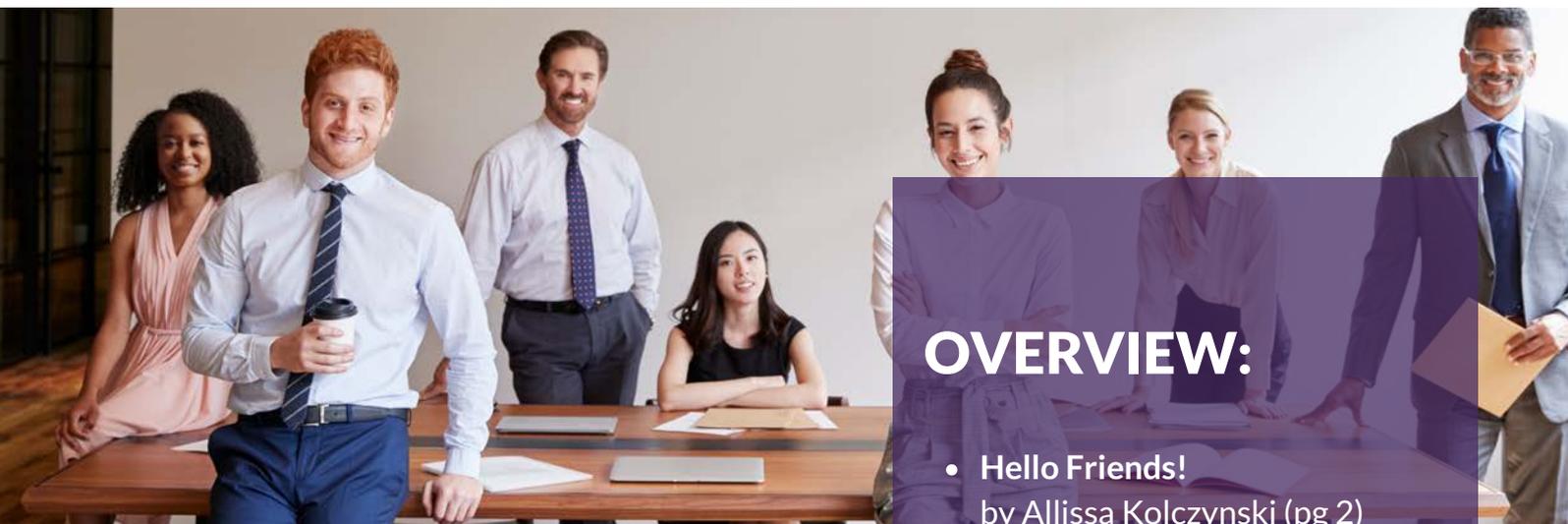


VOL. 1 | MARCH 2021

# PSE ALUMNI NEWS

Updates and News for the Alumni Members of Pi Sigma Epsilon



## OVERVIEW:

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## Blast from the Past . . .

*By Joan Rogala (Clark) - Beta Zeta, '88*

It's been a hot minute since we last connected. From the big hair glamour shot below, we can all agree it's been a long while. I had the coolest first job ever working for the PSE National Headquarters. Thirty years later I returned as CEO. What's changed? The average chapter size was once over 100 students; now it's about 52 (but we have more chapters). We used to have about a half-dozen corporate partners; now there are 40. In the past, PSE was all about the students. Now we're seeing that student membership in PSE is just the beginning. Join me and other alumni as we reconnect and reengage in the organization that helped us to get launched and how it remains relevant today.



*The PSE Alumni Newsletter is a monthly publication dedicated to PSE alumni spotlights, topics of interest and updates about the Fraternity.*



# Hello, Friends!

By Allissa Kolczynski - Zeta Zeta, 2017

"Your business advantage for life." It's the slogan that hooked you at your college career fair all those years ago. It's what helped you land your first internship and full-time job. It's where you met likeminded peers who became your family. It's what built you into the professional you are today.

It's for life - most people think that the organizations and activities they were involved with in college stop after graduation. But, the alumni of Pi Sigma Epsilon have the unique benefit of knowing that the growth and opportunities provided to them don't stop once they move their tassel. As our network has grown and we've learned about all the amazing things PSE alumni have done, we knew it was time for a new vision and a way to connect across different professions, time zones, and generations.

So, we welcome you to the first edition of the PSE Alumni Newsletter. There are over 60,000 individuals across the country who have the honor of calling themselves PSE alumni.

Our network reaches far beyond the scope of sales and marketing careers into entrepreneurship, finance, technology, and more. There is a place for everyone in our PSE network and we want to help foster new friendships, connections and opportunities so that we can provide the strongest business advantage for any stage in your life.

