

THE
Resent

GENERATION
to GENERATION

GEN Z

MILLENNIALS

GENERATION X

BABY BOOMERS

SILENT GENERATION

Fall 2021

GAMMA PHI BETA

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get in touch

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💻 GammaPhiBeta.org

DEAR *Sisters*

Which generation does your birth year represent? If you are unsure, turn to our cover story on page 16 to find out. Writer Rachel Burchfield breaks down some of the differences and similarities among the generations that make up our membership: the Silent Generation, Baby Boomers, Generation X, Generation Y (Millennials) and Generation Z. According to the article, I represent Baby Boomers, a service-minded generation that values making meaningful connections. (Sometimes, my 1961 birthdate puts me in a Boomers II category!)

Not all characteristics of Baby Boomers resonate with me, and understandably since there's a big difference between 1946 and 1961! However, the two previously mentioned characteristics do. Since high school and college, I felt called to serve my community and build meaningful connections through collaboration. Our Core Values of Love, Labor, Learning and Loyalty were integral to turning my aspirations into actions. These values continue to be a guiding light for me in all spheres of my life — professional, personal, academic and civic.

Our varying generational characteristics can be powerful and beneficial when we open ourselves to learn and grow from one another through understanding and respect. Many organizations, including ours, are implementing reverse mentoring programs (page 20) for this very reason. I feel fortunate to be part of the “sandwich generation” because I continually learn from those older and younger than me. Learning and growing alongside one another doesn't mean that we always agree; however, it can empower us to work collaboratively and with mutual respect to make a lasting difference in the world around us.

Regardless of what our birth year says about our generation, we are linked through the bond of Gamma Phi Beta – our unique and lifelong thread of intergenerational connectivity. Let's celebrate, encourage, accept and support who we are across all generations, and seek opportunities to lift up one another, exemplifying the Core Values of our True and Constant sisterhood.

In LIKE,



Angela Jordan Dimit

Foundation Chairwoman



WHO IS ANGIE?

Angela (Angie) Jordan Dimit is currently serving as the Foundation Chairwoman on the Gamma Phi Beta Foundation Board of Trustees. She previously served two terms as a Vice President on Gamma Phi Beta's International Council (IC) and was the IC representative on the Gamma Phi Beta Foundation Board of Trustees during her second term.

A member of Omicron Chapter at the University of Illinois at Urbana-Champaign, Angie received a Bachelor of Science degree in business administration and marketing and a Master of Education in human resources education.

FAVORITE THING ABOUT FALL

The beauty of the changing colors of nature and FOOTBALL!

HEELS OR FLATS

Definitely heels

LEFT BRAIN (ANALYTICAL) OR RIGHT BRAIN (CREATIVE)

A 60/40 combination I think

PACE, *Please!*



Positive Self-Talk

By Jenny Campfield

Gamma Phi Betas unite by a shared mission to build confident women of character who celebrate sisterhood and make a difference in the world around us. Did you know that the words you speak to yourself impact your confidence and self-esteem? These internal whispers that others may never hear significantly **impact** our confidence, mental and physical health, relationships and more. We often refer to these thoughts about ourselves as self-talk.

Positive Versus Negative Self-Talk

The phrase “self-talk” describes the conscious and unconscious thoughts that make up our inner narratives. These inner thoughts are often sorted into two categories: positive self-talk and negative self-talk. Positive self-talk describes thought patterns that foster self-compassion, self-esteem, self-love and an understanding and appreciation of who you are. Negative self-talk describes thought patterns that focus on our deficits and imperfections, such as the internal messages that we’re not good enough or can’t do anything right.

If you’ve ever found yourself struggling to combat negative self-talk, there’s a reason that’s linked to our **biology**. In earlier eras of human history, our brains became hardwired to identify negativity in our environment as a survival mechanism. People who quickly perceived threats and fear, like seeing a threatening animal or hearing an approaching storm, could better adapt to their environment and survive.

This adaptive skill trained the human brain to identify negative stimuli in the environment first before finding the positive. The good news is if you find yourself wrestling with negative self-talk, there’s nothing wrong with you! Your brain is simply working to help you survive but in a way that may not be as helpful as it once was.

Tools to Grow

The good news continues: We have the power to retrain our brains to identify the positive. Doing so requires actively exercising the brain no differently than you would the muscles in

your body. Using one or more of the following **techniques** over time can help retrain your brain to identify positives in your environment, including yourself!

Tool 1: Switch Gears

When you notice a negative thought arise, pause and consider how you can switch gears. For example, if you notice yourself thinking, “I don’t want to go to this event. No one’s going to like me,” pause, take a deep breath and shift your thought to “I’m a good person who has a lot to offer. Let’s do this.”

Tool 2: Is this Accurate?

A helpful way to challenge a negative thought is to ask yourself if it is accurate. For example, if you think, “I never finish anything. Why am I trying to start a new hobby?” Ask yourself, “Is this accurate?” Then remind yourself of instances that challenge your negative thought, like a time you completed a goal.

Tool 3: Self-Affirmations

Start each day by saying phrases that are affirming and empowering. These phrases could sound like, “I am enough just the way I am.” “It’s okay to ask for help.” “I’m not behind, I’m right on time.” “I am loved.”

Gamma Phi Beta Resources

- Explore the resources provided on Gamma Phi Beta’s **Anti-Racism Resources** page to understand more about how systems of inequity influence self-perception, and how you can cultivate positive, inclusive environments.
- Connect with your sisters through one of Gamma Phi Beta’s many social media pages, including our Facebook **affinity groups**, to build positive, supportive relationships.

Article Resources

- PositivePsychology.com
- Psychology Today
- Verywell Mind

A Girls' Movement

KELSEY D'ANGELO (MISSOURI-COLUMBIA) REJOINED THE GIRLS ON THE RUN (GOTR) MOVEMENT AS AN ALUMNA

Animals and running are two of Kelsey D'Angelo's favorite things. The former encouraged her studies at the University of Missouri-Columbia, where she graduated in 2013 with a bachelor's degree in animal science. She's been with Nestle Purina PetCare since 2014, advancing in her career through promotions. Kelsey is currently a quality manager who ensures pet food meets Purina's nutritional requirements. Beyond her pet-related career, Kelsey supports Flagstaff-based animal shelters and fosters and trains dogs to help them find their forever homes.

Now onto running. The sport has been close to Kelsey's heart since high school when she was on the cross country and track teams. She took running back up a couple of years after college when she relocated to Flagstaff, Arizona, for work. That was when she got reacquainted with her Sorority's philanthropic partner.

"I honestly did not plan on staying seriously involved with Girls on the Run [after college], but then I was asked to be a running buddy for one of the fall 5Ks, and it was so much fun! The energy [at the race] inspired me to look for ways I could be more involved with Girls on the Run and support the wonderful community I live in," Kelsey says.

*"Listening to how these girls can **open up and learn to apply the fundamental skills** from the Girls on the Run curriculum is **incredible.**"*

Kelsey has taken on other volunteer opportunities with GOTR Northern Arizona since she attended that fall 5K a couple of years back. She is serving her first three-year term on the council's advisory board, which works to achieve the organization's mission, vision and strategic initiatives. Kelsey is in her final term year and holds the title of board chair. She plans to apply for another board position following this one, as she says, "I am looking forward to remaining on the board for the foreseeable future."

There is a time commitment to being a board member.



Kelsey and other board members conduct monthly meetings and quarterly executive committee meetings and plan and execute special fundraising events throughout the year, leading to the end-of-season 5Ks. The races are the busiest times, according to Kelsey, but are also the most fun.

Working with girls allows Kelsey to lean into her silly, childlike side, which she loves. But this isn't why she volunteers with GOTR. She volunteers because of the impact the program is making on the lives of each young participant.

"Listening to how these girls can open up and learn to apply the fundamental skills from the GOTR curriculum is incredible. This program is changing lives all over the country. How could you not want to be part of this movement?"

Ready to join or rejoin the movement with Kelsey? Here's how:

1. There are more than 185 local GOTR councils that need help supporting girls! Locate a council nearest to you by visiting GirlsOnTheRun.org/connect-locally.
2. Find a volunteer opportunity that works best for you. Volunteer opportunities include sponsoring a team, supporting at a 5K, becoming a running buddy, coaching a team. Visit GirlsOnTheRun.org/GetInvolved/Volunteer to learn more.

Qs with Kelsey

WHAT'S YOUR LIFE MOTTO?

I think life should be fun, not always an uphill battle. Do not be afraid to stand up for yourself and to change direction if you come to find you have lost your way.

NAME A CONFIDENT WOMEN OF CHARACTER YOU ADMIRE. WHY HER?

I love Michelle Obama. She is a strong, confident role model for so many women and young girls. She is changing the world through a lot of great programs and work centered around building strong women.

BUILDING STRONG girls

Gamma Phi Beta



Confident Women



Jackie Arroyo Roby

THETA (Denver)

ENTREPRENEUR AND SPEAKER

Jackie Arroyo Roby is familiar with the phrase “to sink or swim.” It has popped up throughout her career at different points in it. The New York native secured herself a position in hospitality sales shortly after graduating from the University of Denver. Her boss quit a week before she started, leaving Jackie to fend for herself – to either sink or swim. The latter, which is always harder than the former, was the route Jackie took. It led her to a promotion, which led to a job relocation to Boston and ultimately a lucrative, two-decade-long career in travel and hospitality sales.

The fast-paced nature of her work and representing luxury and international brands was all-consuming, which was fine by Jackie. For her, the lack of female leaders around the executive table at all her places of work wasn’t okay.

“So many brilliant women deserve to be at those tables. In the rare chance [women] are given a

leadership position, there is this pressure to stay in line and never let your guard down. That limits brilliance and the strength of emotional intelligence,” she says.

Jackie first learned about wellness travel – travel that focuses on the traveler’s well-being – 17 years into her career. Having had depression a decade earlier, she could have benefitted from wellness travel to heal had she known about it. She asked those in her professional network if they had heard of wellness travel and was shocked to find that they, too, were unfamiliar with it.

