



1998

# NLC Winning Reports

*Local Chapter Annual Business Report  
First Place*



**Spotlight  
on  
the Stars**

**Annual  
Business  
Report**

**Prepared by  
Donald E. Sherman  
Phi Mu Chapter of Phi Beta Lambda  
Southern Arkansas University**

**1998 National Leadership Conference**

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## CHAPTER PROFILE

### Phi Mu Chapter of Phi Beta Lambda

### Southern Arkansas University Magnolia, Arkansas

May 13, 1998

Dear Members of the Phi Mu Chapter,

It is a pleasure to report the accomplishments of the Phi Mu Chapter of Phi Beta Lambda. The chapter worked to provide members with opportunities to develop their leadership skills through chapter programs and extensive participation in state, regional, and national leadership conferences. Members of the Phi Mu Chapter benefited from these opportunities and demonstrated their leadership abilities.


Highlights of 1997-1998 include:

- ◆ **Eleven National Awards, including the Gold Seal Chapter Award of Merit**
- ◆ **Thirty-two State Awards, including the Silver Chapter Award**
- ◆ **Election of two members as state officers**
- ◆ **Appointment of the Southern Region Reporter**
- ◆ **Participation in five community service projects**
- ◆ **Development of successful fund raising projects netting \$2,200**
- ◆ **Attendance at four state and national leadership conferences**

The Phi Mu chapter has a very active and involved membership. Members benefit from their involvement in PBL. They learn to be leaders, and they learn to serve the community. Many members of the Phi Mu Chapter are recognized for their campus and community leadership.

The Phi Mu Chapter of Phi Beta Lambda builds on a tradition of excellence. We are proud of our achievements during 1997-1998 and look forward to continued success in the future.

Sincerely,



Donald E. Sherman  
1997-1998 President



# CHAPTER PROFILE

## MEMBERSHIP

The Phi Mu Chapter of Phi Beta Lambda continues to build upon a tradition of excellence. During 1997-1998, chapter membership included 101 students who worked to achieve the chapter's goals of leadership development and service to the community.

Phi Beta Lambda is the largest student organization on the campus of Southern Arkansas University, Magnolia. The chapter works to recruit members from different academic areas and benefits from the diversity of its membership.

A list of the 1997-1998 members is included in Appendix A.

## SIZE OF SCHOOL AND COMMUNITY

Southern Arkansas University, Magnolia, is a state-supported university with an enrollment of approximately 2,600 students. The University is divided into four schools, and Phi Beta Lambda draws members from all areas. PBL members in the School of Business Administration study in a variety of business-related programs. PBL members also study agri-business in the School of Science and Technology, business education in the School of Education, and mass communication in the School of Liberal and Performing Arts.

Southern Arkansas University is located in Magnolia, which has a population of approximately 13,000. The city is situated in the southwestern part of the state in Columbia County. Magnolia is a growing, progressive town in the heart of an agri-business, industrial, timber, and oil-producing area. The people continually show interest in University students by encouraging them to participate in the civic community.

## HISTORY OF THE ORGANIZATION

The Phi Mu Chapter of Phi Beta Lambda was chartered on September 22, 1971. Linda Beene, 1971 state and national PBL president, installed the chapter's seventy-five charter members and challenged them to develop a strong, active chapter.

The Phi Mu Chapter of PBL evolved from the Commerce Civic Club. Tri-C, as it was known, was organized on the SAU campus in the late 1940s for the purpose of providing business students the opportunity to share social and learning experiences. Following three decades of successful operation, business students recognized the need for affiliation with a national organization. Therefore, in 1971 students reorganized Tri-C and joined Future Business Leaders of America-Phi Beta Lambda.

Since 1971, the Phi Mu Chapter has experienced sustained growth and success. Members of the chapter have won over 500 state awards and 180 national awards. The chapter has earned recognition as a Silver Chapter in Arkansas for the last 26 years. At the national level, SAU-PBL has earned the Gold Seal Award of Merit 21 times and has been named a Gold Key Chapter for the last eight years.

Members of the Phi Mu Chapter continuously demonstrate dynamic, motivated leadership. Over the last 28 years, 45 members of the Phi Mu Chapter served as state officers, and the following four served with distinction as elected national officers:

- ◆ **Rodney LeGrone**  
1986 Southern Region Vice President
- ◆ **D. Wayne Floyd**  
1989 National President
- ◆ **Selena Belt Blair**  
1993 National Treasurer
- ◆ **Darlene Tickle**  
1997 Southern Region Vice President

## RECRUITMENT OF MEMBERS AND CHAPTERS

The Phi Mu Chapter worked to recruit active PBL members and Professional Division members. At the first meeting for the 1997-1998 year, the Phi Mu chapter targeted several periods for aggressive recruitment, including the first weeks of Fall, at the mid-September DOGFEST, and during National FBLA-PBL week. The chapter also developed strategies for maintaining a high level of campus visibility throughout the year. These activities and strategies enabled the chapter to successfully recruit 101 active, involved members of Phi Beta Lambda.

