

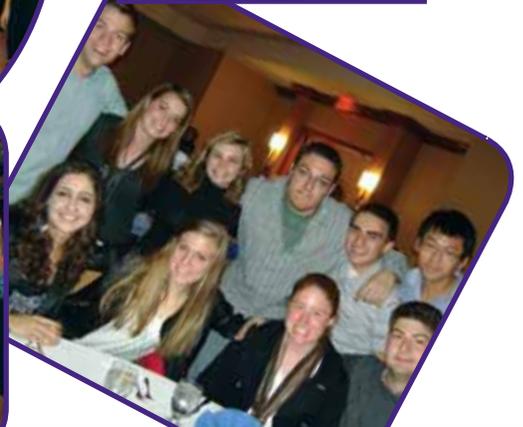
# Dotted Lines...

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National Professional Fraternity In Marketing • Sales • Management  
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## PSE Regional Conference Highlights



PSE Fall Intern  
Jazmin Gonzalez (right)



# Regional Winners

## ADP Marketing Challenge

During each of PSE's five fall regional conferences, ADP offered attendees the opportunity to complete in a marketing challenge. Participants were divided into inter-chapter groups and evaluated the marketing strategies ADP is using to attract people to their Small Business Solutions career

opportunities. Groups created new marketing materials which included a social media plan, updated brochure, email campaign, slogan, and commercial. Regional winning teams will be evaluated by ADP. The top team will be announced at convention and will split a \$1,000 prize.



Atlantic Regional Winners



Midwest Regional Winners



North Central Regional Winners



Northeast Regional Winners



South/West Regional Winners



## 2011 PSE Certified Chapter Officers

HQ has substantially revised the PSE Certified Officer Training Program (CCO) for the 2011 PSE Year. This much more comprehensive training is now divided into 3 parts, with part 1 at the National Convention, part 2 in summer webinars, and part 3 at the Regional Conferences. In addition to the tactical training for each respective E-board posi-

tion, the training includes leadership concepts, such as strategic planning, leadership styles, and identification of chapter and individual strengths as well as areas for development. We are pleased to welcome 33 new PSE collegiate members as PSE Chapter Certified Officers! The feedback for the new CCO training has been overwhelmingly positive.



Atlantic Regional CCOs



Midwest Regional CCOs



North Central Regional CCOs



Northeast Regional CCOs



South/West Regional CCOs

Scott Cross of the Gamma Chapter at University of Georgia summed it up well, "I would say that CCO Training is one of the best leadership development trainings one can receive and is well worth going through".

# Regional Winners

## 2011 Speakers Competition

Presented by:



Sponsored since 2003 by Enterprise Rent-A-Car, the PSE National Speakers Competition showcases the top speaking talent in the organization. It is an opportunity for PSE members to use and develop their speaking skills. The competition recognizes members who have mastered skills in the areas of self presentation and verbal communication by making a public speaking presentation in a competitive setting. Winners are recognized at each of PSE's fall regional conferences by professional and peer judges.

Speakers Competition. Having the competition at the PSE Regional Conferences proved to be a unique and beneficial opportunity for more students to participate in the PSE National Educational Foundation Awards Program. A total of 35 individuals competed for the award in their respective region. Each regional winner was given a free PSE National Convention registration packet (\$250 value) as well as a trophy. The winners will be invited to participate as emcees at a major event at the 2012 PSE National Convention.

Congratulations to all who competed in this year's National



Atlantic Region  
Jaelyn Healy (left)  
University of NC-Wilmington



Midwest Region  
Philip Musson (left)  
University of Northern Iowa



Northeast Region  
Armando Jimenez (right)  
University of Connecticut



North Central Region  
Ryan Smith (right)  
Miami University



South/West Region  
Michael Mallery (right)  
Southern University

*"I had to stick my neck out there and challenge my public speaking skills. The competition was a great opportunity, and I was surprised with the win since all of the speakers in the Atlantic region had such moving speeches!"*

Jaelyn Healy - University of NC-Wilmington

*"This is my third year competing and winning the Speakers Competition in the Northeast region. I have become a more effective, efficient, and professional public speaker through my experiences. Participating in the competition has allowed me to strengthen my brand and establish great relationships with Professionals and National Board members. I am excited to return to the 2012 National Convention."*

Armando Jimenez - University of Connecticut

# Regional Winners

## Pro-Am Sell-a-Thon® Winners at the 2011 Regional Conferences

Congratulations to the following winners.



