



OUR NEW LOOK

Learn more on page 16

THE
rescent

Summer 2019

GAMMA PHI BETA

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A throwback to the 2006 rebrand

get in touch

Send us snail mail, join our newsletter
and find us on social.

✉ 12737 E. Euclid Drive, Centennial, Colorado 80111

📷 @gammaphibetasorority 📺 Gamma Phi Beta

💻 GammaPhiBeta.org



DEAR *Sisters*

Notice anything different? Last month we launched a new Gamma Phi Beta brand. This new look represents 18 months of research, feedback and creative thinking to allow us to modernize and strengthen our brand image.

Our new brand identity was created to satisfy all the existing expectations of what our previous mark stands for, while simultaneously moving Gamma Phi Beta forward.

Striving to maintain an iconic and recognizable mark was our primary goal. This was achieved by carefully deconstructing the existing Gamma Phi Beta mark and studying what made it unique. We did this in conjunction with a careful evaluation of the other symbols that represent our sisterhood. Our result was a marriage of the previous logo with one of Gamma Phi Beta's most iconic symbols – our badge. Turn to page 16 to dive deeper into our new brand.

We have also given *The Crescent* an updated look and content redesign. Our focus is to provide you compelling, relevant and inspirational stories about our members – your sisters. We want this 119-year-old publication to entertain, inform and encourage our readers through both content and design. Turn to page 9 to celebrate confident women and their remarkable achievements. Learn a new skill on page 4 in our PACE feature. Check out Chapter Sweet Chapter to meet members in their hometowns on pages 12 and 28. There is so much to discover about our members in *The Crescent*. I hope you enjoy it as much as I do.

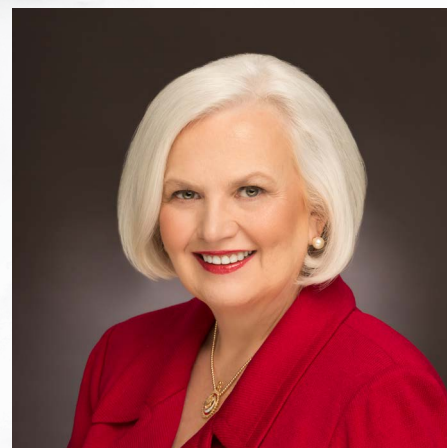
Thank you for being a loyal reader of *The Crescent*. This new look is for you. Our love for the new look of Gamma Phi Beta is over the moon. We hope yours is, too.

In LIKE,

Annabel

Annabel Jones

International President



WHO IS ANNABEL?

Annabel Jones (Oklahoma) is Gamma Phi Beta's International President, currently serving in her second two-year term in the role.

Annabel is also a Gamma Phi Beta Foundation Trustee, and a member of the Sorority's Bylaws, Extension, Finance and Governance Committees. A member of Gamma Phi Beta's Psi Chapter, she received a Bachelor of Arts in political science from the University of Oklahoma and her Juris Doctorate from the University of Oklahoma College of Law.

CURRENT READ

The Art of Gathering by Priya Parker

STYLE ICON

Kate Middleton

CAN'T LIVE WITHOUT

Oklahoma Sooners football



PACE, *Please!*

YOUR CRASH COURSE ON REMEMBERING NAMES

Whether you start a new job, join a student organization, participate in sorority recruitment or attend a networking event (like Convention 2020 in Palm Springs!), committing names to memory almost always feels like an impossible task. Avoid the embarrassment of asking Betty Beta what her name is for the twentieth time with these helpful tips to remember people's names.

TRUST YOURSELF

Stop the “I’m bad with names” narrative. You resign yourself to never making progress when admitting defeat from the get-go. Believe in yourself and your abilities. Replace “I have such a poor memory with names” with “I got this. I will practice these names until I have them down to a T.” As soon as you start giving yourself the benefit of the doubt and make a conscious effort to remember, you’ll come to find that you’re good with names.

REPETITION

Repeat the name in your head. Repeat it out loud. Repeat it during a conversation with the individual (without it sounding forced). Repeat, repeat, repeat! This tip is especially helpful when you’re trying to remember more unique names.

FACE ASSOCIATION

A name is just a name without a face. When introduced to someone, examine their facial features for something that stands out. Maybe it’s their curly red hair, piercing blue eyes, a birthmark or their purple glasses. Create an association between that characteristic and their name in your mind. If the name is more tangible, you’ll recall it faster.

WRITE IT DOWN

Writing aids with memorization. Grab a piece of paper and pen — studies show that writing notes by hand is more effective than digitally — and start jotting down names repeatedly. Sound out each letter of the name as you write it out. This tip is extremely helpful for visual learners.

Sources: Think Simple Now and Mind Tools

Building Strong Girls

MAKING CONNECTIONS THAT ENRICH OUR SPIRITS



Dear Gamma Phi Beta:

As human beings, we have an innate desire to make lasting connections that enrich our spirits. In fact, neuroscientists have found that this need to connect is as fundamental as our need for food and water. From

our earliest moments to our final hours, we thrive when we have strong and supportive bonds with others.

The founding of Gamma Phi Beta in 1874 is evidence of this intrinsic need for meaningful relationships that bring joy to our existence. And 145 years later, we see the heartwarming power of connection brilliantly coming alive between Gamma Phi Beta and Girls on the Run. What started as a small volunteer opportunity in 2012 has grown to become a national partnership that is having a transformational effect on the lives of girls and women from coast to coast.

Last year, scores of Gamma Phi Beta collegiate and alumnae members across North America volunteered for Girls on the Run. What a powerful embodiment of your commitment to build strong girls and women! Not only does this loyal commitment show up in time, it shows up in fundraising as well. Through Moonball and other philanthropic outreach, Gamma Phi Beta has raised more than two million dollars for Girls on the Run! The time, talent and treasure that Gamma

Phi have shared with Girls on the Run has made it possible for us to serve more than one million girls in the last five years.

As we embark upon the next five years, we look forward to deepening the relationships we have built and are excitedly envisioning all the new connections we will make. There are many ways to get involved with Girls on the Run: coaching a team of girls, running or walking with a girl at the Girls on the Run 5K or serving as a Girls on the Run board member are just a few. If you are interested in learning more, check out our council locator at GirlsontheRun.org to connect with your local Girls on the Run.

Whatever you choose to do, please know that our connection with Gamma Phi Beta is profoundly enriching the spirit of Girls on the Run!

Liz Kunz
Chief Executive Officer
Girls on the Run


*“The time, talent and treasure that Gamma Phis have shared with Girls on the Run has made it possible for us to **serve more than one million girls** in the last five years.”*



Liz Kunz with Girls on the Run participants.

BUILDING
STRONG
girls
Gamma Phi Beta





“Even if [the bakery] was not successful, I reminded myself that I would never regret trying.”

FROM COURT TO CONFECTIONERY

Daphne Blumin Subar quit her day job to follow her sweet passion

Photos by Maryellen Baker

Everyone is a dreamer. Whether you dream about a better tomorrow or traveling the world or finding work you're passionate about, you dream. On the latter, there are people (the lucky ones) who nestle into their dream job fast. For most, the dream job remains a fantasy. Daphne Blumin Subar (California-Santa Barbara) can relate. That is until she quit her day job as an attorney to pursue her dream of becoming a bakery owner.

“I have never regretted taking the jump from practicing law to [opening my own bakery] because I learn so much about the business and myself every day.” Daphne adds, “Even if [the bakery] was not successful, I reminded myself that I would never regret trying.”

Daphne studied at American University's Washington College of Law and spent 26 years working as an attorney. Her legal practice focused on civil litigation with cases ranging from product liability to pharmaceutical to insurance coverage. During her legal tenure, Daphne found respite in her kitchen baking for her family. Their rave reviews of her treats prompted the attorney to consider baking more seriously.

“I loved to bake and hoped to always open a bakery. My three daughters and husband encouraged me and told me there is no time like the present.”

And just like that, she founded Subarz in 2016. Her online bakery specializes in unique confectionery bars dubbed Subarz. Subarz are a cross between mandelbread, or biscotti, and a cookie. They are crunchy in texture and sweet in taste. Daphne's youngest daughter, Shira, helped inspire the concept of a bar-focused bakery.

“Shira had to create a business when she was in third grade and came up with the idea of a bakery called Subars, which would be ‘all bars, one bakery.’ I kept that idea in mind when developing [my



business] and just decided Subarz sounded better than Subar,” she chuckles.

Subarz started out of Daphne’s home kitchen. Traditional Chocolate Chip with Cinnamon Sugar was the first-ever flavor she introduced to the public. Three years later, Daphne is currently transitioning into a commercial kitchen to fulfill her steady stream of orders. Plus, there are 12 flavors on the menu now, including classics like Double Chocolate Chip Almond and Peanut Butter Delight. For the more adventurous sweet tooth, Luscious Lavender and Gotcha Matcha are must-tries. Several flavors can be ordered gluten-free, with nut-free and dairy-free options as well.

“Several customers will actually order the gluten-free even if they don’t have an issue with gluten because they prefer the texture of those bars!” Daphne adds, “Our plan is that all 12 flavors of Subarz will be available gluten-free within the next year.”

In today’s online shopping world, the packaging is just as important as the product itself. Good thing Subarz delivers. Depending on the amount of Subarz ordered — four sizes available — treats come wrapped in cellophane bags tied with a ribbon or in beautiful gift boxes with handwritten notes. Subarz ship nationwide and, because they don’t contain butter, last for weeks without refrigeration.

So, what’s the best thing about being a full-time boss baker (besides taste-testing everything, of course)? According to Daphne, doing what she loves and spreading happiness along the way.

“I love making people happy. Many people send Subarz as a gift to thank or congratulate someone, and I feel like I get to play a small role in that celebration. I also feel that Subarz makes this crazy world we live in a little bit sweeter. Everyone loves homemade goodies and I love to share my unique product with others,” she smiles.

Shira, Daphne’s daughter, joined Gamma Phi Beta in April at Delta Chapter (Boston). Daphne plans to send Shira back to school with boxes of Subarz for her and her sisters to enjoy together.



To learn more about Daphne’s delicious venture and order some Subarz, visit SubarzSweets.com.