### Fall Membership Kickoff

The Phi Mu Chapter started the fall semester with an aggressive membership drive focusing on campus visibility and personal recruiting. During the first week of classes, chapter officers visited business classes and enthusiastically encouraged students to join Phi Beta Lambda. Officers distributed PBL literature and membership cards in all classes.

### DOGFEST 97

On September 10, the Phi Mu Chapter hosted its eighth annual back to school DOGFEST. During the noon hour, PBL officers served over 100 hot dogs along with cookies, chips, drinks, and sno-cones to hungry business students. During the festivities, officers distributed PBL brochures and successfully recruited many new members. Officers talked to new members about PBL upcoming activities and encouraged them to participate.

Various tables promoting upcoming activities were also set up in the eating area. Current members and new members were given promotional literature for Arkansas Children's Hospital, the March of Dimes, and were encouraged to sign up for the upcoming Columbia County Fair.

Many Magnolia businesses supported DOGFEST. Local grocers donated food for the cookout, and local restaurants provided beverages and cups.

### National FBLA-PBL Week

The Phi Mu Chapter celebrated National FBLA-PBL Week, February 8-14, with numerous activities designed to increase PBL's visibility and to increase chapter membership.

- ◆ Mayor Lane Jean signed a proclamation declaring FBLA-PBL Week in Magnolia. A local newspaper covered the proclamation, and a local bank provided advertising on its marquis.
- ◆ SAU-PBL posted signs proclaiming FBLA-PBL week on campus bulletin boards and in business classrooms.
- ◆ SAU-PBL set up a membership booth in the business building and distributed information about Phi Beta Lambda.
- ◆ During National FBLA-PBL Week, Ms. Diane Cary presented a workshop for Phi Mu Chapter members on the literacy program in Columbia County. Cary spoke on "Strategies for Entering the Corporate Environment."

**Campus Visibility**

Throughout the year, the Phi Mu Chapter worked to maintain a high level of campus visibility. Visibility promotes membership and encourages more active members.

During the year, the chapter published and distributed one issue of its newsletter, *The Competitive Edge*. The newsletter reported on chapter activities and highlighted members who worked on projects and programs. The issue also included a calendar of upcoming events and other general information of use to business students.

To further highlight PBL programs, the chapter designed bulletin boards featuring pictures of PBL members and promoting upcoming PBL programs. A trophy display case in the lobby area was rearranged to include PBL promotional items. Photographs of members enjoying chapter events, workshops, and conferences were changed periodically. PBL members also wore the PBL T-shirt around campus.

**American Enterprise Class**

The Phi Mu Chapter presented two fifty-minute programs during the year to the freshman American Enterprise Class at Southern Arkansas University. Over 200 freshman business students participated in the programs that focused on the history of Phi Beta Lambda, PBL programs, and chapter awards.

Each program also included energetic workshops for the freshmen. Chapter members developed programs on teamwork and leadership development.

Each program concluded with a seven-minute video highlighting PBL activities, conferences, and programs. Chapter officers wrapped up the program with information about joining PBL and distributed numerous membership cards.

**CITY OF MAGNOLIA, ARKANSAS**

**PROCLAMATION**

WHEREAS, Future Business Leaders of America-Phi Beta Lambda is an educational organization whose purposes are to promote the development of competent, aggressive business leadership; to create more interest in and understanding of American business enterprise; to encourage members in the development of individual projects which contribute to the improvement of home, business, and community; to develop character, prepare for useful citizenship and foster patriotism; and to facilitate the transition from school to work; and

WHEREAS, Future Business Leaders of America-Phi Beta Lambda's purpose is accomplished through educational and service projects on the campus and within the community and the presentation of the results of these projects at the state and national competitions; and

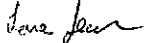
WHEREAS, The Phi Mu Chapter of the Future Business Leaders of American-Phi Beta Lambda at Southern Arkansas University joins with the National Future Business Leaders of America-Phi Beta Lambda organization and the City of Magnolia to declare the week of February 8th through February 14th, 1998, as Future Business Leaders of America-Phi Beta Lambda Week;

NOW, THEREFORE, I, Lane Jean, Mayor of the City of Magnolia, do hereby proclaim the week of February 8th through February 14th, 1998 as

**FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA WEEK**

in the City of Magnolia and urge all citizens to celebrate this week by supporting Future Business Leaders of America-Phi Beta Lambda's efforts to promote business leadership development.