So began her deep dive into wellness and healing travel. In fall 2019, she created Inspired Journey Consulting to share her findings with others. Jackie creates strategic solutions using social media, speaking engagements and other creative, organic methods to amplify wellness travel businesses. She is an ambassador for the thoroughly vetted travel businesses she takes on as clients.

“It tends to be that [hotels] with the deepest pockets get the most visibility, even if that means counterfeit wellness. That doesn’t sit well with me. So, I started my company to support the visionaries in healing and wellness travel because authentic wellness deserves to be center stage,” Jackie explains.

What Jackie is doing in the travel industry is unique. And because nobody is doing what she does, and she’s a female Latina entrepreneur, she recognizes that she has to work harder. Not unlike her first sales position, she knows she must look ahead to keep swimming.

“I’m finally standing in my power and being vulnerable at the head of the table I created. What’s more boss than that?”

Jackie is a podcast host as well. Her podcast “Through Inspired Eyes” takes listeners behind the scenes of the travel industry to explore ways to decrease stress, increase joy and live an inclusive life. She also does in-person and virtual speaking engagements, sharing her expertise and the message that #TravelCanHeal at women’s conferences, travel conferences and the like.

“I love using my voice to impact change. Sharing knowledge and being transparent in my story helps others on their own healing journeys.”

More with Jackie

WHAT’S YOUR WHY?

As part of a mixed-race, blended, Parent, Families and Friends of Lesbians and Gays (PFLAG) family, I continue to learn and search for ways to make this world a kinder, more accepting and diverse place. I believe wellness travel is a start to this mission. Healing ourselves, taking time for self-care and traveling the world to be immersed in other cultures – this is a recipe for awareness, empathy, love and inclusion. Inspired Journey Consulting celebrates my authentic self, is a gift to help others and a business my family can be proud of.

DESCRIBE YOURSELF IN A FEW WORDS.

Empathetic, tenacious, inclusive, creative and living in my brilliance!

WHAT WOULD YOU LIKE OUR READERS TO KNOW?

So much! Asking for help is a sign of strength. You are worthy of all your dreams. Never underestimate your brilliance or let someone else try to make you feel less than fabulous. And your voice matters, so use it!

Bethany Wallace

NU (Oregon)

LICENSED CLINICAL SOCIAL WORKER

By Madeleine Kriech (Colorado-Boulder)

Bethany Wallace defines success as “being willing to grow, change and learn from others.” Per her definition, Bethany is the picture of success. Instead of seeing change as an obstacle, she views it as new opportunities heading her way.

From an early age, college wasn’t on Bethany’s to-do list. Growing up in an abusive environment, education and autonomy weren’t valued. She looked to her peers and teachers for help but was ignored. It wasn’t until her junior year of high school that Bethany, along with her mom and sister, left their toxic home environment in search of a supportive community. For the first time, Bethany was able to think about her future, bringing college onto her horizon.

Choosing to study education, the University of Oregon saw the beginning of Bethany’s path to helping children in unhealthy situations. “I was drawn to teaching so I could help kids who were like me and believe them when they said they were being hurt,” Bethany says.

Like attending college, Bethany never imagined joining a sorority. Her opinions changed as she looked to make new friends on campus. “When I went through recruitment, I felt like I fit in with the women of Gamma Phi Beta and could see myself growing and learning with them,” she says.

Her Gamma Phi sisters supported her dream of serving kids in need, which empowered her to discover her passion for assisting children outside the classroom. This passion led Bethany to earn a Master of Social Work from the University of Michigan, concentrating on children, youth, families and trauma.

Bethany is now a licensed clinical social worker and the director of quality improvement at Trillium Family Services, a nonprofit that focuses on the mental and behavioral health of families and kids. Her favorite demographic to work with is teenagers, a generation



she calls “full of changemakers.”

Bethany’s passion comes with a constant uphill battle for social justice and equity — now with the addition of pandemic-related mental health crises. To maintain her mental health, she reminds herself of what she loves about her job.

“The most fulfilling part of my career is teaching others. Whether it is a client learning to manage their anxiety, a parent learning to successfully communicate with their children or a new therapist gaining confidence in their skills, I am grateful to be able to teach and facilitate healthy behaviors.”

Karen Falconer

ALPHA TAU (McGuill)
LIFELONG EDUCATOR

It wasn't until her second year at McGill University that Karen Falconer decided to join Gamma Phi Beta. The decision came at the recommendation of her younger sister, Janet, who had entered McGill in the same year at 16 years old. The two pledged together, deepening a bond that has kept them close to this day.

"Alpha Tau Chapter was a houseful of smart, fun and diverse women who provided me with my first memorable experiences of fitting in, leadership and independence," Karen says. "The rituals, responsibilities and Sorority sisters' many adventures influenced me to grow into a far more confident woman...being their president changed my life."

McGill was not only a fixture in Karen's life but the lives of her parents as well. Her father immigrated from Jamaica to Canada in search of a brighter future through education. Her mother, a Holocaust survivor, found a haven in Montreal with one of her only surviving relatives, her mother. The two met while he was attending McGill, married, had seven children and raised their family in a small town outside of Montreal called St-Hilaire.

"We were brought up to be close-knit, fluently bilingual and focused on success," Karen adds.

At McGill University, Karen earned a Bachelor of Education and a Master of Arts in elementary education, French and educational leadership. Throughout undergrad, she commuted daily from her small town into Montreal, one of the most cosmopolitan cities in the world. Having spent her adolescence wanting to be the same as everyone else, Karen found herself admiring her McGill peers, who championed their distinctiveness with great zeal. "Pride in oneself proved contagious, and I learned to publicly and privately embrace the complexities of my Jewish faith and biracial identities," she adds.

McGill left a lasting impact on Karen, and she was eager to launch her teaching career. She was a proud educator for over four decades in both independent



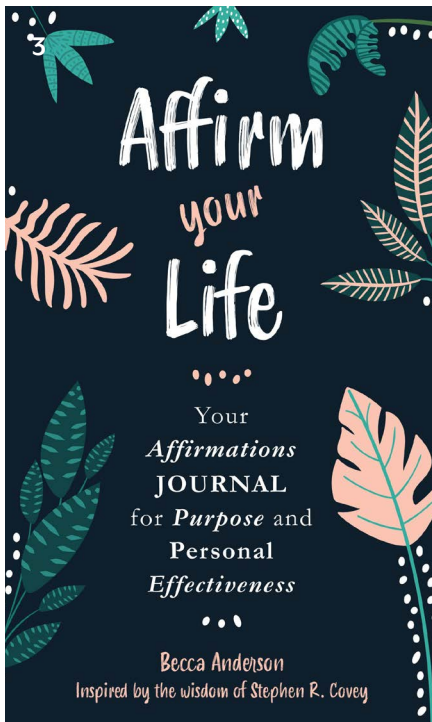
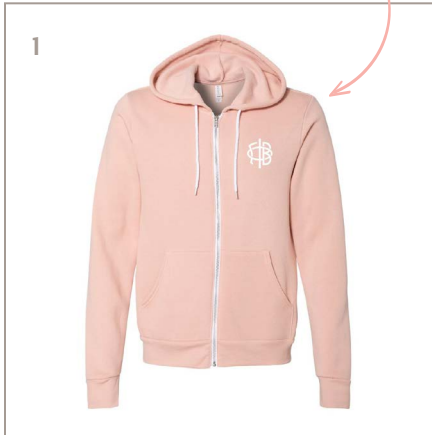
and public education. She held various roles within the Toronto District School Board, including principal, superintendent of education, executive superintendent and interim director. Now, she operates a consulting firm that advances the work of public service excellence.

Throughout all her roles in education, Karen continues to advocate for equitable resources and high-quality programming so that all students and staff, especially those from marginalized communities, can be successful.

"Raising two sons with my husband and rising in the hierarchy of public education in the largest school board in Canada did not leave time for much else. However, I learned to value fitness, and I love walking with my girlfriends, family time, audiobooks and my Peloton!"



It's sweater season, sisters!



This journal is great for practicing positive self-talk, which we discuss in PACE, Please (page 4)!

treat yourself

1. Crescent Corner | Monogram Logo Peach Hoodie \$32.50
2. Jungalow | Two-Piece Ceramic Bowl Planter in Lavendar \$69*
3. Barnes and Noble | "Affirm Your Life Journal" \$12.95
4. Local Eclectic | Birth Flower Earrings (January - Carnation) \$42
5. Caravan | Marble Round Cheese Board \$64.95*

**Support Black- and woman-owned businesses!*

Products and prices were compiled in October 2021 and are subject to change.





*Our bold and courageous Founders from L-R: E. Adeline Curtis,
Mary A. Bingham, Frances E. Haven and Helen M. Dodge.*

Gamma Phi Beta was founded on November 11, 1874, at Syracuse University by four bold and courageous women. The Sorority's mission is to build confident women of character who celebrate sisterhood and make a difference in the world around us. Headquartered in Centennial, Colorado, the Sorority has chartered 190 collegiate chapters across the United States and Canada and has more than 238,000 initiated members.

In just three short years, Gamma Phi Beta will celebrate its sesquicentennial anniversary - that's **150 years of True and Constant sisterhood! Keep an eye out for communications surrounding our 150th celebration soon.**

TRUE AND CONSTANT

Where are all the best companies founded? Dorm rooms, basements, garages; frankly, the most unglamorous places. Like Jeff Bezos with Amazon and Steve Jobs with Apple, a garage is where Jamie Montz's (Idaho) company, The Original Stretchlace, was born. The Original Stretchlace looks like a standard shoelace, but because of its incredible stretch capability, it turns every shoe into a slip-on. Hello, fashion meets function.

It's true: Necessity is the mother of invention. Jamie, a mother of three boys who were all in different shoe tying stages, needed something that would expedite her family's morning routine. That something, a stretchy shoelace, did not exist. So, staying true to her entrepreneurial self, Jamie created it. In August 2019, she applied to appear on ABC's "Shark Tank" to get some investors for her company. "Shark Tank" gave her a call in February 2020, right before the pandemic. Jamie, who has since retired her business operations from her garage into a home office, chatted with us about her "Shark Tank" journey, an experience she calls exciting, expansive and a once-in-a-lifetime opportunity.