Confident Women



Cristina Grossu

BETA ALPHA (Southern California)
REALTOR

Cristina Grossu has made quite a name for herself as a real estate agent. After earning a bachelor's degree in sociology from the University of Southern California in 2012, she realized her entrepreneurial mindset would be well-suited in the world of real estate. Cristina received her license the same year she graduated and has been helping clients find their forever home in The Carolinas ever since. "My job is very rewarding and it's the best feeling watching a home buyer or seller find their dream home. It's indescribable, really," she smiles. Cristina specializes in working with first-time homeowners and seasoned investors. For seven years now, she's helped countless people find a place to call their own; a place where memories will be created and cherished for years to come. Cristina is also a pro at making one of the largest transactions of a person's life as stress-free as possible. She's the real deal and her sales volume (\$5.5 million in 2018) and client referrals prove it. Cristina was selected out of 300 applicants to be inducted into REALTOR® Magazine's 30 Under 30 Class of 2019. "Being in this year's class with 29 other amazing realtors is so uplifting and motivational. Every real estate agent is unique in their own way, and I'm so happy that I get to tell my story and experiences to all the other agents around the U.S." When she isn't giving home tours or around the negotiation table, Cristina loves to volunteer, travel with her NASCAR-driving boyfriend, spoil her five fur babies and relax by the water.

Danni Olusanya

ALPHA LAMBDA (British Columbia)
STUDENT WRITER

Meet Danni Olusanya: a history major at the University of British Columbia (UBC) who has a knack for storytelling. As a staff writer on her school's newspaper, Danni uses the written word to share students' truths, including her own. "I find that the most important work that I write is about spaces and the way that different people can find their places in them." She adds, "So personally for me, this could be my experience on the West Coast as an immigrant from Europe or my experience as a woman in a university." Danni's writing is also heavily influenced by diversity and race. In her newly-appointed role as co-president of UBC's Black Student Union, she celebrates Black culture by way of organized events and open forums. Girls on the Run has touched this intrepid journalist's heart so much that she hopes to work at an organization that amplifies the Building Strong Girls focus after graduating. Danni would especially love to work somewhere that makes education accessible for girls everywhere so that they, too, can record and share their truths.





Kathy Fox

ALPHA TAU (McGill)

AIRWOMAN

Kathy Fox's passion for flying took flight around age four. Mesmerized by the idea of defying gravity, Kathy took up sport parachuting in her teens. She found respite from her studies at McGill University by skydiving. In fact, her aptitude for the sport earned her the title of chief instructor of McGill's skydiving club. Kathy would go on to have an illustrious career in aviation, starting off as an air traffic controller in Canada in 1974. "[What I love about aviation is] being technically competent to keep myself safe in a challenging environment," she admits. Kathy later assumed senior and executive positions with NAV CANADA, a corporation that owns and operates Canada's civil air navigation system. She is currently serving her second term as chair of the Transportation Safety Board Canada. "I feel very honored to lead this dynamic organization that plays a key role in advancing transportation safety." She adds, "Our work literally saves lives." Kathy has quite the collection of awards from her contributions to the aviation industry. She was also inducted into Women in Aviation International's Pioneer Hall of Fame and Canada's Aviation Hall of Fame. Keep your feet on the ground and head in the clouds is a popular saying with many iterations. Kathy proves that you can still be humble and grounded while being fully up in the clouds. "[I'm empowered] by the desire to make a difference."

Bryce Elizabeth Yahn

EPSILON TAU (Rochester)

BRAIN AND COGNITIVE SCIENCE MAJOR

Some folks are numbers people. Others are creatives who march to the beat of their own drum. Bryce Elizabeth Yahn identifies as both — she's a critical and creative thinker. This soon-to-be senior at the University of Rochester will graduate next year with a degree in brain and cognitive sciences. Her résumé will no doubt attract employers, especially since she's held titles like lab and research assistant at different internships. Of them, her stint at MIT stands out. "I ran data analysis on neuronal spiking data collected from an experiment studying attention. It was certainly a lot of work, but between the research I had the privilege to participate in and the people I was able to meet, it was an incredible experience," she reminisces. Bryce will likely continue to pursue research after college. Her dream job is one that merges the critical side of the brain with the creative: to design and build exhibits for science museums. Who does this strong and confident woman of character look up to? The former first lady, of course. "[Michelle Obama has] taught me that whenever you find yourself in a position of privilege, you should use it to open the doors for people who don't have that privilege to join you." Bryce does exactly that by advocating for equal access to quality education and making STEM fields more visible to and welcoming of minorities.



Samantha Lapid

BETA KAPPA (Arizona State)
LIFESTYLE BLOGGER AND MOM

Samantha Lapid is the proud mother to five-year-old Amelia and two-year-old Miles. About a year after the birth of her daughter, however, she felt like there was more to her identity than just her new title, mom. Inspired by motherhood and fashion, Samantha launched "Bottle & Blush: The Fabulous Blog for Mommies" in August 2015. "I started [my blog] for fun originally, just to get my creative juices flowing again and prove to myself that I still had it in me," she admits. Bottle & Blush is Samantha's glorified Pinterest board. She covers a range of topics, from parenting and life hacks to beauty and wellness. What started as a fun project to release creativity has turned into a helpful resource for other mothers and helped this mom rediscover herself. "I am constantly inspired by other women and their ability to multitask. I am always striving to be my best and seeing other mamas doing it, too, is the best motivation."



Lexie-Mae Fiedler

PI (Nebraska-Lincoln)
ACTUARIAL SCIENCES MAJOR

Lexie-Mae Fiedler took freshman year by the reins and showed it who's boss. She joined Gamma Phi Beta last fall and became her chapter's activities chairwoman. In her role, Lexie gets to interact with leaders from different Greek organizations on campus. Networking with other students has proven to be an invaluable lesson. "I feel that I have learned so much by working together toward a common goal with people different than me," she says. Lexie's humanitarian nature prompted her to go Greek so that she could serve others with her willingness to listen and learn. "I would say my biggest strength is how open-minded I am. I pride myself on taking the time to see issues from as many perspectives as possible and realizing that I am not always right." Lexie is studying to become an actuary, which is a business professional who manages risk. If her freshman year is any indication of what the rest of her undergraduate career will look like, Lexie sure is on the fast track to success. To this strong woman of character, success means having integrity in all things. "It takes strength to stand up for one's beliefs and to exemplify your values not just through your words, but also through your actions," she states.

Hey, you. Yeah, you!

You're a confident woman, and we'd like to hear from you. Send a brief bio and high resolution headshot of yourself to TheCrescent@gammaphibeta.org for a chance to be featured.

Chapter Sweet Chapter



“THEY TAUGHT ME TO EMBRACE MY HERITAGE AND SEE IT AS A GIFT RATHER THAN AN ATTRIBUTE THAT PEOPLE WOULD USE TO REFER TO ME AS I WAS GROWING UP.”

ALPHA ALPHA

University of Toronto

Visit Toronto, experience the world. Home to more than 200 ethnic groups and neighborhoods steeped in culture, Toronto and diversity go hand in hand. It's no wonder people refer to it as the multicultural capital of the world.

Alpha Alpha Chapter is no different. Thirty percent of collegiate members are international students and 60 percent are from outside Ontario. Members represent various parts of the world, including Palestine, Turkey and France.

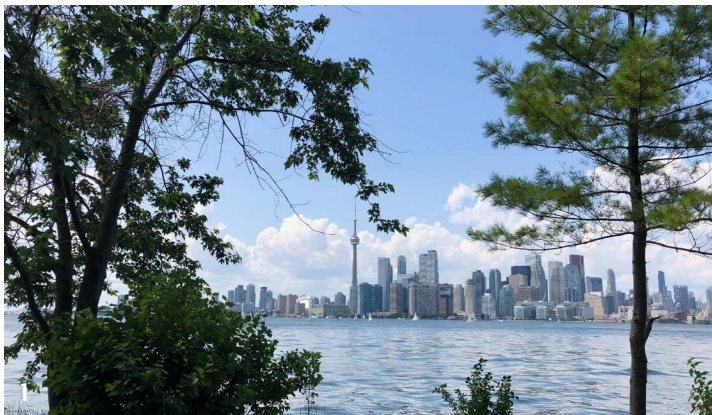
Maria Merenda's mother and grandmother immigrated to Canada from Iraq. Their sacrifices granted Maria opportunities that she otherwise never would have had.

“As the daughter of an immigrant, I've learned to appreciate everything life has given me,” she says.

With citizenship in three different countries, none of which are her place of birth, Sofia Schmidt moved a lot in her childhood. Her parents taught her the importance of family — that things will inevitably change, but family is constant — early in life. In Gamma Phi Beta, Sofia found her second family and a newfound appreciation for her history.

“In my chapter, I am surrounded by amazing women from many different cultural backgrounds. They taught me to embrace my heritage and see it as a gift rather than an attribute that people would use to refer to me as I was growing up.”

Alpha Alpha members stand tall in who they are and where they come from. In their differences, they form true connections. Like their city, diversity (and celebrating it!) is a big part of this chapter's identity. Explore Toronto on the next page.



1. TORONTO ISLANDS

A chain of 15 small islands in Lake Ontario. The islands yield a clear view of the city skyline.

2. GREG'S ICE CREAM

A convenient five-minute walk from the chapter facility, Greg's is everyone's go-to for premium homemade ice cream.

3. TORONTO RAPTORS

The team won its first-ever NBA Championship title against the Warriors in June, which created an exciting energy within Toronto.

4. JUXTAPOSE

Local boutique full of one-of-a-kind gifts.



2



3

EXPLORE
Toronto



4

Photo Credit: Krystina Plante



TRUE AND CONSTANT FOR *100 Years*

October 20, 1919, was a big day for Gamma Phi Beta. That's when Alpha Alpha Chapter at the University of Toronto was installed, rendering us an international sorority. Alpha Alpha paved the way for our other Canada-based chapters, including Alpha Lambda (British Columbia) in 1928 and Alpha Tau (McGill) in 1931. Courtesy of Alpha Alpha, we, as a Sorority, get to wave the U.S. and Canadian flags with pride.