IN WITNESS WHEREOF, I have hereunto set my hand on this 6th day of February in the year of our Lord nineteen hundred ninety-eight.

  
Lane Jean, Mayor

## LEADERSHIP DEVELOPMENT FOR OFFICERS AND MEMBERS

The Phi Mu Chapter is committed to offering opportunities for officers and members to gain the competitive edge. The following activities encouraged professional growth and leadership development.

### Arkansas Executive Council

State officers serve on the Arkansas Executive Council. Serving on this council allows officers the opportunity to gain organizational and communication skills that are important for leadership development. Working on the State Executive Council provides quality leadership experience. During 1997-1998, three members of the Phi Mu Chapter served as state officers:

- ◆ **Jeremy Carter**  
1997-1998 State President
- ◆ **Amy Ramsey**  
1997-1998 Vice President of Region IV
- ◆ **Traci Hughes**  
1997-1998 State Parliamentarian

### Chapter Officers

The officers of the Phi Mu Chapter participated in two planning meetings during the year. The meetings involved all officers and executive council members of the chapter. The purpose of these meetings were to design and plan the chapter's program of work for the year.

Using this forum allowed the chapter to decide on various projects for the upcoming year and assign committees. Each executive officer was encouraged to chair or participate on a committee during the year.

Chapter officers developed and presented workshops to business classes, campus organizations, and the community throughout the year.



Chapter Officers Prepare for the 1997-1998 Year



## Regional Officer

Chapter Vice President Traci Hughes was appointed as Southern Region Reporter for the 1997-1998 year. Her duties include assisting the Southern Region Vice President in contacting inactive chapters and being available to help with other projects.

## Leadership Conference

To help PBL members develop the competitive edge; the Phi Mu Chapter members attended state and national conferences. Chapter members benefit from the informative workshops and enjoy every opportunity to network with students from other PBL chapters.

SAU-PBL members actively participate in many leadership conferences. During 1997-1998, SAU-PBL members attended two state and two national conferences. The chapter advisor and chapter officers also developed and presented two workshops, "Storytelling 101: How to Write An Effective Annual Business Report," and "The Grand Poopah" at the Arkansas Fall Conference.

## Outstanding Officers and Members

The Phi Mu Chapter annually recognizes the officer and member who has participated and contributed to the chapters programs and projects. Don Sherman was named Officer of the Year for the 1996-1997 school year. Marianne Woodard was named Member of the Year for 1996-1997. The chapter is pleased to present the honor roll of outstanding officers.

- ◆ Jeremy Carter
- ◆ Marianne Woodard
- ◆ Traci Hughes
- ◆ Amy Ramsey
- ◆ Lance Howell
- ◆ Carol Loe
- ◆ Angela Smith

## Presidents' Roundtable

The office of Student Life hosted a Presidents' Roundtable each month consisting of student organization presidents. This allowed each president the opportunity to share upcoming events, strengths, and weaknesses of the organization. The Phi Mu chapter had a delegate from the executive council at each meeting.



1997-1998 Arkansas PBL President-Jeremy Carter

## PREPARATION OF STUDENTS FOR CAREERS IN BUSINESS

The Phi Mu Chapter of Phi Beta Lambda is committed to offering opportunities for members to prepare for successful careers. During 1997-1998, the chapter offered excellent programs to help students gain the competitive edge.

### **Etiquette Workshop**

On September 26, Dr. Terrye Todd presented an educational workshop on dining etiquette techniques for the Phi Mu Chapter members. Todd presented pointers on how to properly conduct oneself while dining. She encouraged students to remember basic dining techniques.

Todd is the local Phi Mu Chapter advisor. She has developed this workshop to present to students on the finer points of the dinner interview. She has presented this workshop on the local, state, and national level.

### **Goals Workshop**

Ms. Lisa Toms, a faculty member at Southern Arkansas University, presented a workshop on goal setting on November 16, 1997. Toms spoke on the importance of setting short-term and long-term goals. The importance of goal setting was stressed with the emphasis on trying to make long-term goals possible by setting achievable short-term goals.

### **Interview Workshop**

Dr. Terrye Todd presented a workshop on interview tips and techniques for chapter members on March 26, 1998. Todd spoke on how to prepare for a job interview and how to anticipate what types of questions may be asked.

