the celebration.

CALIFORNIA

🌸 Beta Lambda Chapter (San Diego State)

Sisters participated in The Color Run San Diego, a 5k run/walk benefiting Big Brothers Big Sisters of San Diego County. Members were blasted with colorful chalk at each kilometer of the race, creating a memorable and colorful run!

♥ Gamma Eta Chapter (California State-Long Beach)

An engaging sisterhood retreat that included a harvest tour at Tanaka Farms helped new members cultivate friendships while they got to know one another better. A fireside chat full of laughter was a great way to cap off this fun day!

🍷 Delta Delta Chapter (California State-Fullerton)

The chapter was the only organization at the University to be honored with the prestigious Dean's Cup for Overall Excellence this year. In fact, the chapter has received this campus honor for the past three consecutive years!

♥ Epsilon Gamma Chapter (San Diego)

To welcome nearly 50 fabulous new members, the chapter's senior pledge class cooked them a celebratory welcome dinner. The chapter's Bid Day theme was, "Gamma Phi Just Got Beta!"

↪ Epsilon Nu Chapter (Chapman)

The chapter is busy preparing for its new philanthropic gala, Evening under the Crescent. Created in spring 2011, the event has already raised more than \$10,000 to support the chapter's local philanthropy, Camp del Corazon, a non-profit organization that provides experiential opportunities for children with heart disease. During the Gala, sisters, alumnae and guests enjoy a delicious dinner and a silent auction – the campers they help support also attend the event with their families!

♥ La Jolla Alumnae Chapter

Members joined with **San Diego Alumnae Chapter** members in March to celebrate

strong women, a PACF event timed in conjunction with National Women's Day. This spring, the chapter is sponsoring an all Gamma Phi Beta San Diego philanthropy event, with proceeds benefitting Building Strong Girls.

♥ San Diego Alumnae Chapter

Members spent time together at a truffle tasting event at a local artisan chocolate shop. Sisters enjoyed pairings of different truffles, wines and cheeses while socializing and making new friends.

♥ South Bay Alumnae Chapter

Sisters enjoyed high tea at Trump National Golf Course while overlooking the cliffs of the Palos Verdes Peninsula with members of Alpha Phi Fraternity and Alpha Gamma Delta Fraternity for the annual Syracuse Triad event. Alpha Phi and Alpha Gamma Delta are the other two National Panhellenic Conference organizations founded at Syracuse University.

Region 8

BRITISH COLUMBIA

♥ Alpha Lambda Chapter (British Columbia)

The chapter was thrilled to welcome new sisters to the chapter following spring recruitment and had a fun sleepover-themed Bid Day event complete with nail painting and games.

🍷 Vancouver Alumnae Chapter

Sisters were proud of alumnae chapter member Marina Walker (British Columbia) for being elected president of the Vancouver Alumnae Panhellenic Association! At the end of April, the alumnae chapter is hosting an anniversary event evening, complete with dinner, dancing and sharing fond memories to celebrate 85 years of **Alpha Lambda Chapter** sisterhood at the University of British Columbia.

CALIFORNIA

♥ Eta Chapter (California-Berkeley)

The chapter is preparing for its spring recruitment which will include: yoga, house tours, philanthropy night and fun! On Bid Day, sisters will go ice skating with the chapter's new members.

♥ Delta Chi Chapter (California State-Sacramento)

The chapter welcomed more than 40 new members on Bid Day! A celebratory luncheon with their Sacramento Valley Alumnae Chapter and Epsilon Kappa Chapter (California State-Chico) sisters was a wonderful way to celebrate 138 years of sisterhood for Founders Day!

♪ Bakersfield Alumnae Chapter

Members helped their collegiate sisters at Delta Phi Chapter (California State-Bakersfield) organize the chapter's Crescent Classic event to benefit Building Strong Girls.

♪ Sacramento Valley Alumnae Chapter

After celebrating Founders Day, members volunteered at the Girls on the Run Sacramento Flapjack 5k and helped with registration and selling merchandise.