In two short months, Gamma Phi Beta's first Canadian chapter will turn 100! That's 5,218 weeks of confident women leading by example in Love, Labor, Learning and Loyalty; 36,524 days of sisterhood that knows no bounds; 100 years of cherished memories. Alumna Allana Scott says it best:

"For 100 years, Alpha Alpha has encouraged young women at the University of Toronto to be the best they can be and do everything in their power to accomplish their dreams. Once I accomplish [my dreams], I will have the Sorority to thank for giving me a shoulder to cry on, a reason to smile during the hard times and the push I needed to continue moving forward."





THE CELEBRATION

Such a momentous milestone in Gamma Phi Beta history deserves a worthy soirée. The Alpha Alpha Chapter Affiliated House Corporation Board, with the help of many collegians and alumnae, have planned for nothing less with the Alpha Alpha Centennial Celebration.

The celebration takes place over the weekend of October 25-27 and is split into three, fun-filled events. Kicking off the fun is a reception at Madison Avenue Pub, a popular locale just two doors down from the Alpha Alpha chapter facility.

"Madison Avenue Pub is [the place] everyone went to during their time at the University of Toronto," Sarah Moosun, former chapter president, says.

Next is the main event, the Pink Carnation Banquet, at the exquisite Faculty Club. Members will enjoy a gourmet dinner and entertainment throughout the evening. Sunday tea at the newly-renovated chapter facility rounds out the weekend.

Members and their family and friends, as well as International President Annabel Jones, will all be in attendance to wish Alpha Alpha a very, very happy birthday. It'll be a weekend to remember for the next 100.

**"FOR 100 YEARS,
ALPHA ALPHA HAS
ENCOURAGED
YOUNG WOMEN AT
THE UNIVERSITY
OF TORONTO TO
BE THE BEST THEY
CAN BE AND DO
EVERYTHING IN
THEIR POWER TO
ACCOMPLISH
THEIR DREAMS."**

"One hundred years of our sisters' accomplishments have brought us to this moment to celebrate. To say that Alpha Alpha has stood tall for that amount of time only shows what the highest type of womanhood can accomplish. Here's to a future of true and constant friends," alumna Alanna Iammarino says with a smile.

"I am so proud to be part of an incredible, strong and beautiful group of women that have created such a supportive community."

Yasmine Ayash, a 2016 initiate, continues, "With the centennial coming up it only proves how powerful and everlasting our sisterhood is."



Gamma Phi Beta

TRUE AND CONSTANT

Gamma Phi Beta is a distinct brand. Our four Founders gave life and a personality to our Sorority by implementing a mission and vision statement and giving symbols like a crescent moon meaning. We know who we are and what we stand for. That's our brand identity.

Fast-forward 145 years and the same holds true: we know who we are and what we stand for, and that will never change. Nonetheless, the times do. Our organization has grown exponentially since our four Founders' era. Subtle updates to our brand have been made throughout the years to maintain our relevance. Then the 2006 rebrand happened.

Thirteen years ago, Gamma Phi Beta rebranded to include a new logomark, tagline and set of primary colors. This rebrand elevated us as leaders in the National Panhellenic Conference — a position we take great pride in — and made us visible on campuses across the United States and Canada. Our updated appearance made non-members aware of our organization and what we are all about, which is a powerful thing. Read more about the 2006 rebrand on page 42.

Mission

We build confident women of character who celebrate sisterhood and make a difference in the world around us.

Vision

To inspire the highest type of womanhood.

In May 2019, International Council made the decision to substitute our mission for our vision and vice versa. International Council believes this switch better reflects who Gamma Phi Beta is and where we are going while maintaining the integrity of the original statements.

In 2019, a few things have changed. Collectively, we stand a bit taller. We communicate our mission, vision and philanthropic focus further and wider than ever before. We have introduced entities like the Facilities Management Company (FMC) and have several sub brands. Our membership today has different tastes, preferences and needs than our membership did even five years ago. We have outgrown our 2006 clothes, so to speak.

By enlisting the expert help of Rhyme & Reason, an Atlanta-based branding and design firm, we bring you the new Gamma Phi Beta. It's true, constant, genuine and unapologetically confident, just like our members. Updated logomarks, colors and interesting patterns converge, creating a cohesive brand that is modern, elegant and friendly — attributes we feel represent Gamma Phi Beta's voice.

For 18 long months, we collaborated, troubleshooted and pushed our creativity to the edge to modernize and strengthen our 145-year-old brand. We built upon our rich history, utilizing iconic symbols of our sisterhood, with new and improved components that position us for our future. After all, as a trailblazing organization, it is our responsibility to be a source of insight and inspiration for other organizations to mold themselves after.

Things will inevitably change with time, but Gamma Phi Beta and our sisterhood will remain true and constant forever. Since day one, we have known who we are and what we stand for. Our hope is that this rebrand builds upon that sentiment with refinement that will only set us up for success as we continue to grow and evolve as an organization.

Now, let's look at all the new trimmings...



*Things will inevitably
change with time,
but Gamma Phi Beta
and our sisterhood
will remain true and
constant forever.*



A TRUE AND CONSTANT GAMMA PHI BETA

Striving to maintain an iconic and recognizable logomark was our primary goal. We carefully deconstructed the existing Gamma Phi Beta mark and studied what made it unique. We also evaluated other symbols that represent our sisterhood. The result was a marriage between the previous logo and one of Gamma Phi Beta's most iconic symbols, our badge.

The updated mark is a contemporary nod to our heritage. The monogram pays homage to Gamma Phi Beta's Greek letters of the past with modern refinement. The crescent appears as a collection of delicate rays that direct attention to our Greek letters. It is a simple-meets-sophisticated design that speaks volumes of our history.



Gamma Phi Beta

TRUE AND CONSTANT

PRIMARY SYMBOL



GREEK LETTERS



WORDMARK ALTERNATIVES

There will be times when the full logomark cannot be used due to space. That's why we created wordmark alternates, to maintain our look while saving you much-needed space. Choose between one with Gamma Phi Beta on a single line or stacked on two lines. They are simple, purposeful and the perfect touch to any document or email.

Gamma Phi Beta

TRUE AND CONSTANT

Gamma Phi Beta

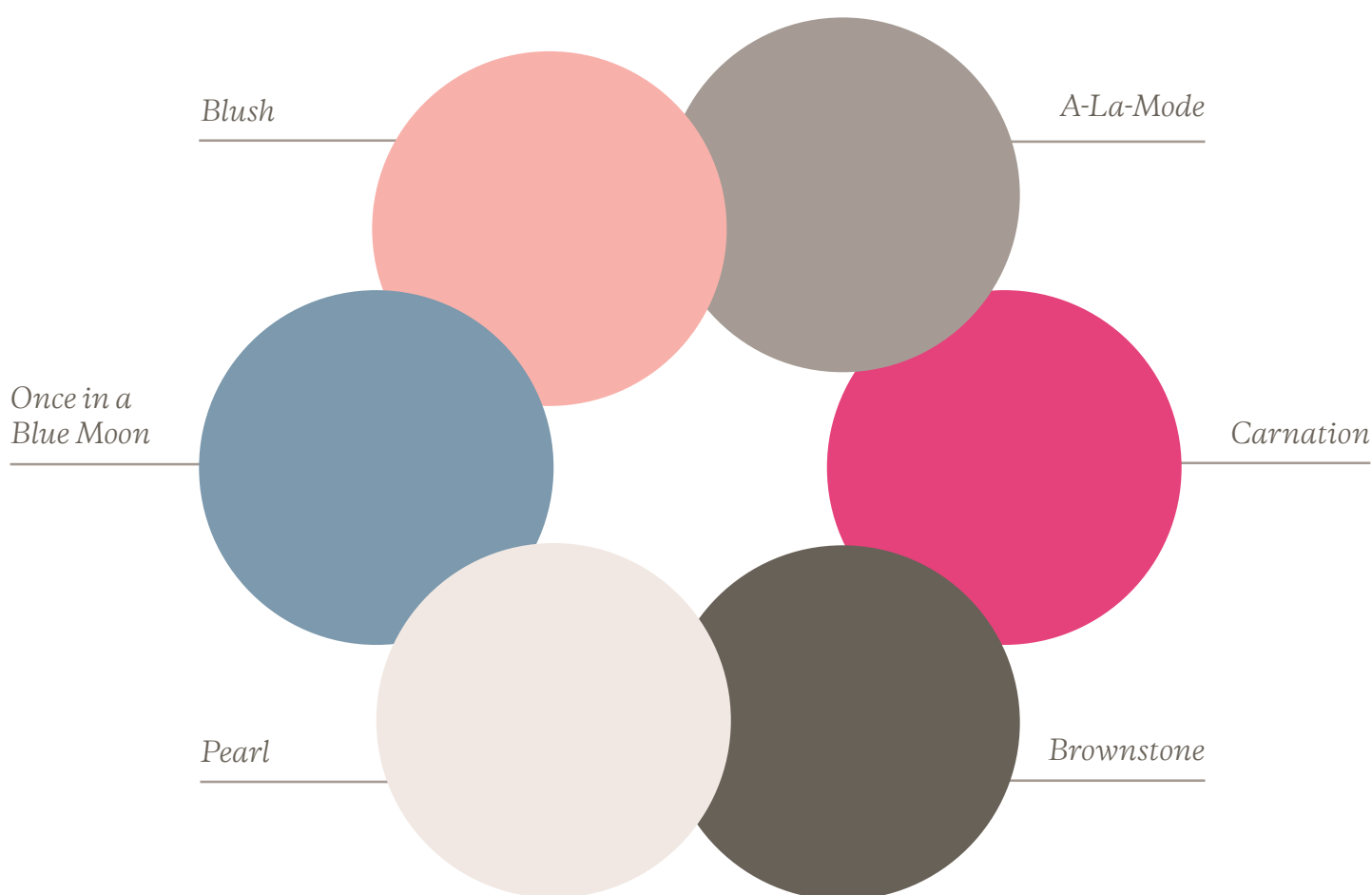
TRUE AND CONSTANT

PRIMARY COLORS

Gamma Phi Beta has long been known to use pink and shades of brown. These colors represent who we are and where we come from. Carnation pink for our official flower and brown to honor Syracuse professor Dr. John J. Brown who gave members a place to conduct meetings in 1875. To modernize our meaningful colors, we lightened the pink to blush and combined light brown with warm gray, creating a shade we call A-La-Mode. The updated colors exude femininity and strength; they are timeless and confident like our membership.