Atlantic Region  
First Place  
Sam Turteltaub (left)  
Baylor University



Atlantic Region  
Second Place (tie)  
Jordan Jeremias (left)  
Univ. of NC-Wilmington



Atlantic Region  
Second Place (tie)  
Kevin Smith (left)  
Univ. of NC-Wilmington



Midwest Region  
First Place  
Kellen Busey (right)  
University of WI-Eau Claire



Midwest Region  
Second Place  
Stephanie Smith (right)  
Univ. of Northern Iowa



Northeast Region  
First Place  
Jenny Green (left)  
The College of New Jersey



Northeast Region  
Second Place  
Mike Schaeffer (left)  
Widener University



North Central Region  
First Place  
Eric Blaszczyk (left)  
Central Michigan University



North Central Region  
Second Place  
Mark Gustin (right)  
Central Michigan University



South/West Region  
First Place  
Michele Gaul (left)  
Kennesaw State University



South/West Region  
Second Place (tie)  
Carley Moore (left)  
Kennesaw State University



South/West Region  
Second Place (tie)  
Stewart Allen (right)  
Louisiana State University

First and second place winners received a trophy, a convention package (\$250 value) and a spot at the national competition. Additionally, the first place winners received an airline ticket to the convention. The PSE Pro-Am Sell-a-Thon® competition at the PSE National Convention is limited to 80 students on a first come, first serve basis. To participate in the Pro-Am Sell-a-Thon®, you must indicate your desire to compete on your convention registration.

## Thank you to the PSE Pro-Am Sell-a-Thon<sup>®</sup> Sponsors



## Preparing for the PSE Pro-Am Sell-a-Thon<sup>®</sup> at the 2012 PSE National Convention

With National Convention only two months away, be sure that you take time to prepare for your participation in the Pro-Am Sell-a-Thon<sup>®</sup> National Sales Competition!

- **Visit the Pro-Am Sell-a-Thon<sup>®</sup> section of the PSE website.** With only 80 spots at Convention, you must register by **February 21, 2012**. It is first come, first serve, so register early to hold your spot. **To participate in the Pro-Am Sell-a-Thon<sup>®</sup>, you must indicate your desire to compete on your convention registration.**
- **Do your preparatory work on time.** Before convention, participants who want to score well (and win great prizes from our Pro-Am partners), need to complete eLearning modules from Miller Heiman, set a telephone appointment and respond to a RFP. Information about these requirements is available now on the Pro-Am section of the website. Don't miss out!
- **You can still win the Pro-Am year-long competition without being a 2011 regional participant.** Due to December graduation and other extenuating circumstances, not all regional winners will be competing at Nationals. Plus, some winners did not fulfill requirements to get points for reviewing the modules or making the phone call. Thus, there is still opportunity to get the points you need to win; but, you have to compete to win.

## Regional Conferences Wrap-Up

The 2011 Regional Conferences were a great success. All five conferences offered many opportunities for members to network with our corporate partners, listen to speakers, and compete in both the National Speakers Competition and Pro-Am Sell-a-Thon<sup>®</sup>.

This year, Regionals were held over two full days, which was based directly on participant feedback from past years. Each weekend kicked off Friday morning with the Pro-Am Sell-a-Thon<sup>®</sup> and 2011 saw the highest number of participants at the regional level yet.

Following the morning training and coaching sessions, participants networked with local companies, including PSE's corporate partners. While the Pro-Am participants headed into competition, the rest of the attendees participated in the National Speakers Competition and shared ideas during roundtable discussions.

Saturday began with keynote speakers, which included PSE's National President Lee Melancon, and Chris Curtis, CEO North America of Schneider Electric. Following the keynote, attendees could participate in Certified Chapter Officer Training and additional roundtable discussions.

Further, PSE's corporate partner ADP, brought an interactive marketing project to each regional.

To encourage chapters to mingle with one another, following the events on both Friday and Saturday, host chapters arranged for fun activities. In North Carolina, participants raced go carts; in Louisiana, participants danced the wobble in downtown Lafayette; and in Philadelphia, participants played skee-ball and pool at Dave & Buster's.

Host chapters put a lot of time, effort and dedication into their respective conferences. Without our host chapters, the regional conferences would not be possible.

Thank you to our hosts:

Atlantic – University of North Carolina-Wilmington  
Midwest – Alverno College & University of Wisconsin-Whitewater  
Northeast – Widener University  
North Central – Miami University  
South/West – University of Louisiana-Lafayette

Thanks again to all attendees for your continued support of PSE! We look forward to seeing record numbers in attendance from all chapters at the 2012 Regional Conferences.

# 2012 PSE National Convention

Sponsored by the PSE National Educational Foundation



March 13-18, 2012



Hyatt Regency  
Indianapolis, IN

## Celebrating 60 Years of Pi Sigma Epsilon

This beautiful, recently renovated Hyatt Hotel is located in the best part of downtown! The Pacers basketball arena, Lucas Oil Stadium, the NCAA Hall of Champions, and TONS of restaurants (fast food and high end), and bars are within walking distance. There are three inexpensive breakfast venues in the lobby of the hotel. Additionally, there is a skywalk from the Hyatt to the shopping mall that opens directly to the food court. Staying at the Hyatt offers an in-room refrigerator, FREE wireless internet for attendees, comfortable beds, health club, and an indoor swim-

ming pool open late. Parking is \$20 per night, which is under the going rate of \$30 for downtown locations.

For reservations go to <https://resweb.passkey.com/go/PISE> or call 888-421-1442. Reserve your room today with a credit card. The credit card will not be charged until you actually stay. Hotel reservations **must** be made by **February 20, 2011** to receive the PSE rate of \$145. We also cannot guarantee you will get a room if you do not make your reservation by February 20th.