♥ San Francisco Alumnae Chapter

Sisters had a great night out at the Giants baseball game!

IDAHO

☞ Xi Chapter (Idaho)

The chapter has one of the best all-Greek grade point average on campus with a 3.32! Members were also proud to have a least one sister participate in every campus-hosted alternative winter break service volunteer trip.

OREGON

♥ Corvallis Alumnae Chapter

Members celebrated the holidays with the chapter's annual brunch and crescent-themed gift exchange.

WASHINGTON

♥ Lambda Chapter (University of Washington)

With the Bid Day theme, 'Living Young, Free and G-Phi-B,' the chapter welcomed new members with fun sisterhood events like ice cream socials, camp retreats and picnic dinners.

♥ Zeta Alpha Chapter (Eastern Washington)

Members loved their winter-themed sisterhood event at Silver Mountain Ski Resort! The women taught one another how to ski while others went snow tubing.

♥ Puget Sound Alumnae Chapter

Sisters are supporting the chapter's past president with meals, encouraging words and more as she recovers from a serious spinal cord injury she suffered in late December.



Region 6 | St. Louis Alumnae Chapter sisters had a wonderful time connecting at their Mother-Daughter Tea. Members always look forward to this fun event that has been taking place annually for 14 years!



Region 6 | New members from Alpha Delta Chapter (Missouri-Columbia) celebrate on Bid Day!



Region 7 | Greater Orange County Alumnae Chapter honored Collegiate Vice President Mary L. Knap (California State-Fullerton) by nominating her for the prestigious Athena Medallion presented by Central Orange County Alumnae Panhellenic. The 2012 Athena Benefit was the 48th annual event for the Panhellenic group and was chaired by René Matz Thompson (California State-Fullerton). To celebrate Mary and support René, more than 20 sisters attended – the largest turnout of Gamma Phi Beta sisters in the event's history! The event raises funds for scholarships presented to young women graduating from high school who will be attending colleges and universities with National Panhellenic Conference groups.

SUPPORTERS OF THE *Heart.* Omicron Chapter

Philanthropy is a defining characteristic of Sorority membership and has been so since the earliest days when the roles of sororities expanded into something beyond social participation. Today, that philosophy is clearly demonstrated with our Omicron Chapter (Illinois at Urbana-Champaign).

"The quote 'It's not what you get, it's what you give,' reflects the giving mentality our chapter strives to live by," Omicron Chapter President Casey Dollinger says. Omicron makes philanthropy a top priority and supports their local community and the Gamma Phi Beta Foundation, in addition

to their ongoing support of the Sorority's philanthropic partners.

Contributions to local organizations in need have been particularly rewarding to Omicron members, as they have witnessed firsthand how their donations benefit others. Sisters have even requested that any chapter fines be earmarked to local philanthropic causes.

Last fall, the chapter made a significant donation to the Mills Breast Cancer Institute where Chapter Advisor Angela 'Angie' Jordan Dimit (Illinois at Urbana-Champaign) has been receiving treatment. Past chapter

president Stephanie Cyrus says, "Angie is such an important part of our chapter that members were more than enthusiastic about donating a portion of our fundraising efforts to her treatment center."

"It is such an honor to work with these women as their chapter advisor," Angie says. "I have been overwhelmed by the way these women live our Core Values. It is not only what they do as a chapter, but also their individual involvement in philanthropic efforts that is truly inspirational."

In 2005, Omicron new member Sarah Channick passed away after an accident. In her



At Convention 2012, Omicron Chapter (Illinois at Urbana-Champaign) was recognized as a collegiate member of The 1874 Society for 2011-12. From left to right: Cailun Gangi, Jennifer Weston, Stacey Meyers, Kristen Opsahl, Stephanie Gerstetter, Erica Mazur and Stephanie Cyrus.