### **Eighteenth Annual Business Day**

On November 1, 1997, the Phi Mu Chapter hosted the eighteenth Annual Business Day. The business faculty, who invites successful regional and state business executives to address business classes throughout the day, coordinates this annual event.

### **Murphy Lecture**

On April 9, 1997, Phi Beta Lambda members attended the Eighteenth Annual Murphy Lecture. The guest lecturer was Dr. Don G. Stoessinger. The ushers for the lecture were the members of the Business Student Advisory Council on which numerous PBL members serve. On April 15, 1998, Phi Beta Lambda members will attend the Nineteenth Annual Murphy Lecture. The guest lecturer will be Dr. Gene Stanaland.

### **Chamber of Commerce**

Several members of the Phi Mu Chapter are active on the Student Chamber of Commerce. These members serve as guests at the Magnolia Chamber of Commerce meeting. These meetings provide a great networking opportunity for our Phi Mu members.

### **Internship Program**

Many students take advantage of the Internship Program offered at Southern Arkansas University. This program provides students with the opportunity to work part-time for a local business and learn skills they will need when they enter the workforce. Thirty businesses provided jobs for students in the program. Twenty of the thirty students involved are members of Phi Beta Lambda.

## Project Reach

Members of the Phi Mu Chapter work to develop effective communication skills. Members take advantage of opportunities to develop and present workshops and to speak before the public. During the year, chapter members presented two workshops for area FBLA chapters and spoke at several campus programs. These opportunities enable members to improve their public speaking skills.

Chapter officers Jeremy Carter and Traci Hughes presented a workshop to the Magnolia High School FBLA chapter on September 5, 1997.

Chapter officers Jeremy Carter, Traci Hughes, Amy Ramsey, and Amber Hoover presented a parliamentary procedure workshop in conjunction with South Arkansas Community College to students from schools in El Dorado and Hampton on October 14, 1997.

Several Phi Mu Chapter officers attended the Arkansas FBLA District IV Conference on March 4, 1997. Chapter officers assisted in the administration of tests and performances.

## American Enterprise Class

During the fall and spring semesters, chapter officers were asked to present a fifty-minute program for the freshman American Enterprise classes. The program consisted of the history of Phi Beta Lambda, the chapter's programs and awards, and workshops on leadership skills.



Chapter officers present a Parliamentary Procedure workshop

## SERVICE TO THE SCHOOL

Phi Mu Chapter members provide numerous services both to Southern Arkansas University and to the School of Business Administration.

### SAU Homecoming

Phi Mu Chapter members actively participated in the homecoming activities during the celebration on campus, October 18, 1997. Chapter members decorated a truck for the Homecoming Parade. The truck complimented the theme of 1997 Homecoming: "Kicking up our Heels". Phi Mu officer Jennifer Pierce, sponsored by Phi Beta Lambda, and member Stephanie Givens, sponsored by the Collegiate FFA, served on the 1997 Homecoming Court.

### PBL Christmas Party

On December 13, 1997, the Phi Mu Chapter sponsored the annual Christmas party for all business faculty, PBL members, and their guest. PBL members and faculty provided entertainment and refreshments.

### Campus Beautification Project

The Phi Mu chapter participated in the SAU Campus Beautification Project by adopting a flowerbed in front of the Business Building. The chapter is responsible for planting flowers in the bed and for maintaining it year-round. A sign dedicates the area to PBL.

### Business Student Advisory Council

Eleven PBL members served on the SAU Business Student Advisory Council. Council members are selected by the faculty and meet regularly with the dean to discuss important issues facing the School of Business.

### Business Awards Banquet

The Phi Mu Chapter annually organizes and sponsors the honors banquet for the School of Business Administration. The 48th Annual Business Awards Banquet was held May 9th, 1997. The banquet recognized Phi Beta Lambda award winners, outstanding students in the School of Business Administration, and departmental scholarship recipients.

### Lecture Ushers

Members of the Phi Mu Chapter frequently serve as ushers for lectures and programs presented by the School of Business. Chapter members Jeremy Carter and Don Sherman served as ushers at the 1996 Murphy Lecture. Chapter members David Coles and Darla Williams served as usher to the 1998 Ethics lecture.



Traci Hughes Recruits members during Dogfest

## COOPERATION WITH BUSINESS, PROFESSIONAL, AND SERVICE GROUPS WITHIN THE COMMUNITY

The Phi Mu Chapter organizes and participates in numerous projects to enhance the interaction and cooperation with business, professional and service groups within the community. The following projects illustrate the chapter's dedication to this objective.