### Tuesday, March 13, 2012



Top Chapter  
Competition  
Practice

Host Chapter  
Meeting

First Timers'  
Meeting

### Wednesday, March 14, 2012

National Awards Program  
Competition - All Day

CCO Training

Concurrent Workshops for Students

Wednesday Basketball Game - 7:00 p.m.

*Indiana Pacers vs. Philadelphia Sixers*

The game is an OPTIONAL event and one we hope you will attend. There will be an additional charge to attend the game. Ticket holders will also hear a speaker on sports marketing prior to the game. **The first 20 students to register for tickets will be able to participate in a halftime tunnel club and be on the court to high five the players as they come out to warm up after halftime!** See more details at the end of these convention pages.



# 2012 PSE National Convention

**Thursday, March 15, 2012**

**National Awards Program Competition**

Until Noon

**National Scholarship Interviews - All Day**

**Annual Meeting**

**Keynote Speaker**

**Michael Cheatham**, President,  
Inspired Solutions  
*"Everything I Know About Business  
I Learned From My Mom"*



Although the university Michael Cheatham attended had one of the top 5 ranked business schools in the country and he has been employed by three Fortune 500 companies, he contends that his success has not come from those experiences, but rather from the best teacher he has ever had ... his Mom. This session will focus on lessons that led to his success in leadership, management and sales but more importantly, how they enabled him to set himself apart from and ahead of the competition. Engaged, energetic and entertaining are words that describe his style and although seatbelts are not required, they are highly recommended!

**PSE Marketplace Career Fair and Lunch**

3M	Liberty Mutual
Abbott	Mach 1 Global Services
ADP	Miller Heiman
Anchor Plastics	Network Shopping Mall
Apex Systems	Northwestern Mutual
CouponConnex/ Arjevio	Paycom Payroll
Cox Media	Power Home Remodeling
Ecolab	Roche Diagnostics
Enterprise Rent-A-Car	Send Out Cards
Federated Insurance	Tom James Company
Ferguson	University Directories
GEICO	USA Active Seniors
Heartland Payment Systems	Vector Marketing
The Hershey Company	Victaulic
Invado International	WESCO
Johnson & Johnson	...and more coming

**Mu Kappa Tau Meeting**

**Concurrent Workshops for Students**

**VIP Reception at the Quarterback Suite in the Lucas Oil Stadium**

Corporate Partners and NCSM Faculty

**Thursday Student Dinner and ComedySportz**

On Thursday night, students will be treated to the entertainment of ComedySportz and a buffet dinner at the hotel.

*Sponsored By:*

**Friday, March 16, 2012**

**National Scholarship Interviews - All Day**

**PSE Pro-Am Sell-a-Thon Competition®**

Sponsored by Vector Marketing, Tom James Company, Miller Heiman, Northwestern Mutual and the PSE National Educational Foundation.



**Corporate Partner Panel Discussion**

Your opportunity to ask corporate recruiters questions and listen to great advice about your career.



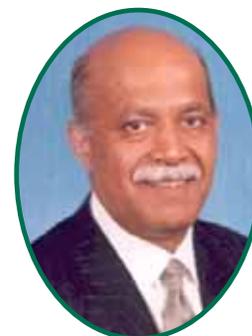
**Michael Van Grinsven**  
Director - Field  
Recruitment  
Northwestern Mutual



**Marie Artim**  
Vice President,  
Talent Acquisition  
Enterprise Rent-A-Car



**Sarah Baker Andrus**  
Director of External  
Relations & Academic  
Programs  
Vector Marketing



**Ash Deshmukh**  
Vice President  
Tom James Company



*"Changing Lives... One Card at a Time"*  
INDEPENDENT DISTRIBUTOR

# 2012 PSE National Convention

**More Friday, March 16, 2012**

## Lunch and Keynote Speaker

Dave Knox, Chief Marketing Officer,  
Rockfish and Gamma Gamma alum.

*"What Digital Innovation means  
for business"*

Businesses and brands must realize that digital is much more than just advertising. Instead, it is a transformative force across the C-Suite that changes how your company markets, communicates with employees, solve customer service problems and even sell your products.



## Chapter Roundtables

Table discussions led by collegiate members, for collegiate members

## President's Feedback Session

## Pro-Am Sell-a-Thon<sup>®</sup> Reception

## Dinner, Keynote Speaker and Scholarships Awarded

*"The role of sales in driving  
commercial excellence."*

Jack Phillips, CEO of Roche.



Jack Phillips  
CEO, Roche

*Over \$45,000 in Scholarships  
will be awarded.*

**Saturday, March 17, 2012**

## PSE National Council and PSE NEF Board Meetings

## Crossover Ceremony

For graduating seniors and alumni

## Banquet and Awards Presentation

### St. Patrick's Day Theme & Celebration of PSE's 60 Years.

An exciting week of fun and exploration culminates in a night of great food, celebration and fun. Enjoy the energized atmosphere of triumph and achievement. The Saturday night annual banquet is a formal affair. Wear that special dress or dashing suit and look your best!