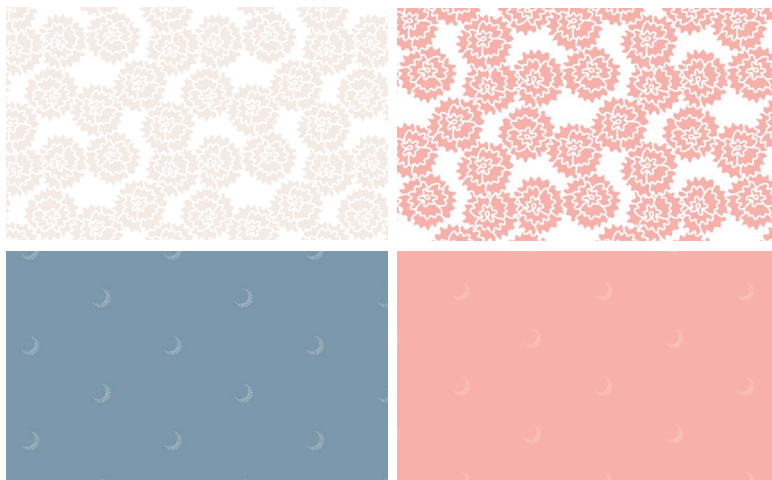
SECONDARY COLORS

Once in A Blue Moon, Pearl, Brownstone and Carnation are the perfect accessories to our primary palette. They are soft on the eyes, with Carnation being the exciting color pop. Building Strong Girls and REAL Leadership will utilize these colors the most.



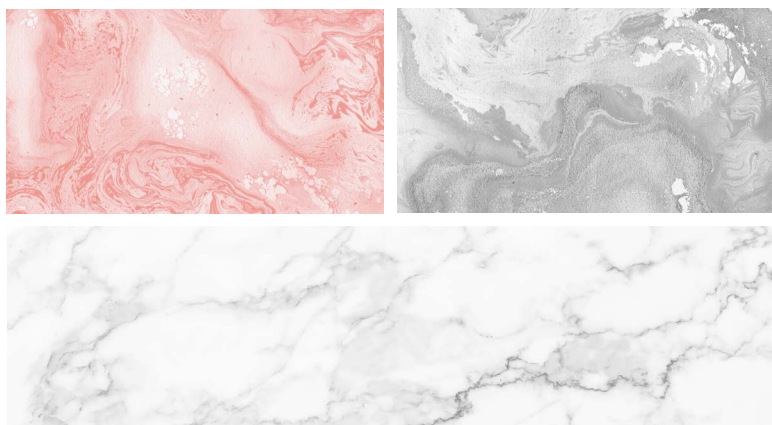
PATTERNS

To further enhance our brand message, we have incorporated a slew of patterns that contain meaningful symbols to our Sorority. From clusters of carnations to crescent moons set against our colors, these patterns shout 'We are Gamma Phi Beta!' with understated elegance.



TEXTURES

Founded on a Rock is the lifeblood of our Sorority. Our sisterhood, like a rock, is all enduring. In addition to our written motto, we sought out other ways it could be translated throughout the brand. Marbled textures were our answer.



TYPOGRAPHY

Font choice speaks to a brand's personality, and our new fonts were selected for their refined elegance and modern friendliness.

Copernicus Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MR. EAVES MOD OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UNDER THE GAMMA PHI UMBRELLA

Gamma Phi Beta, our Facilities Management Company (FMC) and Foundation, while legally separate, all share a purpose and desire to deliver on our collective missions and visions for our membership. Together the Sorority, FMC and Foundation create one, true and constant Gamma Phi Beta.

FACILITIES MANAGEMENT COMPANY

The FMC is committed to ensuring safe, inviting Gamma Phi Beta facilities. From its mission to its vision, the FMC is a vital organization created to support the greater efforts of Gamma Phi Beta. Therefore, careful consideration was taken of the relationship when designing the main FMC logomark to show a connection to the international mark, while also establishing identifiable differences.

The FMC's mark utilizes a similar layout structure to the international logo, creating cohesion. However, the icon, color palette and subtext are different. A door knocker, universally understood to represent a home, within the logo effectively communicates the role of the FMC.



Gamma Phi Beta

FACILITIES MANAGEMENT COMPANY

THE FOUNDATION

The Gamma Phi Beta Foundation is committed to supporting and inspiring the lifelong development of women. The Foundation helps fund Gamma Phi Beta's leadership experiences, philanthropic endeavors and educational opportunities so that generations of women can grow stronger together. Like the FMC, special attention was paid to the relationship between the Sorority and Foundation when designing the Foundation's logomark.

The Foundation's mark is reminiscent of the international and FMC logos, with the heart icon being the identifiable difference. A heart symbolizes love and support, two terms that could not better describe the Foundation's role in our organization.



Gamma Phi Beta

FOUNDATION

REAL LEADERSHIP

Gamma Phi Beta's leadership and educational initiative, REAL (Responsible, Ethical, Authentic and Lifelong) Leadership, provides sisters with opportunities and resources to develop their leadership skills. The REAL Leadership logomark features the same elements and iconic symbols found in the international brand. The official seal shape was constructed to build unity across programming seen in the following:



BUILDING STRONG GIRLS

Gamma Phi Beta's philanthropic focus isn't simply addressing an existing challenge, but instead, proactively working to build strong girls by providing opportunities for long-term success and inspiration for the female leaders of tomorrow.

In the logomark, the word "Strong" is bolded, emphasizing our commitment to building strong girls. Additionally, our signature crescent acts as the dot above "i" in "girls," unifying this mark to our international brand.



MOONBALL

Moonball is our signature philanthropy event that supports our national philanthropic partner, Girls on the Run. Several crescent moons form the first "o" in "moon," which indicates its relationship to our Building Strong Girls logo and creates an interesting visual component overall.



IMPLEMENTING THE BRAND

Now that you know exactly what we have been up to for more than a year, you may be wondering what now? For the rebrand to take flight, we rely on you, our members, to implement and celebrate our new brand. Acclimate yourself to the Brand Standards Guide on our updated website and become a Gamma Phi Beta brand aficionado! In the meantime, here are easy ways of implementing the brand into your chapter facility and daily life:

- Downloadable wallpapers for your phone and desktop available on our website.
- Rock the Gamma Phi Beta aesthetic via crescent-centric jewelry and marbled headphones. Flip to page 34 for more details.

Throw pillows and blankets in our new primary colors are an easy way to accessorize communal areas in your chapter facility or home.

Marbled accents add visual interest to any space.



Wall art is an easy and affordable way to personalize a room. This collage plays with member photos and Gamma Phi Beta patterns and logos.



Find a stand out piece of furniture, like this contemporary chair in Once In A Blue Moon.

Then and Now

We've discussed Alpha Alpha (Toronto) a lot in this issue and for a good reason! After all, a chapter only turns 100 once. For Alpha Alpha, that's in October. To honor its induction into the triple-digit club, we thought it would be interesting to compare the collegiate and sorority experiences of the past with today's experiences. To do that, we've enlisted the help of alumna Lauren Auciello, she joined Gamma Phi Beta in 2000, and collegian Julia Ghaddar, a 2017 initiate.



ALPHA ALPHA CHAPTER (Toronto)



Lauren Auciello

Julia Ghaddar

Going to my first Convention as a collegian. It was a fantastic few days in Washington, D.C., meeting new sisters and seeing the Sorority as a bigger picture than just my chapter.	FONDEST GAMMA PHI BETA MEMORY?	A trip my sisters and I took to Buffalo, New York, to support Girls on the Run. A lot of great memories and laughter always happens around the dining room table in our chapter facility, too.
It was all about calling on your landline in those days. Texting, email and instant messaging wasn't popular until my junior and senior years.	HOW DID/DO YOU CONNECT WITH FRIENDS?	Social media and texting.
The University of Toronto is a large school divided into smaller colleges. At my college, the place to be was The Cat's Eye, a student-run pub and lounge named after university alumna author Margaret Atwood's novel.	CAMPUS HOTSPOT?	Bora Laskin Law Library or Robarts Library for studying. Madison Avenue Pub and El Furniture Warehouse to hang out with friends.
We used to hang out and talk in one of the chapter facility's bigger bedrooms. When we were feeling adventurous, we would drive to Buffalo to go shopping or see a movie.	HOW DID/DO YOU SPEND DOWN TIME WITH SISTERS?	Grabbing food around the area. Movie nights at our chapter facility have also become a fun thing to do.
Flared jeans and Steve Madden platform loafer shoes.	BIGGEST FASHION TREND ON CAMPUS?	Fluffy jackets and AirPods.
"Fallin'" by Alicia Keys	YOU ALWAYS LISTENED/LISTEN TO...	"Body" by Loud Luxury



Gamma Phi Beta

TRUE AND CONSTANT

Sun-kissed *savings.*

Gamma Phi Beta
members could save even more with a
special discount on car insurance.

Get a free quote and see how much
you could save.

GEICO | MEMBER DISCOUNT

geico.com | 1-866-496-3754 | Local Agent

Some discounts, coverages, payment plans and features are not available in all states, in all GEICO companies, or in all situations. GEICO contracts with various membership entities and other organizations, but these entities do not underwrite the offered insurance products. Discount amount varies in some states. One group discount applicable per policy. Coverage is individual. In New York a premium reduction may be available. GEICO may not be involved in a formal relationship with each organization; however, you may still qualify for a special discount based on your membership, employment, or affiliation with those organizations. GEICO is a registered service mark of Government Employees Insurance Company, Washington, D.C. 20076; a Berkshire Hathaway Inc. subsidiary. GEICO Gecko image © 1999-2019. © 2019 GEICO

Chapter Sweet Chapter



“GAME DAYS
BRING IN A LOT OF
REVENUE FOR THE
COMMUNITY, WHICH
IS INCREDIBLY
IMPACTFUL.”