“It is wonderful that our contributions mean Omicron Chapter can ‘be there’ when another sister is in need. As a collegiate chapter, it’s important to give back to our sisterhood, and The 1874 Society is the ideal way to do so,” Casey explains.

honor, the chapter donates part of its annual Crescent Classic proceeds to a scholarship fund at Sarah’s high school. Inspired by the impact of that scholarship award and Sarah’s love of dance, Omicron Chapter is now working with the Urbana Parks District to fund a dance scholarship for a local arts-based camp.

In addition to other charitable gifts, an annual membership in The 1874 Society is a top priority for Omicron. For more than 20 years, this giving society has recognized donors who give a minimum of \$1,874 to the Foundation annually. Funds given through 1874 Society membership are among the most valuable to the Foundation because they are allocated wherever the need is greatest.

Each semester, Omicron Chapter members designate a portion of their local chapter dues to the Foundation, achieving membership in The 1874 Society. “It is wonderful that our contributions mean Omicron Chapter can ‘be there’ when another sister is in need. As a collegiate chapter, it’s important to give back to our sisterhood, and The 1874 Society is the ideal way to do so,” Casey explains.

At Convention 2012, Omicron Chapter was recognized as a collegiate chapter member of The 1874 Society for 2011-12. Members were ecstatic to learn that their donations have encouraged other chapters to participate in The 1874 Society this year as well.

Foundation Chair Linda Daniel Johnson (Vanderbilt) notes, “Omicron Chapter members are realizing the Foundation’s vision of inspiring all members to embrace lifelong giving and service. Each member committed to being part of The 1874 Society, and it is an example of how much greater the impact can be when we all join together to give.”

Philanthropy offers Omicron members an opportunity to strengthen their bonds as they unite around common goals and shared values. It allows them to exemplify kindness, compassion and empathy — traits we look for as our collegiate women grow into tomorrow’s leaders.

“Imagine the impact we can make if every chapter were to have members contribute a few dollars to the Foundation. That would make a big difference!” Stephanie Cyrus shares.

The Foundation thanks the following chapters to date for their 1874 Society memberships!

Alpha Chapter (Syracuse)

Omicron Chapter
(Illinois at Urbana-Champaign)

Alpha Delta Chapter
(Missouri-Columbia)

Epsilon Nu Chapter (Chapman)
Zeta Psi Chapter (Texas-San Antonio)



WE INVITE YOUR CHAPTER TO JOIN THE 1874 SOCIETY!

Members of The 1874 Society are instrumental in helping the Foundation achieve its mission – to support and inspire the lifelong development of women. Here’s how your chapter can become a member of The 1874 Society!

- Offer the opportunity for members to give toward membership in The 1874 Society
- Vote to include the Foundation annually in your local chapter dues by including it in chapter bylaws or standing rules

OR

- Vote to make a one-time chapter membership payment of \$1,874

Example: If your chapter has 125 members, each member would contribute \$15 annually.

“As Alpha Chapter (Syracuse), we wanted to honor the values and sisterhood upon which we were founded. Our chapter voted to include an annual membership in The 1874 Society in our chapter bylaws. It is so rewarding to know our chapter will always give back to other Gamma Phi Betas in such an important way,” Chapter President Micki Fahner (Syracuse) expresses.

For questions about chapter participation in The 1874 Society, please contact Stephanie Hearn, major gifts officer for the Foundation, at shearn@gammaphibeta.org.

Memorial Gifts

We acknowledge the following individuals and groups who contributed to the Gamma Phi Beta Foundation in memory of a loved one,* as of January 31, 2013. Lists are printed as received from the Foundation.