### Columbia County Fair Association

During the week of September 15-20, Phi Mu members operated two booths at the Columbia County Fair and Livestock Show. In Columbia County, community organizations, such as the Lions Club, Jaycees, and Junior Charity League, operate most of the game and concession booths. Proceeds are divided between the volunteer organizations and the Fair Association for maintenance and improvements to the Columbia County Fairgrounds.

### Arkansas Children's Hospital

The Phi Mu chapter held Bowl-A-Thon for Arkansas Children's Hospital on November 15, 1997. Many PBL members participated in this service project which raised over \$620 for the hospital.

### March of Dimes

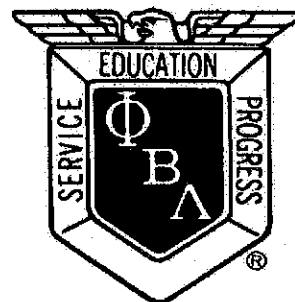
On April 12, 1997, members of the Phi Mu Chapter organized and coordinated the March of Dimes WalkAmerica for Columbia County, which raised \$5,213. Chapter members are already hard at work soliciting sponsors for the 1998 Columbia County WalkAmerica slated for April 18.

### Chamber of Commerce

Several members of the Phi Mu Chapter are active on the Magnolia Chamber of Commerce as student members. These members serve as guests at the Magnolia Chamber of Commerce meeting. These meetings provide a great networking opportunity for the Phi Mu members.

### Continuing Education Classes

The Phi Mu Chapter conducted three continuing education classes on computer skills at Southern Arkansas University during the year. Over 100 students learned basic computer, e-mail, word-processing, and Internet skills during a four week course.



## ATTENDANCE AND PARTICIPATION AT CONFERENCES SPONSORED BY THE STATE CHAPTER AND NATIONAL ASSOCIATION

### 1997 State Leadership Conference

Forty members of the Phi Mu Chapter, and the chapter advisor, Dr. Terrye Todd attended the 35th State Leadership Conference in Little Rock, Arkansas on April 23-25, 1997. The Phi Mu Chapter captured a total of 32 awards and the Silver Chapter award. Darlene Tickle completed her term as State President, Shane Bennett completed her term as State Treasurer, Traci Hughes completed her term as State Parliamentarian, and Jeremy Carter completed his term as State Reporter. At the conference Jeremy Carter was elected State President and Traci Hughes was appointed as State Parliamentarian for scoring the highest on the Parliamentary Procedure test.

### 1997 National Leadership Conference

Eleven members of the Phi Mu Chapter from Southern Arkansas University attended the Future Business Leaders of America-Phi Beta Lambda Conference in Anaheim, California, on July 11-13, 1997. Dr. Terrye Todd, advisor, accompanied the chapter members. Members of the Phi Mu Chapter won eleven national awards, including the second place award for the chapter's American Enterprise report. The chapter earned the Gold Seal Chapter Award of Merit, and the Gold Key Award

### Arkansas Executive Council Meetings

Don Sherman 1996-1997 State Vice President, Jeremy Carter 1997-1998 State President, and Traci Hughes 1997-1998 State Parliamentarian attended the State Executive Council Meeting in August 1997. State President Jeremy Carter, Region IV Vice-president Amy Ramsey, and State Parliamentarian Traci Hughes attended the mid-year executive council meeting in January 1998. These meetings included planning upcoming conferences, doing the program of work, and discussing new ideas from the National Office.

### 1997 State Fall Leadership Conference

Phi Beta Lambda members and officers and advisor attended the 1997 Fall Leadership Conference in Hot Springs. SAU-PBL officer, Amy Ramsey, was elected Vice President of Arkansas Region IV. Chapter Advisor Dr. Terrye Todd presented a workshop at the conference entitled "Storytelling 101: How to Write an Effective Annual Business Report." Chapter officers Jeremy Carter, Traci Hughes, and Don Sherman presented a workshop entitled "The Grand Poopah."

### 1997 National Fall Leadership Conference

Five members of the Phi Mu Chapter and advisor, Dr. Terrye Todd, attended the Southern Region National Fall Conference in Virginia Beach, Virginia on November 15-16, 1997. Officers attended a variety of educational workshops.

## PARTICIPATION IN LOCAL ACTIVITIES, COMMITTEES, SOCIAL EVENTS, AND FUND RAISING

The Phi Mu Chapter participated in numerous school and community activities, sponsored social events for business students and faculty, and organized several successful fund raising projects.

### Local Activities

Phi Mu Chapter members maintain a high level of participation in Phi Beta Lambda and in community activities. PBL members worked in two Columbia County Fair booths and provided an information table about PBL.