*"PSE Nationals is where I was able to put into perspective everything that I can gain from this fraternity. Not only were we able to present to judges all the hard work our chapter put in throughout the year, but we were able to gain even more skills and knowledge from speakers and activities."*

Betsy Meany, University of Northern Iowa



*The convention ignites our spirits,  
ideas, and dedication to Pi Sigma  
Epsilon."*

Lauren Dooley, Louisiana State  
University-Lafayette



# 2012 PSE National Convention

Thank You to Our Corporate Partners



## Wednesday Night Basketball Game

**Indiana Pacers vs. Philadelphia 76ers**

Wednesday, March 14th, 2012

Pregame Speaker – 6:00 p.m.

Tipoff - 7:00 p.m.



As a member of Pi Sigma Epsilon, you are invited to see the Indiana Pacers for a discounted price!

There will be a sports marketing executive from Pacers Sports & Entertainment speak to the group before

the game and the first 20 students to register for tickets will be able to participate in a halftime tunnel club and be on the

court to high five the players as they come out to warm up after halftime!

The tickets will be at a check-in table in the Indiana University Health Entry Pavilion in Consecro Fieldhouse starting at 5:30PM.

Student section tickets are available for \$10. Faculty and Corporate Partner section tickets are available for \$20. To place your order, go online to <https://www.pacersgroups.com/tickets/739> or complete and return the order form available on the PSE website at [https://pse.org/images/stories/main\\_files/Convention/pacers.pdf](https://pse.org/images/stories/main_files/Convention/pacers.pdf), or call Nathan at (317) 917-2805. The password is PSE.

**Orders must be received by Monday, March 12th, 2012.**

## PSE Foundation to Award Nearly \$45,000 in the 2012 Scholarship Program

Many students think that scholarships are for younger students and that once you hit a certain point in college you are no longer eligible. In reality, over \$8 billion worth of scholarships go unclaimed every year. It's not that students don't qualify for them, it's that many students don't even apply for them! Don't miss out on a great opportunity!

January 27, 2012 at 5:00 p.m. CST is the deadline to apply for one of the 28 individual scholarships that will be awarded by the PSE National Educational Foundation (PSE NEF) at the national convention in April.

Each year, the PSE NEF is proud to grant tuition scholarships to deserving PSE members. Since its inception, the program has awarded over \$500,000 in scholarships and grants. All members in good standing with at least one semester/two quarters left in either an undergraduate or graduate program (or graduating seniors with outstanding student loans to their university) are eligible to apply. The joint application form is available at [www.pse.org](http://www.pse.org). Mouse over "Foundation", then click on "Scholarship Program". A link to the application is available on the National Scholarship Program page.

Thank you to our corporate partners who are providing scholarships again this year!

ADP	MRERF
Anchor Plastics	Miller Heiman
Enterprise Rent-A-Car	Northwestern Mutual
Federated Insurance	Roche
Geico	SendOutCards
Heartland Payment Systems	Tom James Company
Mach 1 Global Services	University Directories
	Vector Marketing

### PSE Future Leader Team

To recognize outstanding PSE freshmen and sophomores, each chapter should nominate one member showing great leadership potential for the 2012 PSE Future Leader Team. The top ten nominees will be awarded this year's PSE Future Leader scholarships. The team award includes: a complimentary registration packet to the 2012 National Convention, a \$100 travel voucher, and invitations to special networking receptions. The joint application form is available at [www.pse.org](http://www.pse.org). Mouse over "Foundation", then click on "Scholarship Program". A link to the application is available on the Future Leaders Team page. Application deadline: January 27, 2012 at 5:00 p.m. CST.

## 2012 PSE National Awards Program

It's hard to believe, but it is once again time to begin gearing up for the 2012 National Educational Foundation Awards Program. The PSE NEF Awards Chairs, Lindsey Landry and Jon Salvani, have been busy preparing, and are sure your chapters have been even busier planning and executing some great projects that they are excited to see. The 2012 Call for Entries is available at [www.pse.org](http://www.pse.org), however, highlighted below are some of the upcoming changes to the program.

- All entries must be submitted in PDF format this year. By submitting PDF documents the entries should be smaller file sizes and easier for judges to access. It will also alleviate any formatting issues due to different versions of Microsoft Word.
- This year the President's Award and the Special Merit Award have been combined to create the ***President's Award for Special Merit***. The last several years we found that the entries for both awards were very similar, so we decided to combine the two awards into one.

- An all-text version of your chapter's Annual Report must be submitted for Top Chapter written judging. The feedback we have gotten from the judges is that the annual reports can become very cumbersome to read and score with all the pictures and graphics. Because the written score is only based on written content, we are asking for a text-only version for judging. Your entire Annual Report will also be made available to the judges if they choose to review it, but it will not affect your written score.
- Changes were made to the presentation topics for top chapter this year, so be on the lookout for those in future email communications from the awards chairs.

As always, the awards committee wishes all chapters the best of luck and looks forward to working with them this year. If you have any questions or concerns please email Lindsey and Jon at [awards@pse.org](mailto:awards@pse.org).