DELTA UPSILON

University of Georgia

At Delta Upsilon (Georgia), giving back is second nature. The University of Georgia (UGA) is in one of the state's most impoverished cities, Athens, and because of this, members constantly look for opportunities to help their community. Game days and Girls on the Run events are a few ways they accomplish that.

“Game days bring in a lot of revenue for the community, which is incredibly impactful,” says chapter president Madi Balfe.

Philanthropy exceeds the state line for this chapter. In fact, members extend a helping hand to Palestine Children's Relief Fund. PCRF is an organization committed to providing Middle Eastern children with essential medical care. For collegian and Palestinian Ayah Ibrahim, PCRF hits close to home.

During the 2018-19 academic year, Delta Upsilon sponsored Reem, a young Palestinian girl with congenital cerebral palsy, through PCRF's sponsorship program. Members sent the organization \$62 a month to cover Reem's medical expenses. Additionally, sisters set up percentage nights at Athens businesses to raise even more money for the young girl.

But wait, there's more! Ayah took a medical mission trip with PCRF to her native land over the summer. She assisted in several complex neurosurgeries while there.

“It means so much to me that [my sisters and I] get to help my own people in Palestine,” she smiles.



1. JITTERY JOE'S

A local coffee shop that doubles as a quiet place for members to study.

2. GO DAWGS!

University of Georgia lives and breathes football. 'Go Dawgs!' is as popular as saying hello on campus.

3. BIG MUSICIANS

The B-52's, R.E.M. and The Black Crowes are Georgia-formed bands, a point of pride for locals.

4. MAMA'S BOY

A hidden gem in Athens known for its stellar brunch.



EXPLORE
Athens

TRUE AND CONSTANT

Passionate: check. Purposeful: check. Grateful: check! That's Katie Mosman (Idaho) for you. Katie's curious mind and appetite for information inevitably lead her to a career in education. She's an agricultural science and technology teacher at Grangeville High School in Grangeville, Idaho. Katie teaches a variety of agriculture courses, from zoology to woodworking to advanced mechanics and fabrication. Her zeal for education and agriculture is a product of her environment, having grown up in rural Idaho to farmer parents. Her mother, who is also a Gamma Phi alumna, was one of the first female agriculture teachers in Idaho. Her father, a lifelong learner, is a big believer in inquiry-based learning. Thanks to him, Katie utilizes that style of teaching in her classroom. This exuberant teacher and newlywed — Katie and her husband just said I do in May! — took time out of her busy schedule to get down to the nitty-gritty with us. Here's what the dog-loving, coffee and tea drinking outdoor enthusiast had to say.



1 WHAT'S THE BEST PIECE OF ADVICE YOU RECEIVED?

My dad always says all things in moderation. Too much of anything is never a good thing. Finding balance keeps you healthy, sane and from spending too much money.

2 WHO IS A CONFIDENT WOMAN OF CHARACTER YOU LOOK UP TO?

Temple Grandin is an amazing woman. Despite growing up as a woman with autism in the 1950s, having all the cards stacked against her, she's had the largest impact on animal welfare in history. I got to meet her once and I've never fangirled so hard in my life. My hands were shaking when I took the picture of her with my students.

3 WHAT DO YOU MISS MOST ABOUT YOUR DAYS AS A COLLEGIAN?

I miss how easy it was to hang out with friends! Back then, we would just wander into the next room and say, 'Want to grab coffee?' or 'You free to go skiing tomorrow?'. Real life is not like a "Friends" episode, where everyone just meets up at the coffee shop. It's a whole thing to coordinate everyone's schedules and find an hour that works to get together. Things were so simple back then.

4 CELEBRITY CRUSH?

Always Jimmy Stewart. What a man.

5 WHEN DO YOU FEEL THE MOST CREATIVE?

Early in the morning before anyone else is up or when I'm on a solo drive somewhere. I call that "windshield time" and it's where some of my best ideas have come from.

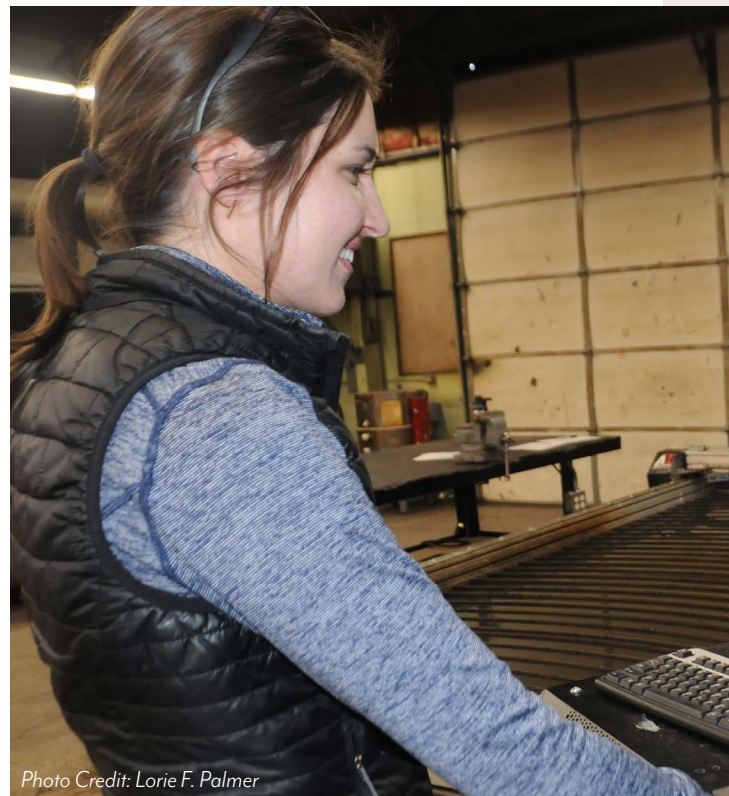


Photo Credit: Lorie F. Palmer

6 WHAT'S SOMETHING YOU CANNOT LIVE WITHOUT?

I grew up in rural Idaho and was confident that once I graduated high school I was going to leave and never, ever come back, thinking I wanted to move to the East Coast. The three summers I was in college, I worked in Washington, D.C. It was such a valuable experience because it made me realize how lucky I was to live in a place that had ample public lands filled with gorgeous mountains and wild rivers. I missed seeing the stars at night and watching the wildlife. It also took being away from home for me to realize how important it is to be close to my family, especially as we get older. So, I cannot live without nature and family.

7 YOU'RE TRAPPED ON A DESERT ISLAND AND CAN ONLY BRING THREE THINGS TO CARRY ON YOUR BACK. WHAT ARE THEY?

1. A mirror to signal for help and to start fires.
2. A machete for building a shelter, making tools and finding food.
3. Hammock with ropes. It can be used as a sun shade and the ropes can be used as ropes or taken apart into small fibers for things like building shelters or fishing.

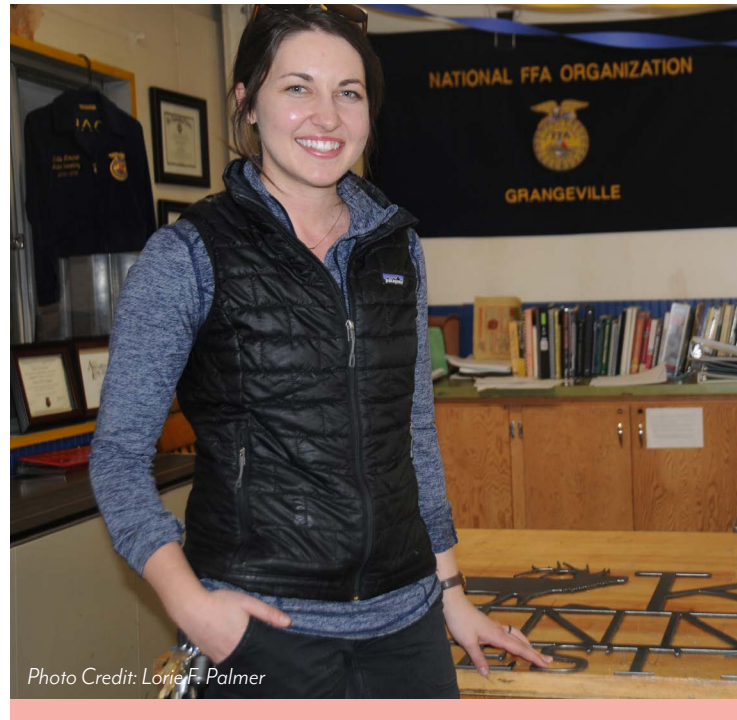


Photo Credit: Lorie F. Palmer

8 WHAT'S YOUR HIDDEN TALENT?
I can ride a unicycle!

9 WHAT'S THE MOST POWERFUL LIFE LESSON YOU LEARNED?

Define what you see as your life's purpose and live with purpose every day. Each day we get to live is a gift, and some of us get more time than others. So be grateful for the day and make it count.

10 IS THERE A QUOTE, LYRIC OR SAYING YOU LIVE BY? WHY DOES IT RESONATE WITH YOU?

One of my education professors used to love this Ralph Waldo Emerson quote, "To know even one life has breathed easier because you have lived. This is to have succeeded." I think it's beautiful and it perfectly sums up why I do what I do.

LIFE LOYAL MEMBERS

Life Loyal is a special program available for all Gamma Phi Beta members to continue their lifelong support of our beloved Sorority beyond their collegiate years while receiving exclusive benefits. This is just one way to continue your lifetime involvement as a member of Gamma Phi Beta while fulfilling your financial obligations with an easy, one-time payment. The dedication of our alumnae members who continue to be involved and financially supportive helps ensure the future of our traditions and sisterhood.

Thank you to the following sisters who joined Life Loyal between February 1, 2019 and April 30, 2019.