Our goal with this newsletter is to start a dialogue around what being an active PSE alumnus means, how it can connect you to others, and how it can set you up to be successful in your career. In the past, being an "active" alumnus meant



something along the lines of working with local chapters to share professional development tips or proofread their National Awards entries. Some even took it a step further and got involved on a national level helping facilitate the Pro-Am Sales Competition or coming to a Convention to give a keynote speech. Some felt that if they couldn't give 100% back to PSE in these ways, they didn't think they could be involved, so they just stepped away. Wrong.

By 2026, we want PSE to be THE leading sales and marketing



## How can I connect with other alumni?

We are strengthening our database of contacts and creating a microsite that is just for alumni! Want to find an alumnus who works in the technology industry? Moving to a new city and want to connect with alumni that live there? Our goal is to make it easy to foster new friendships, build your professional network and grow your career. But that's not all! Through this alumni network, we are going to be able to target new corporate sponsors in fields that we currently don't interact with and allow

graduates to participate in career fairs. Not only did PSE help you land your first job, but we want to help you land your 3rd or 4th. Lastly, we plan on leveraging and expanding our existing collegiate programs to include alumni, making you more attractive to sponsors and allowing you to hone your skills.

The road to 2026 is filled with possibilities, opportunities and growth. And we want you alongside with us. Welcome back, alumni, we're so excited to have you!

## Hello . . . (cont)

organization that provides hands-on experience for the life of its members, not just for their collegiate years. Our renewed vision for all PSE graduates consists of a five-year plan to focus on:

- Alumni
- Corporate Sponsors
- Chapter Expansion
- Programming
- Financial Stability

So, the big questions - how are we going to do this? And how can you take part? The first step in creating this dialogue is to open the lines of communication and maintain it. You can expect monthly updates from us, and we promise we won't clog your inbox. Every month we will make sure to fill you in on how we're focusing on these strategic areas and getting to where we want to be. What will be in these newsletters? Information about PSE Corporate Sponsors who are hiring, alumni happy hours and social events, professional development tools,

alumni in action, chapters in action, upcoming opportunities to get involved. Big or small, you will find it all here!

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*Allissa Kolczynski is a 2017 graduate of the PSE Zeta Zeta Chapter at The College of New Jersey where she was a fierce competitor in PSE's Pro-Am Sell-A-Thon® competition. Since graduating, Allissa is a Logistics Cost Accountant at Church & Dwight Co., Inc. She also serves as Alumni Vice President on the Pi Sigma Epsilon National Council and as a Committee member for the Pro-Am Sell-A-Thon®.*

## ALUMNI UPDATES

Justin Mack, Zeta Epsilon '19 - Started a new job at a company called SpotOn, where I focus on helping small businesses in my community with innovative software and payment solutions. Enjoying the beautiful SW Florida weather! Free tip: don't be afraid to make changes in your life, even if you don't know what the outcome will look like.

Dorian Evans, Delta Chi '16 - Last year I launched my own company, Supply Chain Tomorrow, which is an online job board and resource center for the Supply Chain industry! I also met my wife through PSE and we married in 2019!

Jessie (Nemesi) Cruise, Epsilon Theta '15 - I am so excited to share my career move with Principal Financial Group and joining the Corporate Services HR Business Partner team as a HRBP Consultant. Thankful to be a part of company with a culture of mobility, growth and opportunity.

## PSE ALUMNI - COMPETITIONS DURING CONVENTION ARE OPEN TO YOU!

**NEW COMPETITION**

**GAME ON!**

PI SIGMA EPSILON

**PROFESSIONAL SPORTS SELLING COMPETITION**

**Mets**

**MILWAUKEE BUCKS**

**GO HEAD-TO-HEAD METS VS BUCKS FOR PRIZES INCLUDING CASH AND AUTOGRAPHED SPORTS MEMORABILIA**

**Mutual of Omaha**

**Looking for a new way to compete at Nationals?**

*Mutual of Omaha is hosting an Interview Competition. Learn how to interview and compete for prizes!*

**PSE NATIONAL CONVENTION 2021**

400881

## CONVENTION SCHEDULE (All times listed are in Central Time)

### **Wednesday, 3/24**

Competition: Mets/Bucks Sports Selling Training Session (6-7:30pm)

### **Friday, 3/26**

Competition: Enterprise Holdings National Speakers Competition video submission due

### **Monday, 3/29**

Competition: Pro-Am Sell-A-Thon® video calls and training modules due

### **Wednesday, 3/31**

Convention Welcome & Kickoff (6:00pm)  
NY Mets/Bucks Sports Selling Competition first round videos due