1 CAN YOU GIVE US YOUR BEHIND-THE-SCENES EXPERIENCE OF "SHARK TANK?"

The show continued with an abundance of caution, and strict COVID restrictions were in place. Filming took place in Las Vegas instead of Southern California. We (contestants) were required to take multiple COVID tests before filming and quarantined in our rooms. We did our own hair and makeup; the hair and makeup crew wore gowns, double masks and face shields when they touched us up. Everyone socially distanced themselves as much as possible. From what I understand, what we experienced as season 12 contestants was vastly different from past seasons.

2 WHAT WAS GOING THROUGH YOUR MIND WHEN YOU CONFRONTED THE JUDGES, OTHERWISE KNOWN AS THE SHARKS?

As an avid fan of the show, walking through the doors and hallway was very surreal. I couldn't believe I was sitting in front of the Sharks! My first notion was, 'Do not lock your knees and pass out!' The time with the Sharks went by in the blink of an eye. At one point, my husband (who went on the show with me) was addressing Mark Cuban by his first name like we were at a dinner party. Meanwhile, all the cameras are whizzing by our heads. I didn't want the Sharks to hate my product; I wanted them to see the value my product brings to people of all ages.

3 WHICH SHARK DID YOU WANT TO IMPRESS THE MOST?

All of them! It is the ultimate stamp of approval, as they are all very successful businesspeople. To have that kind of validation is priceless.

4 DID YOU LEAVE THE SHOW WITH A DEAL?

I had to keep reminding myself that having a Shark behind me was the goal, no matter the deal. The deals on the show are not guaranteed and can change afterward. In talking to Herjavec Group, they outlined a deal that my husband and I could not refuse. I can't wait to see what the future holds!



5 DID YOU HAVE A VIEWING PARTY OF YOUR EPISODE WITH FAMILY AND FRIENDS?

I was going to invite family and have the viewing party at my home. However, as time went on, I wanted to celebrate the milestone with friends – many of whom are sisters from my pledge class! Once restrictions on large gatherings in Boise lifted, which happened right before the episode aired on May 14, 2021, we hosted the viewing party outside. To be cautious, my husband and I limited our guest count. It was great seeing everyone after not seeing most of them for over a year, and I think everyone was ready to come out and celebrate with us.

6 WHERE WOULD YOU LIKE TO SEE YOUR BUSINESS IN THE NEXT FIVE TO 10 YEARS?

In five years, I would like to have created and marketed other complementary products. In 10 years, I would like to see my company acquired by a shoe company that will incorporate our laces into their shoe line.



7 WHAT PIECE OF ADVICE WOULD YOU LIKE TO GIVE OUR READERS INTERESTED IN BECOMING ENTREPRENEURS?

Take the first step, and then take it one day at a time. The saying “Rome wasn’t built in a day” rings true. I still remember when I sold my first pair of laces online; I was so excited for that one sale! That one step will lead to more opportunities, but those opportunities will not come overnight. I had been selling my laces online for almost six years before “Shark Tank” ever gave me a call.

Since “Shark Tank,” The Original Stretchlace has appeared on “The View” and on a “Shark Week” special event with e-commerce company, Zulily.com.

Visit TheOriginalStretchlace.com to learn more about Jamie’s company!

— GENERATION *to* GENERATION —

GEN Z

MILLENNIALS

GENERATION X

BABY BOOMERS

SILENT GENERATION

Learn more about the five generations represented
in Gamma Phi Beta's membership
By Rachel Burchfield

When we think inclusivity, we might think race, gender or sexual orientation, but, says generational researcher and speaker Holly Martin, we should think of age as well. Multigenerational women have a unique blend of life experiences to bring to the table – all are valuable, important and a product of the era in which they were raised. Though to some Millennials and members of Generation Z, their predecessors – especially Baby Boomers – might feel unrelatable. However, we all have more in common than it may initially appear.

“We’re all human beings, and we’re all

people.” Holly continues, “We all want to be heard, valued, connected and live our lives.” Another common thread among all the generations of Gamma Phi Betas is this True and Constant sisterhood – friendships and a support system to last a lifetime.

Although generational research is important to understand the women who came before us and the women who will come behind us, these descriptors are generalizations that won’t apply to every member of the generation described.

“We have to be really careful in

stereotyping generations,” Holly says. “We’ve got to quit using generations as a way to stereotype or shame. It’s more about understanding a group of people in one particular facet of life, being mindful that we’re all people and basically want the same things in our organization, company or school. If we want to be successful, we need to hear those voices and have a good mix of generations. We need to invite everyone to the table.”

With that in mind, let’s take a deeper look at the generations that make up Gamma Phi Beta’s membership.

SILENT *Generation*

Born 1928-45

When you think of a 1950's housewife – say June Cleaver from “Leave It to Beaver” – that most describes women of this generation. With the oldest of this generation born immediately before the Great Depression and the youngest born during World War II, these women tend to be very traditional, conservative, risk-averse, patriotic and loyal, says Holly. She adds, “[Women of this generation] are very formal and always put together, very servant-minded and respectful of authority.” Their formality especially sets them apart from younger generations like Generation X, Millennials and Generation Z. The generation first earned its name in a 1951 “Time” article. The article coined people born in this era more silent than others, as they preferred to keep their heads down and work than make their voices heard.

BABY *Boomers*

Born 1946-64

This generation got its moniker due to men returning home from World War II and a spike in children that subsequently followed. “With our Baby Boomers, what we see is very optimistic, very team-oriented and very, very relational,” Holly says. “They’re the ones that bring a baked good to everything, enjoy people and are highly collaborative.” These women appreciate face-to-face communication, and similar to their more traditional parents, are very service-minded. They are dedicated to their work, seeing it as a part of their identity. “They want to stay until the job is done,” Holly says. And, she adds, for the hard time some Millennials give Baby Boomers – insert “OK Boomer” meme here – they’re actually quite similar generationally. “They have quite a bit in common in that they think about service and are collaborative and relational. Especially right now, [Baby Boomers] want to be valued and have their ideas heard, even as some try to push them out. They are dedicated and want that to be appreciated,” Holly explains.

Generation X

Born 1965-80

An economic crisis in the 1970s forced both parents to work outside of the home, which made this generation a very self-reliant and independent one. As such, many were latchkey kids growing up, letting themselves in their home and fending for themselves until their parents returned home from work. They are very different from Baby Boomers and Millennials, Holly says, and this generation is often called “the lost generation” because of their placement sandwiched between Baby Boomers (with a population of between 76 to 80 million people) and Millennials (about 70 million people). In comparison, Gen X only numbers about 50 to 54 million. “It still sounds like a lot, but if you look at the generations before and after, it’s a small group of people,” Holly adds. “Right now, [members of Gen X] are feeling the squeeze, ready to step into leadership positions that their Boomer parents and bosses left. However, Millennials are coming on strong, and there’s more of them. It’s a tough spot to be in.” Raised during the Cold War and Watergate, Gen X is more skeptical of authority and is prone to question it rather than be intimidated by it. And, unlike the Baby Boomers, Gen X is more informal, casual and direct. They have adopted a different way of working and living in response to what they saw their Baby Boomer parents do. “Women in this generation desire work-life balance,” Holly says. “Boomers mostly lived to work; it was a part of their identity. Gen X wants work to be work and home to be home, and the ability to have those two worlds and not have them collide.”

Number of Living Members in Each Generation

Silent Generation: 18,265

Baby Boomers: 25,361

Generation X: 40,774

Millennials: 45,302

Gen Z: 35,170

Millennials

Born 1981-94

This generation's official name is Generation Y, but because they were born as the turn of the century quickly approached, they were colloquially given the name Millennials. Until the emergence of Generation Z behind them, Millennials were the most educated of all the generations before them. Plus, they are truly tech-savvy, having grown up in a time when the Internet and cell phones were on the rise. More than any generation before them, Millennials are open to multiple careers and aren't locked into one profession, and certainly not one company, like generations prior. "Gen Xers might be in the same career their whole lives and move to different companies, whereas with Boomers, they generally had one career with one company," Holly says. "One thing that is awesome about Millennials is that they have no fear. They think one day, 'I can be a teacher,' and if it's not the work they thought it was or if it's not fulfilling, they can go be a graphic designer and try that for a little bit and then get interested in law." Millennials want their life and work to be meaningful, fulfilling and impactful. And they will bounce around, trying new and different avenues, until they find the right fit. "It's cool to see a generation have that kind of confidence," she says. Millennials are progressive, highly relational and collaborative, and deeply desire to have a purpose.

Generation Z

1995-2010

Currently, the top end of Gen Z is entering the workplace, and the bottom end is in middle school. As this generation reaches maturity, they're very pragmatic, Holly says, and go beyond their service-driven predecessors to becoming activists. "Unlike Millennials, Gen Z is more competitive and aren't as collaborative," she says. "They're pretty independent and wish to be judged on their merit rather than working in a group." These digital natives have never grown up without a device and are highly entrepreneurial, Holly says. "I read a statistic recently that polled students coming out of high school, and close to 70% said they want to own their own business and work for themselves." Holly adds, "Generation Z is open to multiple careers, just like Millennials. The way they view work is different in that they don't have to have an office – they can plug in anywhere, anytime, anyplace." Instead of the work-life balance desired by Gen X, Gen Z wants home-life integration, where home and work are the same thing. And with Gen Z, Holly says, we see widespread adoption of the gig economy – the idea of going from gig to gig to gig rather than just working for one company.

“We’ve got to quit using generations as a way to stereotype or shame. It’s more about understanding a group of people in one particular facet of life, being mindful that we’re all people and basically want the same things in our organization, company or school. If we want to be successful, we need to hear those voices and have a good mix of generations. We need to invite everyone to the table.”

Reverse Mentorship Closes Generational Gaps

We often hear that with age comes wisdom. If you're setting foot in your career, traditionally, you would want to turn to someone with a wide range of experiences. That someone will likely be older than you – a seasoned expert in the industry you wish to pursue. You will learn all the ins and outs from them as your mentor, just as they did when they were once a mentee.