BETA (Michigan)

Sera Christian
Maria Ahejew Coates
Jodi Wong

GAMMA (Wisconsin-Madison)

Sheila Marks Bondoc
Angela Franck Fritz
Susan Lunden
Leslie Hayward Rogers

EPSILON (Northwestern)

Alyssa Gaston Barrale
Drew Velde Gay
Donna Jason Oberhill

ETA (California-Berkeley)

Shawna Hulsey
Layne Kumetz Knott

THETA (Denver)

Marissa Mortl
Sara Bunke Orlino

IOTA (Columbia)

TJ Givens
Isabelle Ick

LAMBDA

(University of Washington)
Laura "Laurie" Black
Mary Pickard Lewison
Courtney McCalla

NU (Oregon)

Stephanie Simons

XI (Idaho)

Patricia Albanese Fery

PI (Nebraska-Lincoln)

Sara Borchers Vanderbilt

SIGMA (Kansas)

Sally Ossian Reed
Laura Rotschafer

TAU (Colorado State)

Karen Estes McElliott

PHI (Washington University)

Payton Lang
Kacey Lentz

CHI (Oregon State)

Marlene Armony Baines
Shirley Stolz Clark
Elizabeth Foster
Carlynn Ackerman Gee
Cheryl Lockhart Summers

PSI (Oklahoma)

Donna Hutchinson Walker

ALPHA BETA (North Dakota)

Janet Hammerschmidt Wienholtz

ALPHA GAMMA (Nevada)

Francine Mannix
Brenda Reid McCarthy
Tami Shelper Ruf

ALPHA DELTA (Missouri-Columbia)

Polly Burtch
Adriene Davidson
Diane Frimel
N. Jeanne Smothers Italiaander
Mary Dorsey Krauss
Alisabeth Schlager Robinson
Jennifer Priggel Shively

ALPHA EPSILON (Arizona)

Hilary Ashland Beggs
Teresa Aune Callahan
Katherine Ratliff

ALPHA ZETA (Texas-Austin)

Lisa Guy Fillmore
Jeanne Capp Perkins
Lynda Rogers Sherrieb
Martha Tipps Weiler

ALPHA ETA (Ohio Wesleyan)

Barbara Mead Stever

ALPHA THETA (Vanderbilt)

Charlotte Swint

ALPHA IOTA (California-Los Angeles)

Rena Bradham

ALPHA NU (Wittenberg)

Jordan Hardval Brennan
Christine Updegraff

ALPHA XI (Southern Methodist)

Lewis Bailey Crockett
Sheryl Mann Crump
Katherine Stolarski

ALPHA TAU (McGill)

Franceen Berrigan

ALPHA UPSILON (Penn State)

Diana Lynn Filo
Tammie Goldstein Krauskopf

ALPHA CHI (William & Mary)

Caroline Stuart

BETA ALPHA (Southern California)

Jneil Ludwick Nelson
Judith Sturr Pabst-Hayes

BETA DELTA (Michigan State)

Karen Brewster McCallister
Mary Monville

BETA ETA (Bradley)

Diamond Tyree McKenna

BETA KAPPA (Arizona State)

Mayre Glasson Rodwick

BETA MU (*Florida State*)

Caroline Serda
Susan Brossard Tomchin

BETA RHO (*Colorado-Boulder*)

Jennifer Rorex Burns
Alice Cannon
Madeline Espinoza
Wendy Wilson Shiozaki

BETA SIGMA (*Washington State*)

Tasia Duske

BETA TAU (*Texas Tech*)

Anna Shawver Allison
Heidi Pottkotter Frederick

BETA UPSILON (*Kansas State*)

Jaime Sawyer Jaccard
Meghann Reed Lehn
Susie Knetter McCracken

BETA PHI (*Indiana*)

Nancy Adams Cripe
M.Jill Gregory York

BETA CHI (*Wichita State*)

Janice Shoff Deering

BETA PSI (*Oklahoma State*)

Kelly Ball
Kellie Leach Hardy

GAMMA GAMMA

(*Wisconsin-Milwaukee*)
Jennifer Milhaupt Thompson

GAMMA ETA

(*California State-Long Beach*)
Karen Leuer

GAMMA KAPPA (*Nebraska-Kearney*)

Kim Willson Whitehouse

GAMMA TAU (*St. Louis*)

Nancy Hutchins Rommelmann

GAMMA PSI (*Northern Iowa*)

Mary Rettko

DELTA DELTA

(*California State-Fullerton*)
Sheri Harkleroad Forell

DELTA ETA (*California-Irvine*)

Katarina Dinsenhacher

DELTA SIGMA

(*Florida Institute of Technology*)
Caroline Breglia
Rebekah Mena

DELTA UPSILON (*Georgia*)

Hayden Ramsey

DELTA PHI

(*California State-Bakersfield*)
Ashley Schmidt

DELTA PSI (*California-Santa Barbara*)

Andalusia Kear
Lori Just Rippstein

DELTA OMEGA (*Oakland*)

Bonnie O'Connell Roddy

EPSILON BETA (*Alma*)

Kira Sheffer

EPSILON ETA (*Bridgewater State*)

Ashley Barrett
Christina Winsor

EPSILON THETA (*Clemson*)

Katherine Hazlewood
Stasia Iwuc

SISTER

Shoutout

**LAURA "LAURIE" BLACK**

Lambda
(*University of Washington*)

Laurie Black's 35-year long career at luxury department store Nordstrom is no doubt impressive. She began as a store clerk and quickly moved into higher positions. In 2013, she retired from the company as the executive vice president. Since retiring, Laurie has been busy gardening, volunteering and spending time with her Gamma Phi Beta sisters. "My passion for the Sorority drove me to join Life Loyal," she says.

EPSILON KAPPA

(*California State-Chico*)
Dominique Moshier
Samantha Wong

EPSILON LAMBDA

(*Alabama-Tuscaloosa*)
Priscilla McCorkle
Katherine O'Neal

EPSILON NU (*Chapman*)

Allison Weber

EPSILON OMICRON

(*California-Santa Cruz*)
Ilona Sockol

EPSILON SIGMA (*Morehead State*)

Tonya Peters Estep

EPSILON PSI (*North*)

Carolina-Asheville
Carolyn Schweitz

ZETA ALPHA (*Eastern Washington*)

Margaret Crabtree
Jamie Milburn Kindschuh

ZETA BETA (*Virginia*)

Kassandra Krivo

ZETA IOTA (*Valparaiso*)

Allison Broadstone Bergdoll

ZETA KAPPA (*Southern Indiana*)

Sydney Miner

ZETA LAMBDA

(*Texas A&M-Corpus Christi*)
Caitlyn Shannon

ZETA OMICRON (*John Carroll*)

Caroline Stevens

ZETA RHO

(*Texas A&M-College Station*)
Holly Sumrow Dorward

ZETA SIGMA (*South Carolina*)

Emily Davis

ZETA TAU (*Emory*)

Morgan Donnell

ZETA CHI (*Texas Christian*)

Blair Brown Lamb

ETA BETA (*Florida Southern*)

Jennifer Engelthaler
Allison Lanier

ETA KAPPA (*Tennessee-Chattanooga*)

Casey Bowmer
Emily Whitlock

ETA NU (*James Madison*)

Julia Szekely
Caroline Rice

ETA XI (*Florida*)

Hadley Besing
Molly Cuthbertson
Gabiella Greene

ETA OMICRON (*Ohio*)

Sydney Porter

ETA PI (*Quinnipiac*)

Amanda Evans

ETA RHO (*Nevada-Las Vegas*)

Lauren Sailer
KiAna Tseu

ETA UPSILON (*Nicholls State*)

Hannah Grigsby

SISTER

Shoutout

**AMANDA EVANS**

Eta Pi
(*Quinnipiac*)

In May, Amanda Evans proudly walked across the commencement stage to receive her degree in criminal justice. To celebrate her success, Amanda's parents surprised her with the gift of Life Loyal for graduation. "[Amanda] was both shocked and thrilled to receive Life Loyal." Her mother Karen continues, "It has given her a new sense of belonging as she shifts from a collegiate member to a Gamma Phi Beta alumna."



treat yourself

1. Selfie Leslie | Carnation Embroidered Romper \$60
2. Local Eclectic | CZ Crescent Moon Ring by Elizabeth Stone \$40
3. Crescent Corner | Brandy Flowy Tee \$32.50
4. Madewell | Vermeil Crescent Moon Charm Necklace \$48
5. happy plugs | Marble Wired Headphones (available in pink and white) \$30
6. Crescent Corner | Made Me Blush \$35.50



Living WELL

A GOOD NIGHT'S SLEEP IS KEY

Sleep is a necessity. But because we are high-functioning humans with what feels like 101 responsibilities in a day, sleep has turned into a hot commodity. We've replaced bedroom z's with around-the-clock venti coffees. And even when we don't deny ourselves rest, technology almost always interferes. Sleep hygiene nowadays has gone to the wayside. It's time to fix that. Just like how you practice personal cleanliness — brushing teeth, showering, washing hands — below are sleep hygiene do's and don'ts. Stick to the do's and your sleep hygiene will be up to snuff in no time.

Do's

- Make your bedroom just a bedroom so as to encourage sleep.
- Avoid screen time before bed. Read a book instead.
- No naps. If you must nap, make it a 20-minute power nap.
- Stick to water or decaffeinated beverages in the afternoon.
- When you're truly sleepy, go to bed.
- Maintain a regular sleep routine.
- Determine how many hours of sleep your body needs and stick to that amount every night.

Don't's

- Fill your bedroom with distractions, like a TV, computer or working space.
- Sleep with the TV on or scroll through your social media feed before bed.
- Take as many naps as you need.
- Drink coffee or soda after 3 p.m.
- Break your sleep schedule over the weekend. It's the weekend after all!
- Sleep in on the weekends to catch up on missed hours of sleep during the work week.

Source: National Sleep Foundation



A TRUE AND CONSTANT

Partnership

We are one Gamma Phi Beta, but legally separate. At Gamma Phi Beta's 48th Convention in 1958, legislation was enacted to establish an important new fund, the Gamma Phi Beta Foundation, "a trust organized solely for the promotion and encouragement of educational and charitable purposes." In accordance with the Internal Revenue Code, the Foundation and Sorority are two separate entities. The Gamma Phi Beta Foundation is a 501(c)(3) corporation, while Gamma Phi Beta Sorority, Inc. is a 501(c)(7) corporation.