### **Thursday, 4/1**

Competition: Mutual of Omaha Interview Competition Training (mandatory for participants) (6-7pm)

### **Friday, 04/02**

Carew International Sales Leadership Training Welcome & Kickoff (1pm-2:30pm)

### **Monday, 04/05**

Carew International Sales Leadership Training Session 1 (9am-12:30pm)  
Lunch & Learn: DEIA

### **Tuesday, 04/06**

Carew International Sales Leadership Training Session 2 (9am-12:30pm)

### **Wednesday, 04/07**

Carew International Sales Leadership Training Session 3 (9am-12:30pm)  
Mets/Milwaukee Bucks Professional Sports Selling Finalists Round  
Lunch and Learn: Personal Finance  
"Planning for Your Financial Future"

### **Thursday, 04/08**

Pro-Am Sell-A-Thon® First Round  
Enterprise Holdings National Speakers Competition Final Round (Live) (6:00pm)

### **Friday, 04/09**

Mutual of Omaha Interview Competition - Live feedback and announcement of winners  
Pro-Am Sell-A-Thon® Semi-Finals (9am-11:30am)  
Career Fair (11:45am-2:45pm)  
Pro-Am Sell-A-Thon® Final Round (Live) (3-5:30pm)  
Alumni Social (6:00pm)

### **Sunday, 04/11**

National Awards, Scholarship, Pro-Am and Competition Announcements (6:00pm)  
Post-Event Social!

**FOR A COMPLETE SCHEDULE OF EVENTS AND REGISTRATION, GO TO: [www.PSE.org](http://www.PSE.org)**

## 2021 PSE Virtual National Convention

### Top 10 Reasons Why YOU Should Attend the 2021 PSE Virtual National Convention

1. **NETWORK!** The need to engage actively in a professional network is greater than ever. Career opportunities, customer leads and the exchange of best practices among peer groups will keep you sharp, engaged and first-of-mind when opportunity knocks.
2. **EXPLORE CAREER OPPORTUNITIES!** PSE Corporate Partners have experienced level career opportunities available right now. If you are considering a change or if you just want to see what's available, the PSE Career Fair will connect you with over 30 companies that would be happy to connect.
3. **ENGAGE IN PROFESSIONAL DEVELOPMENT!** We are lifetime learners and the PSE Convention provides access to timely and relevant personal and professional development opportunities exclusive to registered attendees.
4. **ATTEND CAREW INTERNATIONAL SALES LEADERSHIP TRAINING!** This signature program, a \$2500 value, is designed to transform sales managers to sales leaders, equipping them with proven tools and methodologies for maximizing the potential of every person on their team. Your boss will be impressed that you took the initiative to develop your skills while getting an incredible value and saving money on training (if you participated any other time, the cost would be \$2500!) This event is exclusive for PSE active alumni members. Limited space available on a first come, first serve, basis.
5. **COMPETE!** Show you stuff by competing in any/all of the competitions held during the convention. Each competition will have an alumni category to win hardware and cash prizes!
6. **GIVE BACK!** Now is your chance to sit on the other side of the competition table and serve as a judge for student competitions. It's fun and amazing to witness the talent among student members.
7. **HAVE FUN!** Throughout convention week, there will be opportunities to reconnect with old friends and meet new ones with exclusive alumni social events.
8. **CONNECT!** The PSE network is strong and the connection to young professionals and those who are more seasoned, provides an opportunity for professional enrichment and personal connection. (And did we mention . . . FUN?!)
9. **EXPLORE LEADERSHIP OPPORTUNITIES!** PSE seeks to engage more alumni to serve in various local and national leadership roles. Whether a member of a national committee, a program chair, chapter advisor or event volunteer, you can start now, commit what you are able, and make a lasting impact.
10. **GET ENERGIZED!** There are few events that recharge you like the PSE National Convention. Get excited again about your career and your life by connecting with PSE members and friends!

**REGISTRATION FOR THE  
PSE VIRTUAL NATIONAL CONVENTION  
CLOSES ON FRIDAY, 03/19/2021!**

**SPECIAL ALUMNI PRICING:  
\$100 FOR ACTIVE ALUMNI MEMBERS  
\$75 FOR ALUMNI LIFE MEMBERS**

# EXCLUSIVE ALUMNI BENEFIT: CAREW INTERNATIONAL'S "RESULTS-PRODUCING LEADERSHIP" PROGRAM

*This program is a \$2500 value, exclusively available at convention for alumni members and partners*

Successful leadership is not judged by the performance of the leader, but by the performance of his or her team. Carew International's Results-producing Leadership is designed to transform business professionals into effective leaders, equipping participants with proven tools and methodologies for maximizing the potential of every person on their team. Participants will learn how to motivate their team, create an environment for success, and make the most of their personal leadership style as well as individual and team talent.