But what if we reverse the roles here. What if the more experienced person seeks to gain insight from the less experienced, often younger person? Can an impact be made on a person, business, organization, etc., by flipping the hierarchy, or in other words, implementing reverse mentorship? It absolutely can. Some benefits demonstrated by reverse mentoring that are relevant to Gamma Phi Beta include:

- Helping to build a learning culture.
- Increasing trust and transparency.
- Closing generational gaps.
- Developing leadership skills in younger organizational members.
- Millennial/Gen Z retention.
- Building openness to sharing and hearing of different perspectives and experiences.
- Supporting belonging and inclusion.
- Strengthening communication skills of participants.
- Developing self-confidence and self-awareness of participants.

In rapidly changing times, Gamma

Phi Beta seeks to retain its strength and relevance as an organization. Reverse mentoring may provide a way to help the different generations of members present in our organization forge connections, foster dialogue and deepen knowledge on sensitive topics and offer both Millennials and Gen Z additional opportunities to feel engaged and valued, increasing retention of our younger leaders.

That said, International Council (IC) has decided to pilot a Reverse Mentorship Program. Members of IC will meet monthly for six months with their Gen Z mentor (age 25 or younger) for an hour to discuss questions provided and other subjects as desired. International Council mentees must be fully present in the conversations with their mentors, offering a non-judgmental presence and seeking to learn. The goals of this pilot are to:

- Increase awareness and understanding of leadership.
- Enhance engagement and impact of underrepresented groups.
- Expand cross-generational knowledge.
- Develop trust and engagement from young leaders.

Understanding all of this, perhaps we should rewrite the mantra that with age comes wisdom to something more accurate and inclusive. Something like: Life experiences give us wisdom, or knowledge, not age. Regardless of how old we are or which generation we belong to, we all can learn and grow from one another.

QUESTIONS MIGHT LOOK LIKE...

1. What are we doing that you think we need to continue to do or do more of?
2. What are we doing that we need to stop doing?
3. What do you find most meaningful about your membership in Gamma Phi Beta right now?
4. How do you imagine Gamma Phi Beta being a part of your life after college?
5. What makes you proud to tell others about your membership in Gamma Phi Beta? Do you ever hesitate in telling others? Why?

Peggy Hutchinson

(Colorado State)

Initiation Date: 1951



As a collegian...

WHAT WAS YOUR FAVORITE GAMMA PHI BETA MEMORY?

It would be hard to select one thing. I was a "town girl," so Gamma Phi was my primary social experience, and I enjoyed it all. I was able to live in the house one quarter each year, and it is probably the little things that I remember most fondly: quick bridge games before lunch, late-night chats, decorating the house and floats for all school events and, of course, Gamma Phi dances all held in the student union.

HOW DID YOU COMMUNICATE WITH YOUR CHAPTER?



There were no computers, no cell phones, no social media or Internet, so it was all the old-fashioned way: the telephone and personal contact. There was one community phone on each floor of the house, and the number was 462.

WHAT WERE THE BIGGEST SOCIAL ISSUES OF THE TIME?

The Korean War was going on, and we were still in the post-World War II period, with many veterans going to school. The male/female ratio was about 5:1. A movie called "Take Care of My Little Girl" that was hard on sororities and sorority life came out, and that was a concern. Because many women had taken men's places in the workplace during the war, there were

the beginnings of the awareness of women working when the men came back and expected women to resume their previous status, which many women did not wish to do.

WHAT WAS A POPULAR RECRUITMENT STYLE TREND?



It was called rush then, and the parties were elaborately decorated and planned.

After the parties, sisters got together and hashed out all the candidates.

Rush week was the week before the fall quarter started, and there was open rush in the spring, which was much more casual.

HOW HAVE YOU STAYED ENGAGED WITH GAMMA PHI BETA SINCE YOUR COLLEGIATE YEARS?

Later in life, I went to an alumnae open house and soon became a member of the House Corporation Board and was active with Boulder Alumnae Chapter. When my family moved closer to Denver, I served several terms on the Theta Chapter House Corporation Board. I have since helped with many Conventions that took place in Denver and have attended Conventions in other cities as a delegate or alternate delegate. Currently, I am the treasurer of Denver Alumnae Chapter.

Primary Followers Per Social Media Network



Generation Z (Collegians, Age 18-22)



Mostly Millennials and some Generation Z (Young Alumnae, Age 23-34)



Generation X and Millennials (Alumnae, Age 35+ and Young Alumnae, Age 23-34)

Sally Wallace

(Oklahoma State)

Initiation Date: 1970

As a collegian...

WHAT WAS YOUR FAVORITE GAMMA PHI BETA MEMORY?

Spontaneous gatherings late on a Friday or Saturday night. After dates or studying, sisters would gather in the living room (a no-no!) to do impersonations, perform songs, tell jokes, etc. And we would laugh until our faces hurt!

HOW DID YOU COMMUNICATE WITH YOUR CHAPTER?

Before the Internet, cellphones and laptops, we communicated through the pledge trainer (now the new member educator), meetings, chapter meetings and bulletin boards. Tough to call anyone (or get a message!) as there were only four house phones, each in a small closet on the 2nd floor! Sisters moved into the house as sophomores and stayed through graduation (or for some marriage). As our numbers increased, there were several annexes where sisters lived that made it difficult to communicate. I didn't like that we were not all under one roof!

WHAT WERE THE BIGGEST SOCIAL ISSUES OF THE TIME?

There were tremendous societal changes during the early 1970s. Some include the Vietnam War (boys we knew were drafted), peaceful and violent protests on college campuses about the war, the women's liberation movement was growing, marijuana use on campus and the presidential race of George McGovern and Richard Nixon. Oklahoma State had always been a conservative university, but



Alumnae

there were those of us (myself and a few other sisters) who became passionately but peacefully involved in these issues. There were excellent discussions among the sisters as some sought clarity and understanding.

WHAT WAS A POPULAR RECRUITMENT STYLE TREND?

I don't recall a popular trend in the four years I was involved in rush (recruitment). We performed skits each year with costumes, songs, etc. If I recall correctly, preference night was "The Sound of Music." We had many talented vocalists and even a Miss Oklahoma!

HOW HAVE YOU STAYED ENGAGED WITH GAMMA PHI BETA SINCE YOUR COLLEGIATE YEARS?

I have always subscribed to The Crescent, and then when my family moved to Chicago in 1989, I joined Chicago Alumnae Chapter. Initially, I only had time to participate in the chapter's Christmas party, but when I retired in 2017, I became a more active member. I stay in touch with sisters through the chapter's book club and newsletter, and I look forward to in-person events soon! I was on the Beta Psi Capital Campaign Committee to help raise funds to remodel the chapter facility at Oklahoma State. I also participated in the Sorority's Belonging, Equity, Diversity and Inclusion (BEDI) Summit in spring 2021. I continue to work on anti-racism issues both personally and in my Chicago community.



Marlo Tapley

(Colorado-Boulder)

Initiation Date: 1991



As a collegian...

WHAT WAS YOUR FAVORITE GAMMA PHI BETA MEMORY?

I have two that are a tie: First, my preference experience as a potential new member in the fall of 1990. It was an incredibly moving ceremony and time spent with Caryn Weiss, Karen Krause other Beta Rho Chapter members. Second, attending Convention at New Port Beach, California, in 1998 and winning a stained glass window donated by members of Alpha Epsilon Chapter. The window was installed at Beta Rho during the chapter house remodel in 1999 for the reinstallation. I think I scared my whole table at Convention with how loud I screamed when I won the window.

HOW DID YOU COMMUNICATE WITH YOUR CHAPTER?

A landline phone connected to a wall in the building that had this thing called an answering machine. That or meeting people in person; I stopped by the chapter house when I wasn't a live-in member. Also, at that time, the chapter house had a single phone line, not a phone per room. So, when a call came in, someone would answer and use the intercom to page the member receiving the call to come down to the house phone.

WHAT WERE THE BIGGEST SOCIAL ISSUES OF THE TIME?

There are many, but I will highlight three. Global terrorism and the rise of Al-Qaeda; I had several friends deployed to Iraq in



1996

and two who died there. Public shootings like Columbine High School on April 20, 1999, changed how we thought about safety in schools. Lastly, the rise of the personal computer (PC). I did not have a PC in college - students back then went to a computer lab or typed papers on typewriters. By 1997, I had a PC.



WHAT WAS A POPULAR RECRUITMENT STYLE TREND?

We still had themes for the 2nd and 3rd Datebook, which meant that all members were in costume or uniform dress, and the chapter house was decorated. Our Third Datebook was "The Wizard of Oz." The sunken room at Beta Rho was transformed into the Emerald City. We used a lot of helium-filled balloons to cover the ceiling throughout the first floor.

HOW HAVE YOU STAYED ENGAGED WITH GAMMA PHI BETA SINCE YOUR COLLEGIATE YEARS?

I volunteered as a young alumna helping Theta Chapter (Denver) and Tau Chapter (Colorado State), and then I was Beta Rho's advisor during the chapter's reinstallation. I was also Boulder Alumnae Chapter's president and a province collegiate director. Currently, I am the public relations advisor for Eta Tau (Colorado Mesa).

GENERATION X

Shana Makos

(Chapman)

Initiation Date: 2006



As a collegian...

WHAT WAS YOUR FAVORITE GAMMA PHI BETA MEMORY?

Some of my favorite Gamma Phi Beta memories were getting to participate in Skit Night and Greek Week at Chapman University. These events were extremely competitive, and our members worked so hard to design impressive sets, costumes and choreography. Putting all of that hard work in was so worth it. Plus, it led us to multiple first-place wins!

HOW DID YOU COMMUNICATE WITH YOUR CHAPTER?

We mostly used mass emails! We would also write on each other's Facebook walls and send texts.

WHAT WERE THE BIGGEST SOCIAL ISSUES OF THE TIME?

Social media was just starting to become an issue. I recall all of us learning that we needed to be very careful of what we posted online and that everything we put on the Internet was likely out there for life.