### Committee Involvement

Phi Mu Chapter members are active in other committees on campus also. Four officers serve on Student Government Association, several members serve on Student Foundation, eleven members serve on the Business Student Advisory Council, four members are involved with Students in Free Enterprise, and several members are in Alpha Chi and Sigma Beta Delta honor societies.

### Social Involvement on Campus

The Phi Mu Chapter participated in SAU's homecoming festivities by decorating a truck for the annual Homecoming Parade. The truck complimented the theme of 1997 Homecoming: "Kicking up our Heels." Chapter members nominated chapter officer Jennifer Pierce for the 1997 homecoming court.

On December 13, 1997, the Phi Mu Chapter sponsored a Christmas party for all business faculty, PBL members, and their guest. The party enabled faculty members and students to visit and celebrate the holiday season together.

### Mardi Gras

Along with several campus organizations, PBL hosted Mardi Gras for all students on campus. Free food and prizes, including Mardi Gras beads, were awarded to those attending.

### Spring Fling

Spring Fling is another social activity in which the Phi Mu chapter participates. Members hosted an information booth and sponsored the "Mulerider Treasure Hunt."

### SoberFest

Chapter members participated in SoberFest, an event to promote drug free students. Members had to complete a timed obstacle course. All those participating were awarded a T-shirt and sunglasses.

### Fund Raising Efforts

The Phi Mu chapter works to raise money to attend State and National Leadership Conference and to develop programs benefiting members. During the year, the chapter conducted numerous fund raising projects and raised over \$3,000.

- ◆ Rummage Sales
- ◆ Columbia County Fair booths
- ◆ Donations

## FBLA-PBL COMPETITIVE EVENTS AND ACTIVITIES

### ◆ 1995 State Leadership Conference Awards

Members of the Phi Mu Chapter won 32 state awards in PBL competitive events, and the chapter was recognized for excellence in chapter activities.

### Award Winners 1997 Spring Leadership Conference

#### First Place

Ms. Future Business Teacher  
Information Management  
Parliamentary Procedure Team

Telecommunications  
Word Processing  
Who's Who in Phi Beta Lambda  
Annual Business Report  
American Enterprise Project  
Partnership with Business Project

Largest Local Chapter-Collegiate Division

Gigi Bird  
Shelly Browning  
Traci Hughes  
Amber Hoover  
Shannon Womble  
Heather Cox  
Jim Ferguson  
Shelly Browning  
Darlene Tickle  
Jeremy Carter  
Darlene Tickle  
Jeremy Carter  
Amy Ramsey  
Don Sherman

#### Second Place

Mr. Future Business Executive  
Business Law  
Business Communications  
Community Service Project

Computer Concepts  
Arkansas Children's Hospital Financial Award  
March of Dimes Financial Award-chapter  
March of Dimes Financial Award-per capita

Alan Nolte  
David Gregory  
Cheryl Rains  
Jeremy Carter  
Don Sherman  
Tracye Todd  
David Jackson  
Katie Gordon  
Katie Gordon  
Katie Gordon

#### Third Place

Human Resource Management  
Information Management  
Computer Programming  
Management  
Marketing  
Impromptu Speaking  
Home Page

Barbara Gilbert  
Kathy Depew  
David Jackson  
Barbara Gilbert  
Laney Herndon  
Shane Bennett  
Michael Drummond

#### Who's Who in Arkansas PBL

Don Sherman  
Traci Hughes  
Jeremy Carter  
Shane Bennett

Business Person of the Year-Recognition award Fred T. Smith

Advisor Recognition Award Dr. Terrye Todd

#### **SILVER CHAPTER AWARD OF MERIT**



◆ **1997 National Leadership Conference Awards**

Members of the Phi Mu Chapter won nine national awards in PBL competitive events at the 1997 NLC, including the Gold Seal Award of Merit and the Gold Key Award.

**NATIONAL LEADERSHIP CONFERENCE AWARDS  
1997**

**First Place**

PBL Annual Business Report

Darlene Tickle-State President

**Second Place**

American Enterprise Project

Darlene Tickle

**Third Place**

Parliamentary Procedure Team

Traci Hughes  
Amber Hoover  
Shannon Womble  
Katie Gordon

March of Dimes Project Help

**Fourth Place**

Information Management

Local Annual Business Report

Shelly Browning  
Jeremy Carter

**Seventh Place**

Management

Don Sherman

**Who's Who in PBL**

Darlene Tickle

**State Newsletter Award of Merit**

Jeremy Carter, State Reporter

**Gold Seal Award of Merit**

**Gold Key Chapter**

## SCHOOL, COMMUNITY, BUSINESS, AND INDUSTRY ACTIVITIES

Members of the Phi Mu Chapter earned recognition for their dedication to school, community, business, and industry activities.