While we are legally separate, we are connected in purpose through a true and constant partnership that allows us to identify and fund educational and leadership needs that best advance the mission of Gamma Phi Beta.

Each organization offers unique opportunities for members to support Gamma Phi Beta, but understanding the specifics can be challenging, which is why we have created this basic guide. We want you to know exactly where your dues and donations are going and how they make a difference in the lives of so many Gamma Phi Betas.

We are connected in purpose through a true and constant partnership that allows us to identify and fund educational and leadership needs that best advance the mission of Gamma Phi Beta.





Gamma Phi Beta

FOUNDATION

As a 501(c)(3), your gifts to the Foundation are tax-deductible as allowed by law.

Your generous donations support:

- Grants to the Sorority for leadership and educational programming
- Grants to the Sorority to support the Collegiate Leadership Consultant Program
- Scholarships and fellowships
- Member assistance grants to sisters in unexpected need



Gamma Phi Beta

TRUE AND CONSTANT

As a 501(c)(7) member organization, your annual dues or Life Loyal membership help fund the operations of the Sorority.

- Leadership and educational programs not eligible for Foundation funding
- Staff and volunteer support for collegiate and alumnae chapters
- Insurance program to protect chapters, officers and advisors
- Extension and recruitment support
- Technology resources for all members
- Publication of *The Crescent* magazine

These programs are fully or partially funded by the Foundation and provided by the Sorority

- | | |
|-------------------------------------|---|
| • REAL Leadership Experience | • Collegiate Leadership Consultant Program |
| • REAL Leadership Conference | • Volunteer and officer training |
| • REAL Leadership Institute | • Gamma Phi Beta museum and historical preservation |
| • Convention workshops and speakers | • Fidelity and member education programming |

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
APRIL 30, 2019.

**JESSICA JECMEN BRUMMEL
(OKLAHOMA CITY)**

In celebration of you winning the Corporate Superstar Dance Championship in Dancing with Chicago Celebrities.
Frances Griffin

**JULIE WEIR CAMERON
(MISSOURI-COLUMBIA)**

In celebration of my Alpha Delta sister.
Anne Maschmeyer

THE “CRESCENT GIRLS”

In celebration of you hosting the annual meeting salad luncheon for the Naples Area Alumnae Chapter.
Naples Alumnae Chapter

**PENNY MESETZ FINLEY
(ILLINOIS AT URBANA-CHAMPAIGN)**

In celebration of you hosting the Naples Area Alumnae Chapter at Florida Gulf Coast University.
Naples Alumnae Chapter

THERESA FRY GERAGHTY (NEBRASKA)

In celebration of you receiving the Omaha Alumnae Panhellenic Association's Woman of the Year Award.
Sharon Dunham
Omaha Alumnae Panhellenic Association

**RITA KREIZIGER HOLMAN
(SOUTHERN CALIFORNIA)**

In celebration of your 90th birthday.
Beta Alpha Chapter
Beta Alpha Affiliated House Corporation
Robin Kieffer
Lori Lundgren
L'Cena Rice
San Fernando Valley Alumnae Chapter

**JUDITH BENTHAUS INGERSOLL
(BRADLEY)**

In celebration of you hosting the Naples Area Alumnae Chapter at the “Book with Biu” luncheon.
Naples Alumnae Chapter

**JANN PANTOR JOSEPH
(WISCONSIN-MADISON)**

In celebration of your appointment as President of Georgia Gwinnett College.
Grand Rapids Alumnae Chapter

CHRISTINA KROEGER (KANSAS)

In celebration of you winning the Shining Star Award at Convention 2018.
Tampa Bay Alumnae Chapter

**LAUREN (FLORIDA INSTITUTE
OF TECHNOLOGY) AND
GREGORY MANIATIS**

In celebration of the birth of your daughter, Violet.
Gigi De'Prey Eyre

ABIGAIL MONTELLI (SAN DIEGO)

In celebration of your initiation into Epsilon Gamma Chapter.
Rene Matz Thompson

SARA BRADLEY MORAN (VERMONT)

In celebration of being named volunteer of the year by the National Alliance on Mental Illness.
Barbara Wessel

LINDA KRAWETZ MYERS (KENT STATE)

In celebration of being appointed to the Vermont House of Representatives Appropriations Committee.
Barbara Wessel

MAURA O'CONNELL (CHAPMAN)

In celebration of your initiation into Epsilon Nu Chapter.
Rene Matz Thompson

**TERI LOMBARDO RAMIREZ
(CALIFORNIA-IRVINE)**

In celebration of the birth of your daughter, Hannah Charlotte.
Farrah Evagues

**ERIN CORKERY RISK
(SOUTHEAST MISSOURI STATE)**

In appreciation of your four-year service as chapter president and your commitment to building our involvement with Girls on the Run.
Saint Louis Alumnae Chapter

**MARINA (BRITISH COLUMBIA)
AND DEAN RISPIN**

In celebration of the birth of your son, Charles Walker.
Gigi De'Prey Eyre
Anne Layton

**SOUTHERN CALIFORNIA INTERCITY
COUNCIL OF GAMMA PHI BETA**

To honor you.
Sorority Specialties

**MARY HAWKINS SULLINS
(SOUTHEAST MISSOURI STATE)**

In celebration of you hosting the Annual Galentines Brunch.
Atlanta Alumnae Chapter

TAMPA BAY ALUMNAE CHAPTER

In celebration of receiving the Clara Worden Award and honorable mention for the Chicago Award at Convention 2018.
Tampa Bay Alumnae Chapter

**LACRETIA TAYLOR
(WASHINGTON STATE) AND
SHANE NICHOLS**

In celebration of the birth of your son, Hatley.
Gigi De'Prey Eyre

To make an In Celebration gift, visit
GammaPhiBeta.org/Donate or call
303.800.2890.



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 April 30, 2019.

Ann Mitchell Albright
(Illinois at Urbana-Champaign, 1955)
Suzanne Mast Stein

Patricia Faulds Blackman
(Iowa, 1966)
Jeanne Jacob

Rosemary Bolig
(Pennsylvania State, 1965)
Linda Bolig Rhoads

Rex Bronsing, husband of Ann Mullin Bronsing (Indiana State),
father of Holly Bronsing Jurgensen (Northern Arizona)
Christy Ehrenreich
Marty Pool
Gwen Rogers
Suzanne Mast Stein
Joey Stiver

Christine Grossheider Carter
(Washington, 1970)
Janice Johnson and Family
Suzanne Mast Stein

Melba Cimino
(Colorado College, 1950)
Elizabeth Phillips

Barbara Nicholson Conklin
(Syracuse, 1942)
Naples Alumnae Chapter
Lynne Clark Nordhoff
L'Cena Rice

Margaret Martin Davies
(Southern California, 1950)
Beta Alpha Chapter
Beta Alpha Affiliated House Corporation
L'Cena Rice
South Bay Alumnae Chapter

Barbara Fuentes Diekmann
(California-Los Angeles, 1985)
Cindy Lemaire
Stephanie Arnold Long

Jeanne Hughes Greenhalgh
(Syracuse, 1947)
Syracuse Alumnae Chapter

Josh Guerra, son of Randy Allard
(California State-Long Beach)
Anne Layton
Joey Stiver

Donna Henry, mother of Alexandra Henry
(Toronto)
Anne Layton

Abigail Waterman Hock
(Florida State, 1957)
Rosemary Bunn

Charlotte Kibler Hopkins
(Kent State, 1955)
Dayton Alumnae Chapter

Dorothy Hustad, mother of Janet Hustad
(North Dakota State)
Judy Gunkelman
Joey Stiver

Linda Barbour Kambe
(University of the Pacific, 1940)
Janice Sanguinetti Graves

Esther Kauffman, mother of Carole Kauffman McVane
(Nebraska-Lincoln)
Sharon Witt Dunham

Ann Wayner Lambeth
(Iowa, 1966)
Jeanne Jacob

Carol Burns Laybourn
(Minnesota-Twin Cities, 1942)
Carol Jacobs Heffernan

Cathy Balzer Lorino
(Texas Tech, 1963)
Dolores and Boyd Foster

Mary Lou Belcher Lyon
(Kansas, 1941)
Evanston North Shore Alumnae Chapter

Barbara Carlson Maas
(Iowa, 1965)
Jeanne Jacob

Kerri Francis McCluskey
(California-Irvine, 1989)
Lotte Shoar Cosca
Debbie Cowden Neumann

Rebecca Mellaci
(Chapman, 1991)
Rene Matz Thompson

Janice Vincent Moore
(Southern California, 1967)
Linda Babcock
Beta Alpha Chapter
Beta Alpha Affiliated House Corporation
Cathy Borgan
Sandy Burba
Taylor Chase-Wagniere
Tom Ma
Judith McKeever
Una Mae Naulty
Fannie Randoe
L'Cena Rice
Rob Roedel
South Bay Alumnae Chapter
Rene Matz Thompson

Dennis Norfleet, father of Kristin Norfleet
(Rochester)
Syracuse Alumnae Chapter

Elizabeth Pindell Ritchie
(Oregon State, 1961)
Suzanne Melville Neville

Marjory Mills Shupert
(Colorado State, 1954)
Randy Allard
Alison Bond
Sharon Dunham
Jacki Falkenroth
Frances Griffin
Shellie Hodges
Karen Kline
Anne Layton
Sally Lewis
Cheryl Speer
Joey Stiver
Carleen Sullivan
Karen Urette
Julia Wright

Jane Sheer Tharp
(California-Santa Barbara, 1983)
Valerie Freeman

Judith Rohrer Thielscher
(Arizona, 1952)
Santa Barbara Alumnae Chapter

Vesta Spurgeon Voss
(Missouri-Columbia, 1933)
Barbara Odell Nichols

Frosty White, husband of Judy Hubbard White
(Kansas State, 1960)
Judy Mai Millen

Gwen Foster Whitehead
(Northwestern, 1933), *mother of Kendra Whitehead Castillo*
(California State-Fullerton) *and Patrice Whitehead Conover*
(California State-Fullerton),
grandmother of Alayne Sklencar Avila (San Diego State)
Robin Kieffer
Rene Matz Thompson