WHAT WAS A POPULAR RECRUITMENT STYLE TREND?

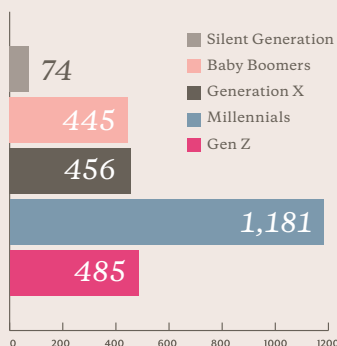
I remember balloon arches were a popular trend. We also loved creating collages on science fair boards with photos of our members and bringing them to recruitment. And we couldn't say no to a well-choreographed recruitment song. Fashion-wise, we were all about layering t-shirts.



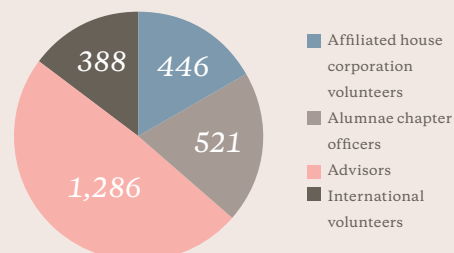
HOW HAVE YOU STAYED ENGAGED WITH GAMMA PHI BETA SINCE YOUR COLLEGIATE YEARS?

I have been very fortunate to stay involved with Gamma Phi Beta consistently since my collegiate years. I was a collegiate leadership consultant, a volunteer at the international and chapter levels and an employee in the Education department at International Headquarters. Gamma Phi Beta has been a cornerstone of my adult experience!

Which Generation Volunteers the Most at G-Phi?



Now, let's see exactly where members (when generations are combined) volunteer:



Lauren Miles

(Pepperdine)

Initiation Date: 2018



College

WHAT WAS YOUR FAVORITE GAMMA PHI BETA MEMORY?

My favorite Gamma Phi Beta memory will forever be receiving my bid because of the immense joy and accomplishment I felt from being invited to join such a loving sisterhood.

HOW DO YOU COMMUNICATE WITH YOUR CHAPTER?

I communicate with my chapter via text, Slack (a business communication platform) and social media. I use social media to stay in contact with sisters who have graduated. I often share social media content that reminds me of my sisters to the chapter via Slack.

WHAT ARE THE BIGGEST SOCIAL ISSUES OF YOUR TIME?

The social issue that is most prevalent in my college career is the Black Lives Matter movement and the overall discussion of institutional racism.



WHAT IS A POPULAR RECRUITMENT STYLE TREND?

Neon signs are a very trendy recruitment decoration. They create a great photo background!



HOW WILL YOU STAY ENGAGED WITH GAMMA PHI BETA AFTER COLLEGE?

I plan on staying engaged with Gamma Phi Beta after graduation by staying active on my chapter's social media posts. I always feel so loved when I get a direct message or comment from a chapter sister who already graduated or a sister from another chapter. I would also love to connect with nearby Gamma Phi Beta alumnae chapters wherever I move to next.

Alumnae Dues Payers and Life Loyal Members

GENERATION	NUMBER OF LIVING MEMBERS	NUMBER OF DUES PAYERS AND LIFE LOYAL MEMBERS	PERCENTAGE
Silent Generation	18,265	1,136	6%
Baby Boomers	25,361	2,072	8%
Generation X	40,774	2,055	5%
Millennials	45,302	1,840	4%
Gen Z	35,170	2,144	6%

GENERATION Z

Chapter Sweet Chapter



EPSILON SIGMA (Morehead State)

When it comes to Building Strong Girls and supporting our philanthropic partner, Girls on the Run (GOTR), our Epsilon Sigma sisters are all in. And by all in, we mean sponsoring new GOTR teams in and around Morehead, Kentucky.

Like other chapters, Epsilon Sigma switched their in-person philanthropic efforts to virtual platforms in response to the pandemic last year. The chapter encountered difficulties garnering interest in their virtual fundraisers, especially since Moonball is a highly anticipated event on campus year after year. Nonetheless, sisters hosted three successful virtual fundraisers throughout 2020 and 2021. The monies raised will go toward sponsoring GOTR teams at surrounding elementary schools.

“To start this process, the chapter contacted all of the elementary schools in the area and explained to them what Girls on the Run is and how it could benefit their students. We also explained that our chapter would raise the cost of the team so no girl

WHAT ABOUT OUR PARTNERSHIP WITH GOTR DO YOU ENJOY MOST?

What I love most about partnering with GOTR is that we get an opportunity to make a positive impact on girls who may not get the love and support at home.

—Paige Mays (junior)

I love GOTR because it helps girls see that they are capable of anything they set their minds to despite what society tells them. Grade school can be a really hard time for girls as they try to figure out who they are and who they want to be, and GOTR helps them do that confidently.—Cori Riegler (senior)

I love getting to work with these girls in person and develop close bonds with them! It is such a privilege to get to help build them up and make them their most powerful selves.—Chloe Marstiller (sophomore)

would be at a disadvantage based on finances,” Sierra Allen, Epsilon Sigma’s public relations vice president, says.

Epsilon Sigma members will have a chance to volunteer with the new GOTR teams, while Sierra and Philanthropy Chairwoman Jocelyn Goldy will be head coaches. Sierra adds, “Our chapter is absolutely ecstatic to see girls in person and to be able to watch their confidence grow because of us.”



1. POP'S SOUTHERN STYLE BBQ

Out of 949 reviews, this Morehead eatery sits at 4.5/5 stars on Google! Epsilon Sigma sisters can't say enough good things about Pop's food and the friendliness of its staff.

2. A HIDDEN GEM

If you're visiting Morehead, make a stop at what sisters call a hidden gem in the neighborhood: Lockegee Rock. Students and locals alike climb Lockegee Rock for 360-views of the surrounding Daniel Boone National Forest.

3. WHAT'S TRENDING ON CAMPUS?

Claw clips from the '90s are making a comeback among students.

4. GO EAGLES

You can always guarantee a packed house at a Morehead State basketball game. If you plan to attend a game, don't forget to don the school's colors of blue and gold!

EXPLORE *Morehead*

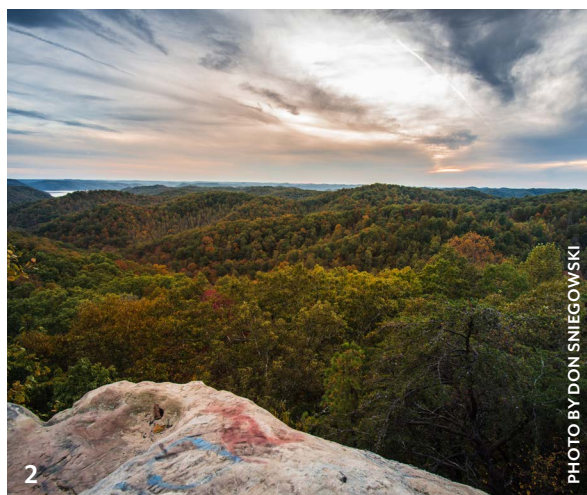
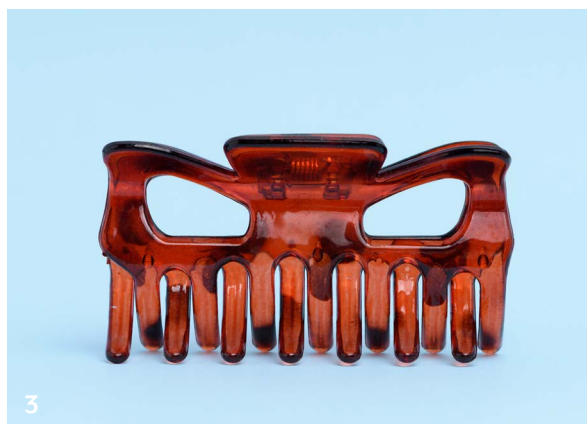


PHOTO BY DON SNIEGOWSKI



Hosting Tips

A lot goes into hosting an event, and the best hosts often make it look effortless (even though it's anything but!). Having hosting tips in your back pocket might come in handy, especially as we enter the season of gathering. So, whether you're a seasoned pro or a hosting novice, these day-of-the-event tips will ensure everyone in attendance, including you, enjoys themselves.

FOOD

Potlucks are a fantastic way to involve guests while removing some stress from you, the host. When inviting guests, assign them a dish to bring (e.g., appetizer, dessert, main course). Be mindful of guests' allergies and dietary restrictions.

Pro tip: Ask guests to prepare and bring a family recipe! Not only can guests swap recipes, but the recipe itself is a great conversation starter.



DECOR

Pick a simple theme or color palette and shop for those items at your local crafts store. If you plan to incorporate an activity at your event, have guests create a party decoration. Some ideas include building bouquets or creating seasonal decorations, like carving pumpkins.



TIMELINE

Make sure your event has a tentative beginning, middle and end. A loose timeline allows you to control the event's progress, but of course, consider how guests are feeling. If everyone is content with the beginning of the event (e.g., meet-and-greets and appetizers), do not rush them into the middle of the event (e.g., dinner).



MUSIC

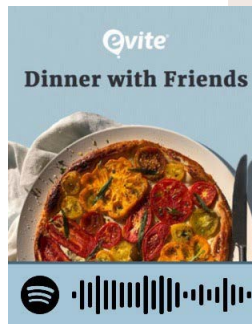
It always helps to have white noise at an event where people might be meeting for the first time. That's where music comes in. Create a playlist before the event, so you don't have to worry about music later. Keep the playlist running throughout your event as background noise. Music also sets the tone of the event!

Pro tip: Try these dinner party playlists on Spotify. Open the Spotify app on your phone. Go to "Search," and click the camera icon in the right corner. Scan the codes below to navigate to each playlist.

NAME TAGS

Unless everyone knows each other at your event, have guests fill out a name tag when they arrive.

Pro tip: Asks guests to write a fun fact about themselves underneath their name – this helps break the ice into a conversation!



BE A GUEST!