### **Who's Who Among American Colleges and University Students**

Two Phi Mu members were chosen by faculty to become members of Who's Who Among American Colleges and Universities.

### **Business Student Advisory Council**

Eleven PBL members were chosen to serve on the fifteen-member Business Student Advisory Council, which regularly meets with the dean to discuss issues related to the School.

### **Student Investment Advisory Council**

Three PBL members were chosen to form the Student Investment Advisory Council which manages the School's investment endowment.

### **Sigma Beta Delta**

Many Phi Beta Lambda members are also members of Sigma Beta Delta, an Honor Society for students of Business. Members must rank in the upper twenty percent of the junior or senior class.

### **Alpha Chi**

Many members of Alpha Chi, the national honor society, are members of Phi Beta Lambda. These students are in the top ten percent of the junior and senior classes and are leaders in the School and University.

### **Wall Street Journal Award**

PBL member John Ward was chosen as the 1997 Wall Street Journal Award recipient. This award is presented to the graduating senior with the highest cumulative grade point average.

### **Outstanding Student in the School of Business Administration.**

The Outstanding Student in the School of Business Administration in 1997 was Darlene Tickle. Tickle was a member of PBL, a state and national officer, and a member of the 1996 Business Decision Making team. Other nominees included PBL member.

### **Recognition for Community Activities**

Members of the Phi Mu Chapter raised money on behalf of Arkansas Children's Hospital, and the March of Dimes. The chapter won the third place Arkansas Children's Hospital Financial Award and the second place March of Dimes Financial Award in 1997.

### **Student Government Awards**

Phi Beta Lambda was honored as the SAU organization of the year for 1997. This award is given to the most outstanding campus organization among the 90 registered organizations.

Numerous members also received recognition for their outstanding leadership abilities, service to the university, and service to PBL.

# BUSINESSLIKE PROCEDURES

## CHAPTER MANAGEMENT AND ORGANIZATION

The Phi Mu Chapter is equivalent in size to a small business and requires similar organization and management. A team of fourteen officers shares responsibility for chapter management. Division of responsibility among many officers provides them with the opportunity to develop their own leadership skills. Officers are encouraged to build teams and delegate duties.

### Chapter Management

The management of the Phi Mu Chapter is divided between a team of officers and a team of executive officers. The chief officers meet regularly to discuss chapter management, coordinate chapter activities, and prepare the agenda for chapter meetings. The chapter also conducts meetings for all officers at the beginning of each semester.

Several chapter meetings are scheduled each semester. Chapter members vary meeting days and times in order to permit maximum participation. Meeting times, places, and agendas are well publicized. Announcements are posted on student's e-mail accounts and posters are placed throughout the School of Business building. Both officer and general meetings are conducted based on parliamentary procedures. Minutes are recorded and permanently filed.

### Chapter Organization

The chapter is organized to provide efficient, effective management of chapter activities. The President concentrates time and effort on planning Phi Mu Chapter activities and supervising other officers. Chapter Executive Officers organize and administer specific programs, special activities, and form committees among the members to help implement the goals of the chapter. The 1997-1998 Phi Mu Chapter Officers are listed to the right.

### Assistant Advisor

Jeremy C. Carter

### President

Donald E. Sherman

### Vice Presidents

Traci Hughes

Amy Ramsey

### Secretary

Angela Smith

### Treasurer

Marianne Woodard

### Reporter

Shelly Browning

### Parliamentarian

Amber Hoover

### Executive Council

John Cottrell

Minna Green

April Hall

Lance Howell

Zach Launius

Carolyn Loe

Jennifer Pierce

Tracy Smith

Amanda Stone

Jan Sweitzer

Shannon Womble

Michael Wylie

# BUSINESSLIKE PROCEDURES

## FINANCIAL DEVELOPMENT

The Phi Mu Chapter has an annual budget exceeding \$20,000. The Chief Treasury Officer and chapter advisor prepare operating budgets to determine needed funds.

### Revenues

The chapter has six primary sources of expendable revenues:

- ◆ Local chapter dues
- ◆ Conferences fees paid by members
- ◆ Activity fees paid by members
- ◆ Profits from fund raising activities
- ◆ Contributions from businesses
- ◆ Contributions from the university

With 101 members, the chapter raised \$1,681 from dues. In addition to dues, chapter members also paid \$3,049 for conference fees and other travel costs. Members paid \$710 for tickets to special events, such as the Business Awards Banquet.