# Alumni Spotlight

## Steve SaLoutos

Executive Vice President, U.S. Bank

By: Anjuli Graunke, Director of New Chapter Development and Special Projects



U.S. Bank is the 5th largest bank in the United States for traditional banking, with over \$325 billion in assets and operations in 25 states. U.S. Bank also has a presence in Europe and South America. Its international headquarters is in Minneapolis, MN.

U.S. Bank is a collection of different regional banks which merged together. SaLoutos says, "It's a pretty vanilla straight bread

and butter bank. We don't do any investment banking and we're very healthy. We didn't do any exotic mortgages and have a conservative lending culture. We're also a big credit/debit card bank—one of the biggest merchant networks in the world, plus trust services. We're able to accomplish all of this because we stay true to our core values in all of our activities."

SaLoutos graduated in 1981 with a degree in marketing from the University of Wisconsin-Whitewater. During his time at UW-W, he was a member of PSE. "While I worked on my undergraduate degree, I worked at a bank and really enjoyed my time there. This led me to pursue my MBA with an emphasis in financial services marketing from the University of Wisconsin-Madison. When I got out of school, I went to work for First Wisconsin. Later First Wisconsin was acquired by U.S. Bank. I started my career with branch banking and later transitioned to business banking. About 5 years ago, I began working with our 560 Midwestern United States branch network. I oversee these branches and the 5,000 employees that report from those offices.

SaLoutos wants to share one critical piece of advice as you're figuring out what you want to be when you grow up, "Knowing what you want to do doesn't preclude you from changing later on, but as you progress in school and in your career, write your goals down and create a plan to achieve them. While I was in school, I had a plan for where I wanted to be, even if it wasn't fleshed out. I knew I wanted to get a professional job in sales and marketing. I started in industrial sales right out of school, but I didn't enjoy it as much as my banking positions. I realized, though, that banking is a form of industrial selling and the banking industry is much more marketing-focused as opposed to finance. It was a perfect fit for me to achieve my personal and professional goals."

He further cautions, "In school, don't drift without a plan. When I was finishing up, I mapped out my life plan for a few years down the road. Different jobs are different chapters in your life. Always have a plan, but understand that a plan can change."

### Steps to get ahead

As you look ahead to graduation, SaLoutos says, "Students today need to be well-read to understand issues in the economy and allow them to identify issues down the road. Work hard now. Work in classes, get a part time job, get involved with student organizations. Dig in, work hard, and solve a problem. When companies are hiring, they look for education which matches the position they're filling, relevant work along the way (during the school year, and/or summer), and determination to be successful. Additionally, look for companies which have programs to develop your professional and leadership skills as a part of their employee opportunities. U.S. Bank, for example, has leadership training programs to help develop skills."

### Biggest shocks in the 'real world'

After graduation, as he began his career, SaLoutos shared that one of his biggest surprises was the shock of being accountable to others, not just to himself. Further, he says, "Realizing what you don't know is shocking too. After successfully completing my undergrad career, I realized that a new job is starting out again from scratch. But remember by practicing good basic skills—hard work, perseverance, curiosity—you will be successful."

### Final words of wisdom / recommendations?

So, what to do when you're three months into your new job after graduation, and you realize you've made a wrong decision?

SaLoutos suggests, "Be honest and do an assessment as to what you DO want to do and go back to the plan. Reposition your career—consider switching companies, and work harder to learn something that you don't already know. Search to find a good fit, too. If the job is wrong, seek something else within the company. Companies will value your strengths as an asset to the organization, and will work with you to find a position which will better match those strengths. This is an era of speaking up to find satisfaction in the work environment. Active employee engagement and satisfaction across the organization will help the business grow and allow for incredibly productive team members. Good managers sense this inherently, and encourage employees to speak up."

# Welcome

## Welcome to Our Newest Corporate Partners



### Invado International

Daily Referral is the next generation of online group buying, because it takes what works about existing online group buying sites (Deal of the Day) and applies social networking principles. Businesses can customize deals and run them 24/7 if they want and consumers can have a page that has their preferences set!

All PSE members have to do is forward the Daily Referral email onto their contacts. If a person buys something from Daily Referral, the PSE chapter of the member who sent the email will receive a commission. If a business runs a deal, the member's PSE chapter will get a commission. This is an amazing way to build a residual income stream for PSE chapters.

Watch how it works for business with our 4 short fun videos! Go to [www.dailyreferral4biz.com/10342](http://www.dailyreferral4biz.com/10342)

To learn more about Daily Referral if you are a consumer, please go to [www.dailyreferral.com/10342](http://www.dailyreferral.com/10342)

For more information email Tom Erb at [tom.erb.herbertcorp@gmail.com](mailto:tom.erb.herbertcorp@gmail.com).