Making sure everyone is enjoying themselves comes with the territory of hosting. However, that doesn't mean you should neglect how you're experiencing the event. If you are stressed and overwhelmed, the room will pick up on that energy. Remember that if you're having a good time, so are your guests.

For more hosting tips, check out these sites:

- Tips for Hosting Great Parties ([Bit.ly/EntertainIdeas](https://bit.ly/EntertainIdeas))
- A Reminder About How to Host Inside Again ([Bit.ly/HostAgain](https://bit.ly/HostAgain))



Take it from the expert!

Backed by more than 20 years of event planning experience, Page Adams (Indiana) knows how to plan and execute an engaging event, whether in-person or virtual, without a hitch. Members who have attended a Sorority event can attest to this, as Page has been Gamma Phi Beta's director of conferences and meetings since 2013. We asked for her expert advice on the following question: **What is the most common mistake you see people make in your field the day of an event?**

Losing their cool. I see so many event planners and hosts who face a crisis and immediately get stressed and become frantic trying to solve the issue. That then creates undue stress and anxiety on their guests. The best thing to do in these situations is to remain cool and calm while reviewing how to address the problem. That will allow the planner or host to think critically while staying calm, and their guests will never know there was a problem in the first place. It's a win-win.

Pro tip: Not ready for any in-person event? Modify the above to fit the virtual landscape (i.e., hosting an event over Zoom).

Then and Now

Members Sarah Truax Ferguson and Laura Pace joined Alpha Chi Chapter of Gamma Phi Beta at the College of William & Mary in Williamsburg, Virginia. Sarah, an active Hawaii Alumnae Chapter member, joined the Sorority in 1996, and Laura, a senior studying English and history, joined in 2018. The two sat down with us to recount their college and sorority experiences.



Sarah



Laura

SARAH TRUAX FERGUSON

Living in the chapter facility – there's something about living together that brings you closer. My sisters and I had so much fun in the house, and no matter what happened in my life, my sisters were there to support me.

Low-rise jeans, tube tops and Steve Madden "Slinky Slide" sandals.

Email had just become mainstream, so I emailed my friends back home from the computer lab. I kept in touch with my family by phone on our dorm room landlines. I remember getting very excited to have "blinkie" when I got back to my room (the blinking light on the phone indicated you had a message!).

Britney Spears, the Spice Girls and Backstreet Boys. Ska music was also really popular!

My sisters and I loved Heath Ledger in "10 Things I Hate About You." We also really liked Mark Wahlberg, George Clooney and Brad Pitt.

FAVORITE GAMMA PHI BETA MEMORY AS A COLLEGIAN?

POPULAR TRENDS ON CAMPUS WERE/ARE...

HOW DID/DO YOU COMMUNICATE WITH LOVED ONES BACK HOME?

WHAT MUSIC WERE/ARE STUDENTS LISTENING TO?

CELEB CRUSHES?

LAURA PACE

I attended the REAL Leadership Experience in 2019, and it was super exciting to meet sisters from around the country. I had an incredible experience developing my leadership skills with an amazing group of women.

Athleisure, tennis skirts, flannel shirts, jumpsuits, mom jeans, bucket hats – the fashion is kind of all over the place!

FaceTime and texting. Social media makes it easier to see how friends are doing back home and what they are up to.

A lot of what we listen to depends on what's trending on TikTok!

A ton of my sisters love Harry Styles.

Do you know two sisters who initiated at the same chapter, just with 10+ years between them? Email TheCrescent@gammaphibeta.org for a chance to see them featured on this page in the future!

Custom Chapter Orders!

Your collegiate or alumnae chapter can create custom orders through Gamma Phi Beta's official store, Crescent Corner. Visit CrescentCorner.com to get started.

1



2



3



1. Bid Day Snow Shirt

Turn heads during Bid Day with this super cool (pun intended) long-sleeved shirt.

2. Blush Backpack

This Gamma Phi-inspired backpack will have everyone in class blushing.

3. Marble Tumbler

Enjoy a pumpkin spice latte this season while sporting some serious Gamma Phi Beta pride!

THE GIFT OF *Kindness*

Megan McGonagle Klein uses her birthday to help others in her community

By Alex Elkins (Nevada-Las Vegas)

Birthdays can feel overwhelming and are often full of expectations. So, instead of celebrating with cake and gifts from loved ones, Megan McGonagle Klein (Florida State) decided to celebrate her day on her terms.

As someone who enjoys planning surprises rather than being surprised herself, Megan decided to perform random acts of kindness throughout her city of Puyallup, Washington, on her birthday instead. She has continued this birthday tradition of giving back to her community for a decade now.

"I'm kind of known for my non-traditional ideas, so my family seemed to think [me celebrating my birthday this way] was just my latest out-there thought," Megan says.

Megan had every intention to celebrate this new birthday tradition alone. However, after posting about the first year on Facebook, her family and friends asked to accompany her next time. She adds, "That was the spark! People loved it and started asking to help me year after year."

From delivering fresh bouquets to health care workers to leaving uplifting notes on the windshield of parked cars, Megan has done every random act of kindness – big and small – over the years. Some of her favorites include handing out 'Mom Survival Kits' to

**"NOW, I LOOK
FORWARD TO MY
BIRTHDAY EVERY
YEAR BECAUSE IT'S
A CELEBRATION OF
HUMANITY IN WHICH
EVERYONE – THE
GIVERS AND THE
RECEIVERS – ARE
LEFT WITH A FULL
HEART."**

parents in the mall, hiding rocks painted with inspirational messages around neighborhoods and taping quarters to washers and dryers at a local laundromat.

"Now, I look forward to my birthday every year because it's a celebration of humanity in which everyone – the givers and the receivers – are left with a full heart."

Growing up as a Gamma Phi Beta legacy, Megan learned early in life about the importance of the Sorority's Core Values of Love, Labor, Learning and Loyalty. Now a mom herself, Megan volunteers with the parent-teacher association (PTA), often writing and presenting membership recruitment training for other PTA leaders across the U.S. This task reminds her of her days as recruitment chair for Beta Mu Chapter (Florida State).

Are you interested in adopting this birthday tradition? Megan's best advice is to start small. You will be amazed by the chain effect one small act of kindness has.

"It's easy to get excited and want to do all the things, but it's best to limit yourself to a couple of random acts the first year. Plus, participating in this activity is contagious!"

Easy Ways To Spread Kindness Around Your Community



Megan McGonagle Klein



- Give a store cashier a gift card to use for a senior customer.
- Arrange a video call with your child's teacher or principal – just to thank them.
- Tape emergency diaper kits (diaper, wipes and an encouraging note) to a changing table in a public restroom.
- Donate books to a local library.
- Hide dollar bills in the toy section of a dollar store.
- On Mother's Day, reach out to someone who recently lost their mother.
- Donate activity books to the labor and delivery department of your local hospital to entertain bored big brothers and sisters.
- Compliment an employee on a job well done.
- Tie balloons to the mailboxes of graduating seniors.
- Donate blood.
- Load quarters into gumball machines.
- Leave a nice note to a neighbor.
- Deliver fresh bouquets to frontline workers.
- Hand out bubbles, chalk or jump ropes to families at a park.
- Give chilled water bottles to walkers and joggers on a hot day.
- Purchase the person's order behind you in a drive-thru line.
- Pick up trash in your neighborhood.
- Leave a basket of drinks and snacks by your front door for delivery workers.
- Pick two people (outside of your family and friends) who had a positive impact on your life. Call or write them to thank them.
- Hold the door open for someone.
- Smile at strangers.

A FELT FLOWER WREATH

The Facilities Management Company tapped their creative side to bring you this fall-inspired craft! Using a few supplies, you and your sisters can create a felt flower wreath in Gamma Phi Beta colors to dress up your facility or your room at home this season.

What you'll need:

- Scissors
- Hot glue gun and extra glue sticks
- Felt fabric sheets in Gamma Phi Beta colors
- A wreath
- Jewels, rhinestones or buttons



Great felt flower YouTube tutorials:

- [The Daily DIYER](#)
- [The Ribbon Retreat](#)
- [Stacey Phillips](#)

LET'S *make* THIS!



Step 1: Take the edge of a felt fabric sheet and fold it over, creating a crease.



Step 2: Cut a straight line where the two pieces met when folded over.



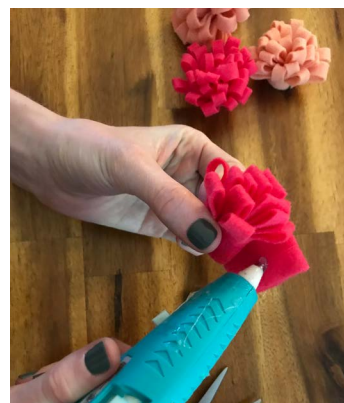
Step 3: Once cut, fold the felt fabric sheet how you had it. There will be a straight edge side and a fold side. Glue together the straight edge side.



Step 4: Cut small slits all the way up along the folded side (the side you did not add glue on). Do not cut all the way down.



Step 5: Roll the felt.



Step 6: Add a dab of glue to the end of the felt to keep your flower from unraveling.



Step 7: Cut a circle out of a felt fabric sheet. Note: The size of your circle will determine how large your flower will be.



Step 8: Start at the edge of the circle and cut a spiral all the way to the middle, leaving a small circle at the end. This will be the base of your flower.



Step 9: Starting at the base of your flower, wrap the felt fabric sheet in a circle until you get to the end. Be sure to glue along the way to keep your flower together.



Step 10: Glue a jewel, rhinestone or button to the base of the flower for added sparkle.



Step 11: Now for the fun part! Assemble your fall wreath by gluing your flowers in place.



Voila! For some extra flare, add felt leaves or a bow to your wreath before hanging it up.

A LOVE THAT *Gives*

By Madeleine Kriech (Colorado-Boulder)

When looking through his late mother's jewelry box, Jim Tilley found something he hadn't seen before: two small pins connected by a chain. Upon closer inspection, Jim realized he had come across his parents' badges. There was one for Gamma Phi Beta and one for Kappa Alpha. Although not sure, Jim believes the two badges were chained together during a ceremony of some sort. Whatever the case, the badges have remained attached beyond the passing of his parents — the perfect symbol for love that persists.