Dorothy Tiemann Adam
(Denver, 1941)
Bloomington Area
Alumnae Chapter

**Ruth Armstrong, mother of
Kristi Armstrong Pate**
Ann Ross

**Allan Baron, father of
Suzanne Baron Helming**
Alpha Epsilon House
Corporation Board

Ruth McLaughlin Benz
(Stanford, 1933)
Florence Cox

**Len Bloch, husband of
Sue Bender Bloch**
Anne Layton
Barbara Wessel

**Rena Mouille Boudreaux, aunt
of Cathy Boudreaux Griffin and
mother of Mary Allyn Boudreaux**
Cathy Griffin

Judith Litsinger Burgett
(Illinois, 1957)
Anita Allen

**Lisa Bergman Carder (Missouri
State, 1977)**
Vicki Helling

**Robert Childress, father of
Melissa Childress Ford**
Shellie Hodges
Mary Knaup
The Region 2 Team

**Claudene Christian (Southern
California, 1991)**
Beta Alpha Chapter
Beta Alpha House
Corporation Board
L'Cena Rice

**Jennie Clausing, mother of
Carole Clausing Lane and
Mary Clausing Talkington**
Debbie Wilson

Carol Reaves Dark (St. Louis, 2006)
Ann Bronsing
Christine Ehrenreich
Patricia Henderson
Margery Miller
Joanne Roman

**Gerie Domingo (California-
Irvine, 1986)**
Gigi Eyre

Jessica Galley (Cincinnati, 2012)
Christine Rathman

Dorothy Roeder Gerstner
(Washington, 1931)
Patricia Henderson
Margery Miller

**Ole Gilbo, husband of Kathleen
Benyo Gilbo**
Donna Binzer
Lisa Hesse
Marita Mahan
Jane Mott
Melinda Nutter
Valerie Underwood

Erica Goeckel
Dianne Weidener

**Patricia Kennedy Hansen (North
Dakota State, 1949)**
Beverly Edwards
Patricia Kratky

Jeannie Baker Harrington
(Washington, 1961)
Barbara Wilderman

**Susan Lynn Heath (Western
Michigan, 1968)**
Judy LaBorn

Cecilia "Sim" Simonich Hobin
(California-Berkeley, 1958)
Carolyn and Jack Grout

Clara and Alfred Jacob
Jeanne Jacob

Carol Clark Jones (Arizona, 1960)
Nancy Groh
Susan Studdard

**Maurice Kecker, husband of
Ann Gray Kecker**
Albuquerque Alumnae Chapter

Barbara Beegle Lambert
(Vanderbilt, 1979)
Colleen Hardeastle

Mildred Burton Lawrence
(Maryland, 1945)
Marion Hastings

Alice Barloga Lubenow
(Bradley, 1948)
Jill Murrell
Elizabeth Seibold

Lesla Folz Mahoney-Forsythe
Mary Helen Hall

**Mary Mike Mayo, sister of
Karen Gamel Urette**
Ann Ross

Sally Green McGauvran
(Bradley, 1954)
Ron McGauvran

**John B. McKinny, father of
Linda McKinny**
Patty Kepple
Patti Smith

**Andrew Menner, brother of
Morgan Menner**
Kristen Slaughter

**Sara Gallamore Moore (William
& Mary, 1954)**
Naples Alumnae Chapter

Virginia "Lynn" Peck Mueller
(Missouri-Columbia, 1947)
Alice Arnison
Christel Gallagher
Kim and Lonnie Hicks
Bonnie King
Naples Alumnae Chapter
Gwen Tegart
Wyndemer Retirement
Community

**Mary Miller Ott (Missouri-
Columbia, 1960)**
Christine Toole

Dorothy Davis Perrin
Patricia Mangis

**Kathy Enget Potter (North Dakota
State, 1959)**
Patricia Kratky

**Lori Shane Roh (Nebraska-
Lincoln, 1978)**
Barb Neels

**Will Sassaman, son of
Barbara Missert Wessel**
Anne Layton

Roena Pyle Sawyer (Iowa, 1931)
William Sawyer

Donna Sprague (Wittenberg, 1975)
Cheryl Petty

**Bruce Vernon, husband of
Carollee Deruyter Vernon**
Margery Wiltamuth

Natalie Fitch Welty (Syracuse, 1949)
Joan Piper

Susan Palowski West
Cheryl Petty

**Joe Williams, husband of
Virginia Bentley Williams**
Virginia Williams

Patricia McCalmont Willins
(Texas-Austin, 1947)
Albuquerque Alumnae Chapter

**Marc Woltzen, brother of
Christine Woltzen Ehrenreich**
Patricia Henderson

*For deceased members, *The Crescent* lists their first, maiden and last names in accordance with their school and year of initiation. Gifts received by May 1 will be acknowledged in the summer issue.