## Liberty Mutual

### Liberty Mutual

For nearly 100 years, our purpose has been to help people live safer, more secure lives and we look for employees with the drive, commitment and passion to help us make that happen. Boston-based Liberty Mutual Group is a diversified global insurer and the third-largest property and casualty insurer in the U.S. based on 2010 net written premium. The Company also ranks 82nd on the Fortune 500 list of largest corporations in the U.S. based on 2010 revenue. As of December 31, 2010, Liberty Mutual Group had \$12.4 billion in consolidated assets, \$95.4 billion in consolidated liabilities, and \$33.2 billion in annual consolidated revenue. Liberty Mutual's Personal Markets is the second fastest growing personal lines writer in the industry. Personal Markets provides full lines of coverage for private passenger automobile, homeowners, valuable possessions and personal liability through its own sales force in more than 380 offices throughout the

U.S., two direct response centers, appointed Prudential agents and the internet. It also offers a wide range of traditional and variable life insurance and annuity products. Liberty Mutual's affinity program is the industry's most-sponsored voluntary auto and home insurance benefits program, with over 13,000 affinity sponsors.



### Roche

As a global leader in healthcare, Roche Diagnostics offers a broad portfolio of tools that help healthcare providers in the early detection, prevention, diagnosis and treatment of diseases like congestive heart failure, HIV, hepatitis and diabetes, as well as other medical conditions, such as fertility and blood coagulation. These products and services are used by researchers, physicians, patients, hospitals and laboratories worldwide to help improve people's lives. Roche Diagnostics' North American headquarters, located in Indianapolis, is home to U.S. commercial operations, research and development, manufacturing, distribution, information technology and administrative functions.

For potential job opportunities, please visit our careers website at <http://careers.roche.com/usa>.



### Network Shopping Mall

[www.networkshoppingmall.com](http://www.networkshoppingmall.com) (NSM) is an affiliate marketing company working with over 1000 e-commerce sites. Each of these sites pay a commission to NSM for a completed sale generated from the NSM website. These commissions vary by store and range from 1% to over 20% with the average at 8%, and the percentage of commission paid is marked next to each individual store on the NSM website.

NSM is set up to allow organizations and individuals to create income by not only shopping on the NSM website themselves but by sharing in the commissions generated by other organizations or individuals that they recruit to shop on the NSM website.

Making money on what you are already doing, shopping online, could not be easier!

For more information email Bob Markley at [bmarkley2@earthlink.net](mailto:bmarkley2@earthlink.net).



## WESCO

WESCO International, Inc. (NYSE: WCC), a publicly traded Fortune 500 company headquartered in Pittsburgh, Pennsylvania, is a leading provider of electrical, industrial, and communications maintenance, repair and operating ("MRO") and original equipment manufacturers ("OEM") products, construction materials, and

advanced supply chain management and logistics services. 2010 annual sales were approximately \$5.1 billion. The Company employs approximately 6,800 people, maintains relationships with over 17,000 suppliers, and serves over 100,000 customers worldwide. Customers include industrial and commercial businesses, contractors, governmental agencies, institutions, telecommunications providers and utilities. WESCO operates seven fully automated distribution centers and over 400 full-service branches in North America and international markets, providing a local presence for customers and a global network to serve multi-location businesses and multi-national corporations.

For more information go to <http://www.wesco.com/careers/index.htm>. Click on potential employees, create an account and search for the "sales development trainee" openings.

## Preview 2013 Convention Keynote Jeffrey Hayzlett



**Jeffrey Hayzlett** is a global business celebrity and former Fortune 100 C-suite executive. From small business to international corporations, he has launched ventures blending his leadership perspectives, insights into professional development, mass marketing prowess, and affinity for social media.

He is a well-traveled public speaker, the author of the bestselling book, *The Mirror Test*, celebrity editor to one of the largest-circulation business publications, and one of the most compelling figures in global business. Hayzlett has successfully leveraged multiple media appearances on programs like *Fox Business News*, MSNBC's *Your Business* and NBC's *Celebrity Apprentice with Donald Trump*.

Drawing on an eclectic background in business, buoyed by a stellar track record of keynote speaking, and deeply rooted in cowboy lore, Hayzlett energizes his role driving and delivering change. He is a turnaround architect of the highest order; a maverick marketer who delivers scalable campaigns and embraces traditional modes of customer engagement. He also possesses a remarkable

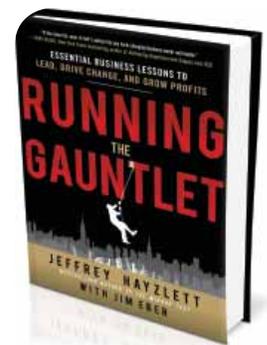
and measurable record of successful mentorship, corporate governance and brand building.

Hayzlett's new book, *Running the Gauntlet: Essential Lessons to Lead, Drive Change and Grow Profits*, released on January 3rd, 2012 is available at [www.amazon.com](http://www.amazon.com). In his first book, *The Mirror Test*, Hayzlett asked business leaders to step back and reexamine their organizations to determine what kind of change they needed to succeed. In *Running the Gauntlet*, he encourages those same business leaders to take the next step, to look forward and think critically about the actions they must take to prepare their companies for change.

Marketing, technology, and the pace at which we conduct business are evolving at the most rapid rate in history. With the explosion of consumer opinion riding the tidal wave of social media, it's time to look at how we brand our businesses with a fresh perspective and laser-focused insight. The frenetic pace of changing technology necessitates a radical business and marketing strategy. We must adapt or die.