Whatever the case, the badges have remained attached beyond the passing of his parents — the perfect symbol for love that persists.



Betty Lou Sullivan Tilley and James W. (J.W.) Tilley married in 1942 after meeting in a church group for college students. At the time, Betty Lou was a student at the University of Maryland while J.W. attended George Washington University. After college, the couple moved west to be closer to J.W.'s parents. The most west they could get was Denver, as that's as far as J.W.'s company was able to relocate him. While there, Betty Lou and J.W. became parents after welcoming Jim into the world.

The Tilley family moved to Phoenix next, and Betty Lou's involvement with Gamma Phi Beta began to pick up there. Betty Lou formed closed friendships with alumnae from across the country who also made a home in Phoenix. Jim remembers sitting next to his mother's sewing machine as she prepped for Phoenix Alumnae Chapter's largest fundraiser of the year, a Christmas house. Jim helped cut fabric as Betty Lou sewed hundreds of felt elves to decorate and sell at the fundraiser.

Although the Tilley family was never well-to-do, Betty Lou and J.W. were committed to sending Jim to college and were successful. On top of that, J.W. always saved money to surprise Betty Lou with gifts for special occasions. "He sacrificed to make sure we had [nice] things," Jim recalls. Perhaps his desire to give motivated J.W. to donate the remaining money from his and Betty Lou's estate after their passing to their respective fraternity and sorority to help future members with education costs.

Four months before their 75th wedding anniversary, J.W. passed away. He was followed by Betty Lou a year and a half later. To fulfill

his parents' wishes, Jim planned to donate the money from his parents' wedding bands evenly to Gamma Phi Beta and Kappa Alpha. Though the thought of others wearing his parents' rings was heartwarming to Jim, it proved difficult to follow through on his plan. It wasn't until three years after his parents died that he was ready to sell their rings. Both organizations' foundations assured Jim that his donation would help current and future members in their academic pursuits.

When reflecting on his parents' lives, Jim says, "I admired their absolute, undying love for each other the most."

Although physically gone from this planet, Betty Lou and J.W. continue to impact new generations of Gamma Phi Betas and Kappa Alphas through their donation. In this way, much like their connected badges, Betty Lou's and J.W.'s love story lives on.



LIFE LOYAL

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 May 1 through
July 31, 2021.*

ALPHA (Syracuse)
Alivia Cioffi

DELTA (Boston)
Isabella Smit

EPSILON (Northwestern)
Susan Manselle

ETA (California-Berkeley)
Brianna Astorga-Meraz
Clara Chou
Gabrielle Cisneros
Rain Dunaway
Chiara Hardgrove
Bailey McHale
Katie Wimsatt
Whitney Zhao

KAPPA (Minnesota-Twin Cities)
Rylee Flaherty
Georgia Sanford Merchant

NU (Oregon)
Allison Grimaldi
Jocelyn Potmesil
Zulemi Trujillo
Jordan Zeigler

OMICRON
(Illinois at Urbana-Champaign)
Meredith Machon

PI (Nebraska-Lincoln)
Corbyn Ayer
Kennedy Ayer
Atricia Sultzbaugh Kenagy

RHO (Iowa)
Mame O'Grady
Sara Wojcik

TAU (Colorado State)
Sara Kennedy
Katie Murray

PSI (Oklahoma)
Carrie Hansen
Madeline Osborn Lynch
Laura Miller
Hannah Perry
Caroline Phillips
Taylor Trzcinski

ALPHA BETA (North Dakota)
Allison Cox
Lynnette Deloatch Phillips

ALPHA DELTA (Missouri-Columbia)
Anne Goffinet Alexander

ALPHA EPSILON (Arizona)
Nancy Jorgenson Bates
Caroline Trebowski Colantuno

ALPHA ZETA (Texas-Austin)
Melinda Dondlinger Bosquez

ALPHA IOTA (California-Los Angeles)
Laurie Gooch

BETA ALPHA (Southern California)
Jananne Throop Rice

BETA BETA (Maryland)
Bertha Gutierrez Carreras

BETA ETA (Bradley)
Marissa Lewis Sweazy

BETA KAPPA (Arizona State)
Amy Collins Price

BETA LAMBDA (San Diego State)
Jada Kanemasu
Leora Richardson

BETA XI (Ohio State)
Samantha Pountney

BETA OMICRON (Oklahoma City)
Adele Rehm
Madison Waller

BETA PI (Indiana State)
Joie Harris Bertram

BETA RHO (Colorado-Boulder)
Isabella Colosimo
Madalena DeAndrea
Falyn Garner

BETA UPSILON (Kansas State)
Shay Duer
Adrianna Lovelace
Katie VanDever Musil
Taylor Weis

BETA PHI (Indiana)
Ann Shafer Hargate

BETA PSI (Oklahoma State)
Kayla Maidlow Gibbons

BETA OMEGA (Northern Arizona)
Margaret Anderson

GAMMA IOTA (Midwestern State)
Rachel Royall

GAMMA OMICRON (Kentucky)
Diane Rickelman Kohler

GAMMA RHO (Wisconsin-Oshkosh)
Kendra Rudolph

GAMMA PHI (Auburn)
Nicole Stacy
Avery Unverzagt



GAMMA CHI
(Texas State-San Marcos)
Virginia Trost Effenberger

GAMMA PSI (Northern Iowa)
Madison Bell

DELTA IOTA (Purdue)
Emily Bedford
Bernadette Hardigan Hinz

DELTA MU (Rutgers)
Michele Kayser Brady
Dani Castelli

DELTA NU (Missouri State)
Dana Woeltje

DELTA OMICRON
(Southern Polytechnic State)
Christina Kheir

DELTA PI (Illinois State)
Jennifer Wrzala

DELTA SIGMA
(Florida Institute of Technology)
Caitlyn Petrillo

DELTA UPSILON (Georgia)
Madison Balfe
Melodie Roberts Elam
Amanda Griffin

DELTA CHI
(California State-Sacramento)
Christine Cortopassi Cologna
Samantha Dunlap

DELTA PSI (California-Santa Barbara)
Chandler Roseen

DELTA OMEGA (Oakland)
Dana Ches
Joey Flaherty Yee

EPSILON BETA (Alma)
Cheyenne Hansen

EPSILON ZETA (Jacksonville)
Kimberly Brostek

EPSILON IOTA (Christopher Newport)
Kelli Purdy Meadows

EPSILON LAMBDA (Alabama)
Mackenzie Curry
Stephanie Sladek

EPSILON NU (Chapman)
Haley Knapp

EPSILON OMICRON
(California-Santa Cruz)
Tara Tracy

EPSILON PI (George Mason)
Katherine Pflugrath
Samantha Schleich
Tamara Davis Schweinsberg

EPSILON SIGMA (Morehead State)
Melanie Roberts
Cassie Simmons

EPSILON TAU (Rochester)
Sarah Jeter
Emily Michel

EPSILON PSI
(North Carolina-Asheville)
Megan Odom

ZETA ALPHA (Eastern Washington)
Haley Heitzman

ZETA BETA (Virginia)
Sarah Frances Howell
Emma Brahmey

ZETA GAMMA (Sonoma State)
Andrea Rembold Eickhoff

ZETA DELTA
(Southeast Missouri State)
Amanda Nicholson

ZETA ZETA (Costal Carolina)
Noelle Decenzo

ZETA ETA (Lander)
Samantha Fair

ZETA THETA (Pepperdine)
Joell Grager

ZETA SIGMA (South Carolina)
Tori Hammers
Hannah Weitzel

ZETA CHI (Texas Christian)
Allison Drost
Emily Pook

ETA BETA (Florida Southern)
Tatiana Montilla

ETA ETA (South Florida)
Amanda Koslow Ferguson
Cassandra Coolidge Guerdan

ETA LAMBDA (Central Florida)
Ariana Stratton

ETA NU (James Madison)
Kaitlin Thomas Klein

ETA XI (Florida)
Caitlin Dodd
Victoria Hayes
Kaitlyn Maynard

ETA SIGMA (Central Missouri)
Sarah Scieszinski

ETA TAU (Colorado Mesa)
Christa Brown

ETA UPSILON (Nicholls State)
Kaitlyn Bonvillain



THE GIFT OF *Life Loyal*

Celebrate a Gamma Phi in your life with the gift of Life Loyal! A one-time payment of \$299* will fulfill the recipient's international alumnae dues obligations for life and unlock exclusive benefits to them (like a lifelong subscription to *The Crescent*). Don't know a specific Gamma Phi who would appreciate this gift? No problem! Consider supporting a graduating senior with a Life Loyal membership to keep them connected to their Sorority as they transition from a collegian to an alumna.

To learn more, visit GammaPhiBeta.org/Membership/Life-Loyal/About-Life-Loyal.

*We are pleased to offer Gamma Phi Betas who initiated in or before 1971 a reduced, one-time membership dues fee of \$189.

Corrections and Clarifications

In the summer 2021 issue of *The Crescent*, Sandra Banducci's name appeared under the wrong chapter. Her chapter of Initiation is Beta Alpha (Southern California).

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 May 1 and July 31, 2021. First, maiden, last names and year of Initiation are listed for each deceased member.

Honor a sister with an In Memory Gift. To make an In Memory Gift, visit GammaPhiBeta.org/Donate or call 303.800.2890. View Memorial gifts online at GammaPhiBeta.org/InMemory.