In Celebration

Celebrate a special sister, loved one or event with an "In Celebration" gift to the Gamma Phi Beta Foundation. Thank you to the following donors, whose gifts were recorded as of January 31, 2013. To make a gift, visit GammaPhiBeta.org.

In celebration of Chelsey Meek-Beck's marriage to Aaron Roney – congratulations!
Gigi Eyre

In celebration of Lynn Cast,
Dixie Lee Borus

In celebration of Angela Chong and the birth of her sons, Brady and Harper.
Cathy Griffin

In celebration of Judy Conlin on her induction into the Iowa Women's Hall of Fame.
Tucky Hobbs

In celebration of *The Crescent*.
Alexandria Strelow

In celebration of the Delta Xi Chapter (Bucknell) new member class of 1984.
Susan Darnell

In celebration of the 25th anniversary of Epsilon Eta Chapter (Bridgewater State).
Epsilon Eta Chapter

In celebration of the re-colonization of Gamma Chi Chapter (Texas State-San Marcos).
Christine Barr

In celebration the birth of Caleb Grant, grandson of Terri Briggs.
Barbara Boenzli
Anne Layton

In celebration of Amelia Halstead for being named director of marketing and development for the Walter Anderson Museum of Art.
Cathy Griffin

In celebration of Jamie Haas, Susie Knetter, Jordan Lyons and Chandra Claassen Soule for all their hard work with our re-colonized Gamma Chi Chapter (Texas State-San Marcos).
Terri Briggs
Margaret Pape

In celebration of Tucky Hobbs' many generosity to the Foundation.
Rosemary Bunn

In celebration of Susie Knetter and the Texas State-San Marcos Extension Team.
Chandra Soule

In celebration of Meagan Krahn, former regional coordinator-Panhellenic for Region 8, who is the new regional coordinator-recruitment for Region 8. Thank you, Meagan!
Gigi Eyre

In celebration of Stacy Lawrence for her years of service as regional coordinator for Region 8. Thank you, Stacy!
Gigi Eyre

In celebration of the birth of Luke, grandson of Ginny Myer.
Summi Ahuja
Alison Allen
Sue Bean
Sue Becker
Donna Binzer
Carolyn Bruns
Laura Clark
Lisa Hesse
Marita Mahan
Gretchen Mueller
Melinda Nutter
Chris Ramsey
Sheryl Ross
Valerie Underwood

In celebration of Susie McCracken – you are awesome! Thanks for all your hard work to make the re-installation of Gamma Chi Chapter (Texas State-San Marcos) a success!
Krista Davis

In celebration of Monica Bebie McGee on her Campus Professional Award from the Fraternal Information & Programming Group.
Lauren Auciello

In celebration of Megan Mullinger, Eta Zeta Chapter's (Cincinnati) first president. Thank you for an amazing year of leadership!
Fran Lapham

In celebration of Ellen Neels and Pi Chapter's (Nebraska-Lincoln) 2008 new member class – good luck in your endeavors!
Barb Neels

In celebration of Gloria Nelson.
Jeanne Beach

Merry Christmas to Jeanne Beach.
Gloria Nelson

In celebration of the women of Omicron Chapter (Illinois at Urbana-Champaign).
Leslie Munger

In celebration of Katherine Pezzella, new regional director for Region 8. Welcome, Katherine!
Gigi Eyre

In celebration of Maegan Reilly's marriage to Will Krahn – congratulations!
Gigi Eyre

In celebration of Gretchen Reiter's 12 years of service.
Roberta Balthazor
Ann Campbell
Stephanie Carriere
Rose Ericson
Michelle Hammond
J. J. Kaelin
Mary Knaup
Jennifer Lambright
Una Mae Naulty
Leanne Orr
Elizabeth Reynolds
L'Cena Rice
Joanne Roman
Chandra Soule
Cassi Tram
Mary Vanier