Hayzlett is looking forward to keynoting at the PSE National Convention in April 2013.

For more information on Jeffrey, go to [www.hayzlett.com](http://www.hayzlett.com).



## PSE Faculty Advisors

Faculty Advisors are one of the most important assets to our chapters. Advisors help their chapter succeed in areas of chapter operations, projects and finances. It's this dedication that ensures chapter sustainability year after year and keeps PSE as a fully-functional organization. PSE is deeply thankful to have such wonderful advisors as a part of our family.

Dr. Mavis Adjei - Southern Illinois University  
Dr. Raj Agnihotri - William Paterson  
Dr. Concha Allen - Central Michigan University  
Robert Boostrom - University of Wisconsin-Whitewater  
Dr. Stephanie Boyer - Bryant University  
Dr. Kevin Brayer - St. Bonaventure University  
Dr. Russell Brayley - George Mason University  
Laura Buckner - Middle Tennessee State University  
Dr. Matthew Bunker - University of Northern Iowa  
Dr. Alvin Burns - Louisiana State University  
John Burr - Purdue University  
Richard Canada - Indiana University  
Dr. Mary Caravella - University of Connecticut  
Dr. Steven Chen - California State University-Fullerton  
Ken Cherry - Central Michigan University  
Dr. Dorene Ciletti - Duquesne University  
Marianne Collins - Winona State University  
Dr. Timothy Daly - University of Akron  
Ellen Daniels - Kent State University  
Dr. Bobby Davis - Florida A&M University  
Denise Delgado - CUNY-Baruch College  
Duleep Delpechitre - University of Louisiana-Lafayette  
Dr. Andrea Dixon - Baylor University  
Dr. Kevin Ellis - University of Georgia  
Dr. Robert Erffmeyer - University of Wisconsin-Eau Claire  
Alyson Francisco - Winston-Salem State University  
Anthony Freeman - Tuskegee University  
Dr. Robert Garrity - University of Hawaii - Manoa  
Greg Graham - Kent State University  
Nancy Haas - St. Catherine University  
Dr. Kevin Hammond - University of Tennessee at Martin  
Dr. Katie Hartman - University of NC - Wilmington  
Dr. Douglas Hausknecht - University of Akron  
Dr. Steven Hertenberg - James Madison University  
Dr. Roscoe Hightower - Florida A&M University  
Dr. Earl Honeycutt - Elon University  
Dr. Gary Hunter - Illinois State University  
Dr. Scott Inks - Ball State University

Donald Isenhath - University of Toledo  
Toni Jackson - Southern University  
Wayne Keene - University of Missouri  
Dr. Ashley Kilburn - University of Tennessee at Martin  
Dr. George Kirk - Southern University  
Dr. John Kuzma - Minnesota State University-Mankato  
John Levato - University at Albany  
Dr. Michael Mallin - University of Toledo  
Barbara Michel - Appalachian State University  
Dr. Ken Miller - University of Alabama at Birmingham  
Jennifer Mitchell - Northern Arizona University  
Wayne Mueller - University of MN-Twin Cities  
Dr. Jay Mulki - Northeastern University  
Dr. Robert Newberry - Winona State University  
Dr. Donald Norris - Miami University  
Jan Owens - Carthage College  
Dr. Terry Paul - Ohio State University  
Dr. Al Pelham - The College of New Jersey  
Dr. Michael Rodriguez - Elon University  
Dr. Mark Rosenbaum - Northern Illinois University  
Dr. Stacey Schetzle - Ball State University  
Dr. Gary Schirr - Radford University  
Lynn Schleeter - St. Catherine University  
Dr. Gary Selden - Kennesaw State University  
Mike Serkedakis - Kennesaw State University  
Dr. Mary Shoemaker - Widener University  
Dr. Sallie Sledge - Norfolk State University  
Dr. Lois Smith - University of Wisconsin - Whitewater  
Dr. Jane Sojka - University of Cincinnati  
Dr. Claire Stammerjohan - University of LA - Monroe  
Dr. Jay Swartz - CA State Polytechnic University, Pomona  
Dr. Steven Taylor - Illinois State University  
Dr. Kevin Upton - University of MN-Twin Cities  
Dr. Chuck Viosca - Nicholls State University  
Dr. Rand Wergin - University of South Dakota  
Donna Wertalik - Virginia Tech  
Dr. Jakki Williams - North Carolina A&T State University

## National Conference in Sales Management

The National Conference in Sales Management (NCSM) is the premier international gathering of scholars and practitioners interested in personal selling and sales management research and teaching. The NCSM runs concurrently with the PSE National Convention and several attendees are PSE Faculty Advisors.

The conference will begin with the opportunity to attend a Pacers game on Wednesday evening. The first NCSM session will be held Thursday morning. The competitive sessions will consist of presentations of papers that were

accepted following a double-blind review process. In addition, the conference will also consist of a variety of special sessions. The conference will end on Saturday at noon.