EPSILON (*Northwestern*)
Diann Smith Santschi, 1954

ETA (*California-Berkeley*)
Marijane Gallagher Betts, 1949
Antonette Marchitelli Poulos, 1955
Carolyn Hunter Slater, 1945

KAPPA (*Minnesota-Twin Cities*)
Jean Balzer Erdall, 1942
Mary Frost Frey, 1953
Janice Lampi Wood, 1956

LAMBDA
(*University of Washington*)
Corinne Boyd Kirkpatrick, 1967

NU (*Oregon*)
Marilyn Harvey Nollan, 1968

XI (*Idaho*)
Nancy Wohletz Pedersen, 1961

PI (*Nebraska-Lincoln*)
Jean Shapland Lones, 1945
Marion Campen Mahone, 1946

Jo Ann Berry Schleiger, 1951

RHO (*Iowa*)
Mary Hendrickson Worthington, 1936

SIGMA (*Kansas*)
Sara Fry Howard, 1963
Sarepta Pierpont Ostrum, 1942

TAU (*Colorado State*)
Constance Hornor, 1948
Ashley Miller, 2010

PHI (*Washington University*)
Fay Luebbert Chiles, 1959

CHI (*Oregon State*)
Jamie Jones, 1978
Joann Hutchinson Joplin, 1946
Diane Hock Kisner, 1958

PSI (*Oklahoma*)
Charlotte Lovelace Fitzgerald, 1956
Eloise Welch Wallace, 1962
Jean Becker Saylor, 1952

OMEGA (*Iowa State*)
Susan Long Dinsdale, 1959
Virginia Hukill Everett, 1947
Ann Erickson Henderson, 1959
Carollee Deruyter Vernon, 1958

ALPHA BETA (*North Dakota*)
Jane Nelson, 1971

ALPHA GAMMA (*Nevada*)
Toddene Watkins Folgate, 1961
Alice Casazza Jacobsen, 1947

ALPHA DELTA
(*Missouri-Columbia*)
Lelia Conner Petty, 1950
Allison London Smith, 1961
Nancy Nelson Stair, 1946
Joyce Tassey Wink, 1965

ALPHA EPSILON (*Arizona*)
Marilyn Cole Akre, 1949
Mary Powers Clark, 1947
Nancy Pearson Rodolph, 1967

ALPHA ZETA (*Texas-Austin*)
Joni Ballard Stover, 1955

ALPHA THETA (*Vanderbilt*)
Mary Dodd Eimon, 1939

ALPHA IOTA
(*California-Los Angeles*)
Amy Hart Ewing, 1949
Gloria Foster George, 1947

ALPHA XI (*Southern Methodist*)
Marjorie Krulish Higgins, 1939
Carole Ann Kramer Taggart, 1953
Dorothy Bowe Wingerd, 1957

ALPHA UPSILON (*Penn State*)
Nedalyn Charnbury Houck, 1952

BETA ALPHA
(*Southern California*)
Caroline Wilson Gimbel, 1954

BETA BETA (*Maryland*)
Elaine Zome Patzwall, 1961

BETA GAMMA (*Bowling Green*)
Arielle Biggums, 2005
Shirley Willyard Fauble, 1948
Joann Oyster Moock, 1951

Elsie Martin Schafer, 1951
Linda Burger Spittler, 1961

BETA THETA (*San Jose State*)
Jean Goodloe Whiteley, 1952

BETA KAPPA (*Arizona State*)
Arlyn Moores Brewster, 1956

BETA NU (*Vermont*)
Elizabeth Isham, 1957

BETA XI (*Ohio State*)
Marian Ball Lippincott, 1954

BETA OMICRON
(*Oklahoma City*)
Erin Robbins Farmer, 1983
Kathryn Jones Precure, 1954
Patricia Young Smith, 1953

BETA PI (*Indiana State*)
Carol Timko Edwards, 1972
Audrey Osterhage Snyder, 1952

BETA RHO (*Colorado-Boulder*)
Susan Hastings Carr, 1967

Marilyn Beardmore Hull, 1961

BETA UPSILON (*Kansas State*)
Bethene Burnham Young, 1957

BETA PHI (*Indiana*)
Kate Cowen, 1982

BETA PSI (*Oklahoma State*)
Judith Canfield Simon, 1958

BETA OMEGA
(*Northern Arizona*)
Ann Burnett Eagleburger, 1962
Lynn Wood, 1975

GAMMA TAU (*St. Louis*)
Richelle Gimblett Weisbrod, 2006

DELTA DELTA
(*California State-Fullerton*)
Catherine Scott Rocha, 1978

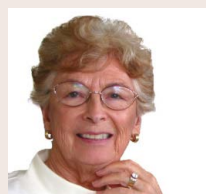
EPSILON ALPHA (*La Salle*)
Kristy O'Malley, 1988



**NANCY PEARSON
RODOLPH**

ALPHA EPSILON
(*Arizona, 1967*)

Nancy Pearson Rodolph's clothes and home decorations were as bold and vibrant as her personality. As her family says, "She sparkled!" Born in Ann Arbor, Michigan, Nancy migrated to Arizona with her family when she was young, and she called the desert home ever since. She studied economics at the University of Arizona (UA) and was a proud member of Alpha Epsilon Chapter of Gamma Phi Beta. Nancy enjoyed volunteering, playing tennis, watching UA basketball games, cooking, reading, traveling and, as a self-proclaimed lead foot, driving fast cars. The greatest loves of her life were the people closest to her, as her online obituary states, "Nancy was a people person; family and friends were her lifeblood, and she loved them well."



**MARY FROST
FREY**

KAPPA
(*Minnesota-Twin Cities, 1953*)

Mary Forst Frey of Edina, Minneapolis, and Naples, Florida, lived to help others. She was a dedicated community volunteer and leader throughout most of her adult life. Organizations that benefited from her humanitarian heart included The League of Catholic Women, Fun Time Academy of Naples, Habitat for Humanity of Collier County, Catholic Charities USA, among many others. Gamma Phi Beta honored Mary with the Philanthropist of the Year Award at Convention 2010 in Orlando, Florida, for her outstanding charitable efforts. Mary loved traveling the world and spending quality time with her husband of 66 years, Gene, their children (and their spouses) and five grandchildren. Mary left a lasting impact on all those she encountered, especially her family, as they say, "We count ourselves fortunate beyond words to have had this kind and generous woman in life."

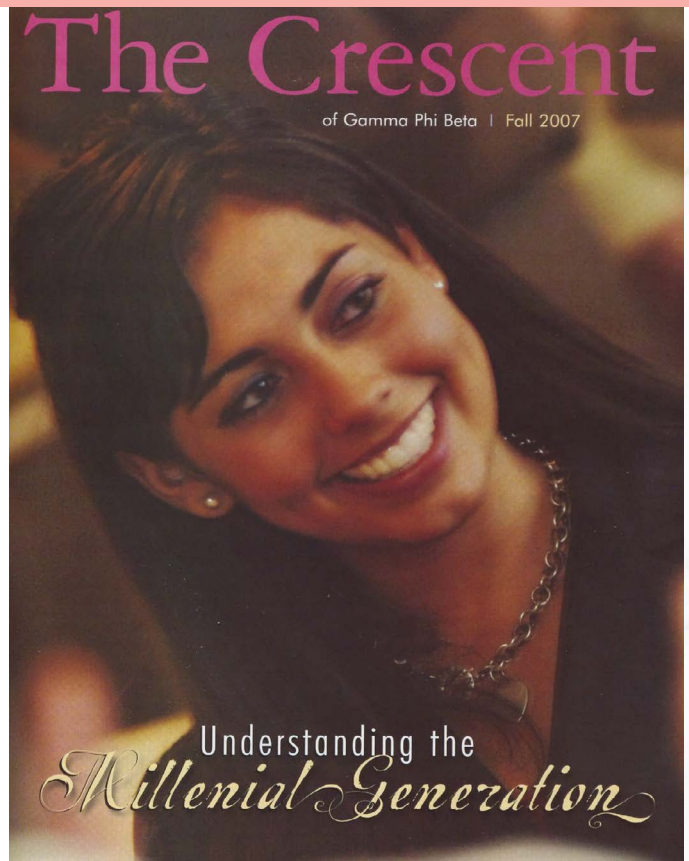


Don't forget to visit GammaPhiBeta.org/Foundation each month to view updated Memorial Gifts and In Celebration pages!

BUILDING ON *Yesterday*

Generation Z are the youngest members of Gamma Phi Beta now. Before them, Millennials were flooding college campuses. Millennials were born in the 1980s and 1990s (typically 1981-94/96) and are primarily the children of Baby Boomers. In the fall 2007 issue of *The Crescent*, Elizabeth Smith (Southern Methodist) shined a light on the Sorority's youngest members of the '00s. Below are some snapshots from her article.

- Millennials seem to exhibit a return to "traditional" values, including growing interest in religion and voting rights and a renewed confidence in government leaders, in comparison to the generation that precedes them.
- This generation is the most media-saturated and media-savvy generation ever, as it is the first to be fully immersed in digital technology.
- Virtually all Millennials were using computers by the time they were 16.
- Millennials are the most egalitarian generation in American history.



- Millennials who came from relatively privileged upbringings seek experiences tailored to individual tastes and needs, which contributes to members of this generation being stereotyped as "coddled."
- Because Millennials were hard-driving, heavily scheduled kids, they have evolved into young adults who are considered team-oriented and overachieving. Because of this, they are more stressed out and overwhelmed than the generations before them.
- They reject the notion that they have to stay within the rigid confines of a job description.
- While every generation has lived through tragedies, Millennials are unique in that the tragedies they have experienced are often viewed through the lens of a harsh and inescapable 24/7 media environment.
- Millennials are eager to learn and enjoy questioning how things have always been.

To read Elizabeth's full article, visit GPBArchives.org > 1990-2019 > Fall.

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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!

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A. Classic Crescent Necklace, #3432 | **B.** New Moon Necklace, #0076 | **C.** Rory Necklace, #RORY | **D.** 10K Lavalier with gold-filled Snake Chain, #L2649 | **E.** Classic Monogram Charm with gold-filled Snake Chain, #3433A | **F.** Forever Ring, #001RS | **G.*** Polished Badge with Pearl Phi and Four Garnet Points, #0103G | **H.** Crown Pearl Double Letter Guard, #0600 | **I.** Scholarship Pearl Dangle, #41 | **J.** Chapter President Dangle, #01A | **K.** One World One Heart Dangle #1W1H | **L.** Addy Ring, #ADDY | **M.** Stackable CZ Band Ring, #143864 | **N.** Greek Letter Ring, #3510 | **O.** Lux Rose Jeweled Bracelet, #BG808RG

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