In celebration of Carlin Rhea's Initiation at Zeta Rho Chapter (Texas A&M-College Station).
Paula Rhea

In celebration of Kim Rutherford, new regional coordinator-at large for Region 8. Welcome, Kim!
Gigi Eyre

In celebration of my daughters, Jaclyn Shultz and Jamie Shultz Pickel.
Julie Shultz

In celebration of the Southern California Intercity Alumnae Council's Founders Day 2012.
Lewis Dawes, Sorority Specialties

In celebration of Jane Todd for her friendship and continued support of Epsilon Zeta Chapter (Jacksonville) and Jacksonville Alumnae Chapter!
Ann Hartje

In celebration of Bryttanie Tuttle, new regional coordinator-Panhellenic for Region 8. Welcome, Bryttanie!
Gigi Eyre

In celebration of Marina Walker, new financial coordinator for Region 8. Welcome, Marina!
Gigi Eyre

Merry Christmas to Susan West.
John and Gail Ridgley

In celebration of the 27th birthday of Katherine Yenrick.
Carolyn and David Yenrick

**In Celebration notes are printed as received from the Foundation.*

In Memory

We acknowledge the passing of the following members, and celebrate their part in our circle of sisterhood. This list reflects notifications received at International Headquarters between November 1, 2012, and January 31, 2013. First, maiden, last names and year of initiation are listed for each deceased member.