Jim Worrell, husband of Polly Payne Worrell
(Oklahoma)
Natalie Bonney
Jill Johnson Roberson

Mary Mulcahy Wycoff
(Nevada-Reno, 1967)
Jacki Falkenroth

For deceased members, The Crescent lists their first, maiden and last names in accordance with their school and year of initiation. To make an "In Memory" gift, visit GammaPhiBeta.org/Donate or call 303.800.2890.

in our HEARTS

*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 February 1, 2019 and
April 30, 2019. First, maiden, last names and year
of Initiation are listed for each deceased member.*

ALPHA (*Syracuse*)

Barbara Nicholson Conklin, 1942
Jeanne Hughes Greenhalgh, 1947
Gene Yehle McCarthy, 1941

EPSILON (*Northwestern*)

Carol Reyle Van Sickle, 1953

ZETA (*Goucher*)

Doris Hebert Wellington, 1941

ETA (*California-Berkeley*)

Joyce Rodegerdts Bouquet, 1948
Shirley Malm Horwath, 1941

THETA (*Denver*)

Joy Jordan Craven, 1946
Deborah Johnson Duncan, 1968
Jeanne Mills Varnell, 1944

KAPPA (*Minnesota-Twin Cities*)

Carol Burns Laybourn, 1942
Catherine Maley, 1954

LAMBDA

(*University of Washington*)
Mary Thomas Nelson, 1944

NU (*Oregon*)

Caroline Steed DePrez, 1940

XI (*Idaho*)

Patricia McDonald Chandler, 1952
Mary Buchanan Florence, 1943
Fern Bracht Johnston, 1949

OMICRON

(*Illinois at Urbana-Champaign*)
Ann Mitchell Albright, 1955

RHO (*Iowa*)

Anne Adams Hill, 1977

SIGMA (*Kansas*)

Nancy Nagle Bolts, 1973
Earlene Hovey Gough, 1955
Sara Fair Sleeper, 1941
Nancy Gross Zachary, 1950

TAU (*Colorado State*)

Permelia "Pem" Mattson
McIver, 1955
Karla Millay Sorenson, 1953

PHI (*Washington University*)

Joan Larock Hofmeister, 1948

CHI (*Oregon State*)

Gloria Houck Ferguson, 1948
Elizabeth Pindell Ritchie, 1961

PSI (*Oklahoma*)

Wilma Ford Price, 1946

OMEGA (*Iowa State*)

Janet Gaylord Newsome, 1938
Sally Matson Paulson, 1942

ALPHA ALPHA (*Toronto*)

Beverly Shurly Arnold, 1946
Joan Breithaupt Birkett, 1947

ALPHA GAMMA (*Nevada*)

Mary Mulcahy Wycoff, 1967

ALPHA DELTA

(*Missouri-Columbia*)
Paula Ross Carter, 1951

ALPHA EPSILON (*Arizona*)

Judith Rohrer Thielscher, 1952

ALPHA ZETA (*Texas-Austin*)

Virgie Olle Cabell, 1947
Mary Montgomery Irwin, 1963

ALPHA ETA (*Ohio Wesleyan*)

Ruth West Sivon, 1942

ALPHA IOTA

(*California-Los Angeles*)
Barbara Fuentes Diekmann, 1985
Ellenor Wright Naden, 1946

ALPHA KAPPA (*Manitoba*)

Evelyn Reycraft Alexander, 1927
Shelagh McDougall Stanley, 1963
Elfrida Lehmann Sutherland, 1928

ALPHA LAMBDA

(*British Columbia*)
Margaret Parke Gilmour, 1946

ALPHA NU (*Wittenberg*)

Janet Walz Glasser, 1952

ALPHA XI (*Southern Methodist*)

Sylvia Illingworth Doyle, 1961
Georgann Tims Filak, 1952
Pamela Wilson Gartner, 1962
Dorothy Chase Jones, 1948

ALPHA TAU (*McGill*)
Margot James, 1941

ALPHA UPSILON (*Penn State*)
Cynthia Davis Witmer, 1960

ALPHA PHI (*Colorado College*)
Melba Cimino, 1950
Mary Harris, 1966
Eleanor Severa Steen, 1952

ALPHA CHI (*William & Mary*)
Norma Bradshaw Carmines, 1944

ALPHA OMEGA
(*Western Ontario*)
Patrice Celotto Lee, 1977

BETA ALPHA
(*Southern California*)
Margaret Martin Davies, 1950
Frances Johnson Franzen, 1949
Gina Celic Stea, 1977

BETA BETA (*Maryland*)
Rosa Ridge Culleen, 1948

BETA GAMMA (*Bowling Green*)
Virginia Cowin Humphrey, 1948

BETA DELTA (*Michigan State*)
Catherine Moragne Bartmess, 1966

BETA IOTA (*Idaho State*)
Carolyn Bauscher Cordova, 1963

BETA PI (*Indiana State*)
Virginia Burt Perucca, 1952

BETA TAU (*Texas Tech*)
Nadell Clanton Davis, 1956
Frances Inman Faulkner, 1956

BETA UPSILON (*Kansas State*)
Lila Orme Levin, 1960

GAMMA MU
(*Minnesota State-Moorhead*)
Linda Fletcher Greico, 1966

EPSILON LAMBDA
(*Alabama-Tuscaloosa*)
Karen Henderson King, 2009

ZETA EPSILON (*Duquesne*)
Sierra Intrieri, 2013

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



DORIS HEBERTWELLINGTON
ZETA CHAPTER
(*Goucher, 1941*)

At 96, Doris Hebert Wellington lived a rich and fulfilled life. After completing her first year at Goucher College, Doris returned home to Colorado and earned a foreign languages degree from Colorado College. She was an active collegian who participated in clubs, Greek life and served on her school's Publications Board. A lifelong learner, Doris taught at her alma mater before working for a World War II intelligence agency in the foreign languages division. The great-great-grandmother will forever be remembered for her gentle spirit and love of others.

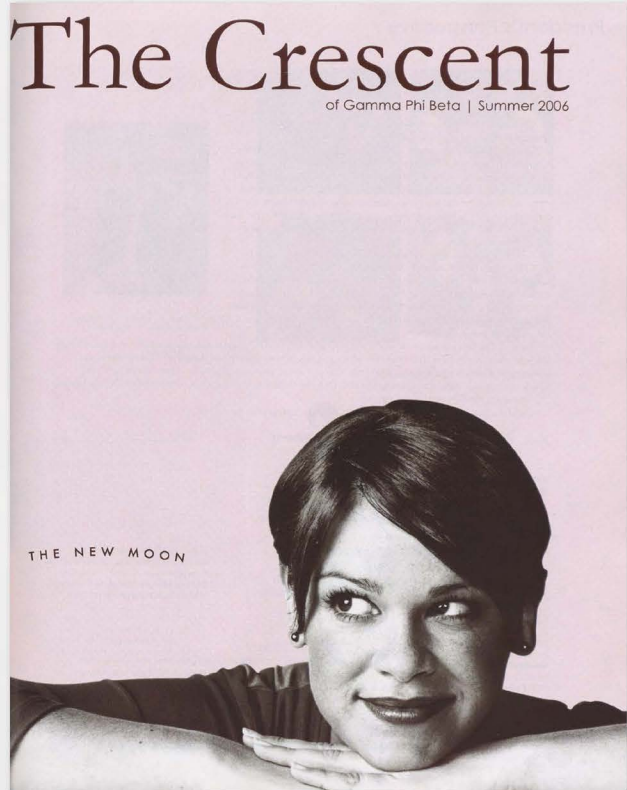
KAREN HENDERSON KING
EPSILON LAMBDA CHAPTER
(*Alabama-Tuscaloosa, 2009*)

Be Our Best. That's what Karen Henderson King reminded her students daily. The gifted educator attended undergrad at Missouri State University. She earned two master's degrees, one in theology and another in library science, from universities in Missouri and Alabama. Karen spent nearly 20 years as a librarian at elementary schools in Alabama. She joined Gamma Phi Beta as an alumna initiate and was an embodiment of our mission. Although she was tragically taken from the world too soon, Karen's impact will remain in the hearts of all those she touched.

*At the blueness of
the skies and in the
warmth of summer,
we remember them.*

BUILDING ON *Yesterday*

In 2006, Gamma Phi Beta rebranded itself to include a new logo, tagline and primary colors. During the summer of that year, *The Crescent* ran a story titled “A ‘Brand’ New Moon.” In it, a connection was made between the moon’s different phases and Gamma Phi Beta entering a new phase of communications. As we embark on another phase of communications in 2019, we look back at the important elements used throughout the past 13 years that got us here.



The Crescent 2006 summer cover, introducing the rebrand as “The New Moon.”



Every brand can use a few good words. We have three: Connect. Impact. Shine. Connecting with each other. Impacting lives. Shining forever.



A clean, timeless moon shines in the sky. Our new typestyle forms the Earth’s horizon below.

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Parents

While our members are in college, their copy of *The Crescent* is sent to your home address — we hope you enjoy reading our magazine, too! If your daughter is no longer in college, or is no longer living with you, feel free to send us her new address by emailing TheCrescent@gammaphibeta.org.

Join Our Green Team!

Receive each issue of *The Crescent* before everyone else by going digital! We'll send the current issue directly to your inbox so you can enjoy it anywhere you go. Email TheCrescent@gammaphibeta.org today to let us know you're joining The Green Team!

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The Crescent of Gamma Phi Beta (USPS 137620) is published quarterly by Gamma Phi Beta Sorority, 12737 E. Euclid Drive, Centennial, CO 80111. Periodicals postage paid at Englewood, CO, and at additional mailing offices. Produced in the U.S.A.

Postmaster: Send address changes to The Crescent, Gamma Phi Beta Sorority, 12737 E. Euclid Drive, Centennial, CO 80111.

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“FROM OUR EARLIEST
MOMENTS TO OUR FINAL
HOURS, WE THRIVE WHEN
WE HAVE STRONG AND
SUPPORTIVE BONDS
WITH OTHERS.”

—LIZ KUNZ, GIRLS ON THE RUN
CHIEF EXECUTIVE OFFICER (PAGE 5)