During 1997-1998 the chapter netted \$7,047 from various fund raising activities, including rummage sales, a summer sno-cone sale, and sales at two concession booths at the county fair.

Many local businesses and the administration of Southern Arkansas University demonstrate significant support for Phi Beta Lambda. During 1997-1998, local businesses contributed \$3,967 to the chapter.

### Expenditures

The chapter carefully allocated expenditures in order to maximize benefits for each member. All contributions that are received are used to pay for travel expenses incurred by chapter members. The chapter pays part of the conference registration fees from other revenues.

The chapter's largest expenditures are for travel. During 1997-1998, the chapter spent over \$6,537 for members to attend state, regional, and national leadership conferences. The cost of special activities totaled \$1,147. Other expenditures totaled approximately \$7,128 for a variety of operating expenses, including office supplies, advertising, and photography expenses.

# BUSINESSLIKE PROCEDURES

## Phi Mu Chapter Income Statement For the Year Ended March 31, 1998

Revenues:		
PBL Membership Dues Collected	\$ 1,681	
Proceeds from Chapter Fund raisers	7,047	
Conference Fees Collected from Members	3,049	
Contributions from Business and Industry	3,967	
Proceeds from Charitable Fund raisers	533	
Proceeds from Chapter Activities	710	
Proceeds from National Awards	<u>300</u>	
<b>TOTAL REVENUE</b>		<b><u>\$17,287</u></b>
Expenses:		
Dues Remitted to National FBLA-PBL	\$ 1,,10	
Dues Remitted to Arkansas FBLA-PBL	404	
Cost of Fund raising Activities	4,474	
Chapter Activities Expenses	1,147	
Travel Expenses	6,537	
Transfers to Charitable Organizations	428	
Other Expenses:		
Office Supplies	<u>812</u>	
<b>TOTAL EXPENSES</b>		<b><u>\$14,812</u></b>
<b>NET EXCESS OF REVENUES OVER EXPENSES</b>		<b><u>\$ 2,475</u></b>

## Phi Mu Chapter Statement of Financial Position March 31, 1998

Assets:		
Cash		<u>\$2,676</u>
<b>TOTAL ASSETS</b>		<b><u>\$2,676</u></b>
Members' Equity:		
<b>TOTAL MEMBERS' EQUITY</b>		<b><u>\$2,676</u></b>

## Appendix A: Membership Roster

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### PHI-MU Chapter Membership Roster 1997-1998

Jonathan Alexander	Cindy Harris	Whitney Peterson
Danna Bailey	Benita Hendricks	Jennifer Pierce
Teresa Bledsoe	Tracy Hicks	Stacy Pierce
Jason Bradshaw	William Hogg	Emily Porter
Shelly Browning	Tim Holt	Charles Priestly
Patti Bryant	Laura Holtzclaw	Malinda Pyle
Erica Burson	Amber Hoover	Amy Ramsey
Tamara Burton	Lance Howell	Heather Richardson
Charles Bush	Traci Hughes	Nancy Roberts
Jeremy Carter	Cale Jean	Brenda Scott
Matthew Clawson	Ujwol Karmacharya	Mary Seney
David Coles	Clint Kesterson	Don Sherman
James Cooper	Nina Khutchna	Angela Smith
John Cottrell	Anthony King	Tracy Smith
Brian Cowart	Zach Launius	William Smith
April Cummings	Jeri Lee	Brandon Stephens
Shawna Cupples	Marti Lee	Amanda Stone
Kathy Depew	Sharon Lewis	Brian Sullivent
Ben Eiler	Carol Loe	Jan Sweitzer
Melanie Eiler	Camie Lopez	Jackie Tarlton
Tammy Forbes	Jeremy Maguire	Kimberly Vaughn
Renee' Franklin	Donna May	Tarrah Wake
Barbara Gilbert	Lonnie McBroom	Ashlea Warnock
Todd Gilreath	Nadine McClain	Darla Williams
Stephanie Givens	Steve McGarity	Jennifer Winn
Mandi Goodwin	Christopher McKay	Kristy Weems
Jim Gore	Brandon McLelland	Jeff White
Amber Grable	Shane Meador	Tracy Williamson
Charles Green	Kurt Meier	Shannon Womble
Minna Green	Amanda Moran	Marianne Woodard
Marci Hale	Elizabeth Moore	Michael Wylie
April Hall	Carla Nicholson	Mary Yeager
Marie Hanson	Tara Oldham	Steven Yarbough
Cassandra Hardin	Angie Peck	