Alpha - Syracuse

Natalie Fitch Welty, 1949

Zeta - Goucher

Carribelle Waters Conway, 1943

Kappa - Minnesota-Twin Cities

Julia Lajoie Pickler, 1933

Lambda - Washington

Joan Walker Holcomb, 1947

Patricia Noel True, 1948

Nancy O'Brien Davis, 1968

Nu - Oregon

Kathryn Terjeson, 1943

Marcia Webb Drahn, 1953

Xi - Idaho

Patrice Gray White, 1948

Omicron - Illinois at Urbana-Champaign

Priscilla Streeter Deam, 1942

Pi - Nebraska-Lincoln

Frances Brune Quigley, 1934

Rho - Iowa

Diane Falkenhainer Stamp, 1949

Sigma - Kansas

Beverly Brown Covan, 1945

Shirley Hutchason Boersma, 1958

Tau - Colorado State

Rita Green Smith, 1945

Phi - Washington University

Dorothy Roeder Gerstner, 1931

Psi - Oklahoma

Jo Johnston Wall, 1955

Alpha Gamma - Nevada-Reno

Carol Keith Neuenburg, 1946

Alpha Epsilon - Arizona

Ruth McDaniel Alasqa, 1935

Alpha Zeta - Texas-Austin

Clare Lawler Garrison, 1938

Alpha Eta - Ohio Wesleyan

Barbara Bacon, 1944

Jeanne Dunathan Harrington, 1948

Alpha Theta - Vanderbilt

Elizabeth Harmon Jones, 1936

Alpha Lambda - British Columbia

Margo Croft Wellwood, 1941

Alpha Tau - McGill

Marilyn Leigh Green, 1956

Alpha Chi - William & Mary

Sara Gallamore Moore, 1954

Alpha Psi - Lake Forest

Priscilla Haines Redding, 1937

Beta Alpha - Southern California

Claudene Christian, 1991

Beta Epsilon - Miami

Candace Anthony, 1967

Beta Eta - Bradley

Elizabeth Asip Evans, 1974

Beta Theta - San Jose State

Claire Wanderer Selvi, 1949

Beta Kappa - Arizona State

Maxine Norr Furphy, 1949

Margery Jorgensen Hunter, 1950

Beta Pi - Indiana State

Wilma Wilkens Eckerty, 1958

Beta Sigma - Washington State

Mary Enberg, 1962

Rose Coulter Wisner, 1983

Beta Psi - Oklahoma State

Alice Riley Milner, 1958

Gamma Tau - St. Louis

Audrey Powderly Newcomer, 1973

Carol Reaves Dark, 1954

Delta Lambda - California-Riverside

Kathryn Powell Gard, 1976

Delta Nu - Missouri State

Cindy Fitzpatrick, 1990

Epsilon Iota - Christopher Newport

Kathleen Phillips, 2004

Eta Zeta - Cincinnati

Jessica Galley, 2012

**To report the passing of a sister, please email contactus@gammaphibeta.org so we can honor the member on this page in a future issue.*

"List the Watchword"

In 1875, in honor of the first anniversary of the founding of Gamma Phi Beta, Founder Helen M. Dodge (Syracuse, 1874) composed "List the Watchword," the first official song of Gamma Phi Beta.

In the Alpha Chapter meeting minutes from October 29, 1875, it was noted under the Reports: "...for the exercises of the anniversary of the organization of Gamma Phi Beta, it is suggested that Miss Dodge furnish a society song, Miss Haven the history of the year, Miss Bingham a recitation and Miss Curtis an essay."

Helen, the first president of Alpha Chapter, was so interested in the classics, social sciences and humanities that many assumed she did not share the artistic talents so evident in the lives of the other Founders. However, she was in her own words, "passionately fond" of music and studied this field until she started her college preparatory course.



Alpha Chapter meeting minutes from November 11, 1875, recount the anniversary celebration. "The president's address was short and sweet and was followed by the history of the year by Miss Haven. Miss Curtis gave us an excellent reading. We then joined in singing the society song composed for the occasion by Miss Helen M. Dodge."

In 1937, Helen commented, "The air tune [for 'List the Watchword'] was one that I caught by ear when a small girl sang it, and I chose it because it was one which would lend itself to the full name of our new Sorority."

Today, "List the Watchword" is to be sung at Founders Day celebrations. You can even download the song's MP3 file and sheet music at GammaPhiBeta.org!

29. Nov. 11th The Celebration of the Organization of the Gamma Phi Beta Society took place. All the members of the Alpha Chapter were present except Miss Noble.

The President's address was short and sweet and was followed by the History for the year by Miss Haven. Miss Curtis then, having changed tasks with Miss Foster, gave us an excellent reading. Miss Foster's Essay on Secret Societies was received with favor and then our absent member Miss Bingham delivered an interesting recitation.

All then joined in singing the Society Song composed for the occasion by Miss Helen M. Dodge.

In the evening all repaired to the residence of Miss Addie Curtis, who had issued many invitations to friends far and near, to join in celebrating Gamma Phi Beta's Birthday.

One of the most interesting features of the entertainment was a beautiful monogram of the letters G P B, suspended by the society colors above a mantel, and on either side the dates 1874-1875.

This was the gift of the Misses Voted.

In the wee small hours the guests scattered all arriving that a happy day had been passed.

These original Alpha Chapter (Syracuse) meeting minutes, dated November 11, 1875, recount the celebration for Sorority's first anniversary, where 'List the Watchword' was first sung.

The term 'society' is used throughout this article because the term 'Sorority' had not yet been coined for us!

Capture a Crescent

Have you captured a crescent? Send your crescent photos to TheCrescent@gammaphibeta.org for a chance to be featured!



1



2



3



4



5

1. Cuba: While visiting an artist's studio, Robin Baum (Delaware) captured this bright, mosaic-tiled crescent.

2. England: Leah Watts (Kansas State) spotted this crescent while vacationing!

3. Utah: While hitting the slopes, Beth San Miguel (Oklahoma City) spied this crescent ski run sign.

4. Texas: While doing mission work on South Padre Island, chapter sisters Kalah Nelms and Claudia Smithart (both Texas A&M-Commerce) noticed this large gold crescent in the pavement.

5. Hawaii: Megan Schaefer (Minnesota-Twin Cities) said 'aloha' to this crescent while in Maui!