Panel discussions, sessions devoted to bringing together sales practitioners and researchers, a tour of Roche Diagnostic, and discussions of sales research topics are featured this year at NCSM.

For more information, go to: [www.ncsmweb.com/](http://www.ncsmweb.com/)

## Welcome to Our Newest PSE Chapters



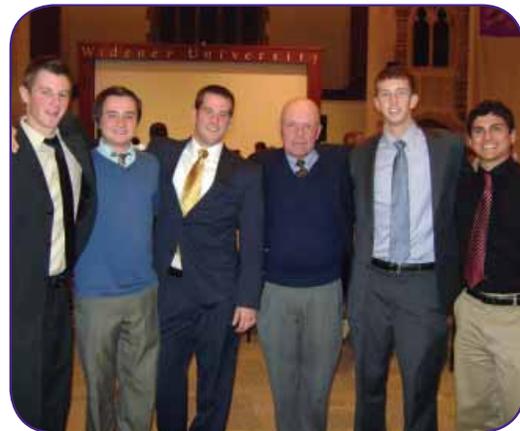
Bryant University



Duquesne University



Radford University



St. Bonaventure University

## Dotted Lines Printing

We know how much everyone looks forward to receiving the Dotted Lines every four months. At PSE Headquarters, we are committed to publishing the newsletter, which is a documentation of our continuing history. Over the years, we have referred back to previous newsletters to check our dates of a past president's term of office, or to read articles about our forefathers.

We have come to the time in our history, however, when we will no longer PRINT the newsletter and mail it out. As we constantly look for new ways to "go green" and to put our monetary resources in programs to best serve our collegiate members, the time to utilize alternate forms of communication is here. In reviewing trends in other associations, we have found that we are one of the few that still prints our newsletter. Additionally, the PSE National Council voted unanimously to forgo the printing of our newsletter.

Starting with the May 2012 issue of the Dotted Lines, we

will be emailing our student and professional members and all alumni life members, a PDF version of the Dotted Lines. Since Tracy McCarthy creates this in-house, we will be saving thousands of dollars by sending it out via e-mail. **BE SURE TO CHECK YOUR EMAIL ADDRESS IN THE PSE DATABASE BEFORE MAY 2012.** As always, all newsletters can be found on our website.

We do realize, however, that there are some seasoned life members that do not even use the computer or would prefer to get the mailed copy. If you are in this category, please email [Tracy.Mccarthy@pse.org](mailto:Tracy.Mccarthy@pse.org) or call her at 414-328-1952 by April 30th with the request to send a printed newsletter. PSE recently invested in a permanent copier that will be able to print off and bind limited copies in-house.

If you have any further questions about this new policy, please email [Ann.Devine@pse.org](mailto:Ann.Devine@pse.org). As always, we welcome your feedback, other suggestions, and ideas.



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# People Watching

## New Life Members - Since September 2011

### Alpha Omega

Sarah Bedore  
Heidi Chronowski  
James Oren  
Dillon Stockman

### Beta Gamma

Bethany Firkus

### Delta Mu

Jarrad Emery

### Delta Xi

Courtney Finley  
Tyler Jones

### Epsilon Theta

Brian Bowles  
Matt Funke  
Garrett Moore  
Zachary Riesberg  
Kendra Willey

### Gamma Gamma

Meg Albright  
Allie Engelhart  
Sung Eon Kim  
Victoria Fitzmartin  
Charlotte Hult

Joe Kowalkowski

Alex Mazzurco  
Nick Perry  
Richie Pircon  
Kyle Reynolds  
Andrew Ripich  
Daniel Schack  
Mellissa Schugel  
Will Taylor  
Mary Tehrani  
Sydney Thompson

### Gamma Kappa

Courtney Ou  
Richard Schramm

### Gamma Zeta

Aliex Bullock  
Danny Chessin  
Koren Kasper  
Lisa Petrick

### Zeta

Lindsey Atkins

### Zeta Pi

Erica Robinson

## Member News

### School Recognition

Lois Smith, PSE Past National President, was in London at the Stock Exchange with Chris Clements, Dean of the College of Business and Economics, to accept an award for University of WI-Whitewater's online MBA as the "Best Remote Learning Programme in North America."

### Births

Creighton Kovacs, alumnus University of Toledo, and his wife, Sara, welcomed Emma Claire in August 2011.

Jim Chimento, alumnus Miami University, and his wife, welcomed Liliana in August, 2011

### Engagements

Matt Rector, alumnus Purdue University, became engaged to Carrie Thiesing in October 2011

Meg Abbott, alumna University at Albany, became engaged to Nick Antz in December 2011.

### Marriages

Matthew Newhouse, alumnus University of Akron, married Meredith Jones, in October 2011

Jon Corbin, Kennesaw State University, married Alicia Alls, also Kennesaw State University, in November 2011.

Tracy Krueger, alumna Alverno College, married Jon Klappenbach in January 2012.

### Jobs

Eric Blaszczyk, alumnus Central Michigan University, accepted a position with ADP.

## PSE HEADQUARTERS STAFF CONTACT INFORMATION:

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