Leaders will learn to distinguish roadblocks to performance using a results-producing problem-solving model and how to give prescriptive and actionable feedback. The result will be an energized team working in alignment to achieve your business goals.

## **Managing the Work**

- Make better hiring decisions and understand the leader's role in managing specific activities and objectives.
- Learn and implement an analytical process to determine how to improve team members' expected results.

## **Inspire Maximum Performance**

- Identify your individual temperament/talent style and learn how to leverage your personal strengths to maximize your impact on the performance of your team.
- Identify the style and strengths of your team and effectively communicate, motivate, and utilize your team based on individual and group characteristics.

## **Assessing Performance Levels**

- Learn about the Performance Continuum as an assessment and developmental planning tool.

## **Take the Initiative**

- Learn to diagnose team members' willingness and ability to perform against expectations.
- Recognize, intercept, and reverse unacceptable performance and ignite the fire within good performers using the results-producing models.

## **Prescriptive and Actionable Feedback**

- Close the loop on developmental sessions by providing specific, prescriptive, and actionable feedback to team members that will help them to improve their performance.

## **Putting It All Together**

- Use the Problem-Solving model and Coaching and/or Counseling Model in role-plays to address performance deficiencies.
- Profile two professionals on your team and develop individualized action plans using SMART feedback.
- Learn how to prepare for a coaching session and the role of the leader in various coaching scenarios.
- Understand how to manage "out-of-balance" relationships where individuals may perceive imbalance when they have more tenure or work years' experience than their manager.

## **Leadership Through Results Planning**

- Learn about the prescriptive resources available to you to speed performance improvement.
- Commit to specific implementation plans for your teams.

## Chapters In Action

By Sam Mischio, PSE Chapter Consultant

COVID-19 turned our world upside down, and we have all faced a plethora of challenges that none of us could have anticipated throughout the past twelve months. The in-person life they knew and loved, gone in a matter of days in March of 2020, Pi Sigma Epsilon chapters faced an enormous test. As we conclude February of 2021, the chapters have risen to the challenge. They altered their strategy, implemented new technological procedures, and successfully pivoted to deliver PSE's value to their members. In the spring of 2020, PSE chapters turned interchapter events into more frequent occurrences.

The University of Northern Iowa hosted a virtual cooking competition that was open for all chapters to participate in. Each contestant paid \$5 to participate. Contestants cooked any dish that involved lemons. Pictures of each prepared dish were submitted to judges, and each was judged on the overall aesthetic of the dish. Between contestants and donors, a total of \$1060 was raised and donated to the Unity Point Health Center in Iowa to help purchase PPE for healthcare workers.

The Eta Iota chapter at the University of Michigan completed a socially distant 5k Fundraiser called Jog for Jeremy, a fundraiser for a

chapter member who suffered a spinal injury. Unable to conduct the event in one location due to COVID-19 restrictions, each participant ran the 5k on their own, documenting the event with pictures of themselves and of their running watches displaying their 5 kilometers of running. Since announcing the information at the event itself was no longer feasible, the chapter adjusted its communication strategy to ensure everyone knew exactly what to do prior to the event. Each participant received detailed instructions via email, and the event raised a total of \$2144.69.

The spring semester brings a multitude of sales competitions for college students. Our chapter members will spend their first months after the winter holidays sharpening their sales skills as they prepare to compete for internships and jobs. They have begun turning to alumni frequently to run through role plays, and to gain a better understanding of the sales climate they will be stepping into this summer. If you would be interested in working directly with the chapters to help them refine their tactics, and meet some potential future colleagues, please don't hesitate to reach out. Currently, most PSE chapters reach out to only their own chapter's alumni for advice and help. Thanks to recent technological advancements, we alumni now have the opportunity to work directly with students from all chapters, and provide

them with a more rounded perspective on life as a sales professional. By helping our chapters train throughout the spring, we can help them ensure that they will receive comprehensive training, and will begin their jobs and internships miles ahead of their competition.

One silver lining to conducting operations in a virtual setting is the elimination of geography as a barrier to attending events. Chapters continue to conduct professional development events; and they have been turning to alumni to lead workshops. If you are interested in leading professional development events for chapters, please email [pse@pse.org](mailto:pse@pse.org), and we will be happy to advertise your name and your subject matter of expertise to the chapters.

*Sam Mischio is a 2019 graduate of the PSE Alpha Omega Chapter at Carthage College where he served in several chapter leadership roles including chapter president. Sam has been a member the PSE Headquarters staff since the fall of 2019 where he serves in the role of Chapter Consultant.*

