

BUSINESS BRIEFS

JANUARY/FEBRUARY 2007

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BUSINESS WEEK

Business Week was a big event for all business students and any other students who were interested in learning about the business world. Many activities took place throughout the week. In fact, a different activity took place each day during the week of February 19, 2007.

Monday, students had the opportunity to listen to a speech by Mark Mikelat entitled "Aspirations." Mark encouraged students to go for their dream job and tell people what that job is. Mikelat said that you never know who will be able to help you achieve your goals. He also wanted students

to make sure that dream job was one they would be excited about getting out of bed for everyday.

Tuesday there was a session called "Dress for Success" sponsored by Macy's. Two representatives from Macy's Midwest came to campus to show students what type of dress is considered business professional or business casual. Four students from Delta Sigma Pi came dressed in appropriate examples of professional and casual. Classifications were given, as were (continued on next page)...



"Aspirations" speaker, Mark Mikelat

VOLUNTEER INCOME TAX ASSISTANCE

Beta Alpha Psi is again providing free electronic tax filing to all students and members of the Kirksville community. The first two sessions were February 17 and 24 with two more sessions to follow mid-term break on March 17 and 24. Each Saturday the sessions run from 8AM to 3PM. Taxes are completed on a first come, first served basis in the 1400 wing of Violette Hall.

Volunteer Income Tax Assistance (VITA) is sponsored by the IRS and the program has been in operation for 20 years on the Truman campus. Beta Alpha Psi students make up a majority of the volunteers, but there are also many accounting students that do not belong to the organization that volunteer their time. There are also stu-

dents who help that are not accounting majors; this year a biology student is helping because he received assistance last year and thought it was a worthwhile organization. There is an extensive training program that will teach anyone who is thinking about volunteering how to prepare a tax return.

When asked how he felt about the program, Alan Davis, the overseeing faculty member, said that it is great practice for the students. It gives them confidence and a chance to give back to the community. The community feels that it is a very good program as well. Every client is asked to complete a survey on the service they received and the responses have overwhelmingly

been that it is a very valuable service. The international students find it to be especially helpful as well because the program offered on campus is the only one in the area that will cater to their needs.

All students are welcome to attend the two remaining sessions for free assistance. They must bring proof of identity; copies of all W-2, 1098, and 1099 forms; their social security card; and bank account information if they would like their return to be directly deposited. If students filing are married, they must attend the session with their spouse. If you have questions concerning the program, please contact Patricia Garrett at 785-6019.



recommendations for what types of clothes to look for when shopping for a business wardrobe. Students were able to get any questions concerning professional or casual dress answered by the representatives.

Wednesday was the Career Expo, which was hosted by the Career Center. Over 100 companies visited Truman's campus to recruit students for internships and

full-time positions. Students were encouraged to visit the fair and talk with recruiters about possible openings within their companies. Many promising students were then interviewed the next day.

To end Business Week there was an Ethics Panel. On Thursday four individuals from the Kirksville community were asked to discuss ethics in their field of practice. Dr. Wendy Harman, a professor in the Business and Accountancy Division; Charity Taylor, the local Wal-Mart Assistant Manager; Jim Bergman, the HR Director at Northeast Regional Medical Center; and Janice Filbert, a

realtor with Century 21 Whitney Agency, were all asked to speak at the panel. At the end of the session students were able to ask questions of the different representatives. Thanks to all the students and faculty who attended Business Week events or helped out in many different ways, Business Week was a great success.



"Obstacles are those frightful things you see when you take your eyes off your goal." ~ Henry Ford

ALPHA KAPPA PSI

Alpha Kappa Psi is recognized as a premier developer of principled business leaders. The brotherhood of Alpha Kappa Psi began on October 5, 1904 at the New York State University campus. The Tau Upsilon chapter of Alpha Kappa Psi was founded at Truman State University in the spring of 2002. Although the Tau Upsilon chapter has only been at Truman State for about 5 years, they have done an exemplary job of following the core values of Alpha Kappa Psi: brotherhood, knowledge, integrity, service, and unity.

The hard work and sincerity of the Tau Upsilon brotherhood has gained them both regional and national recognition for their accomplishments.

At the Alpha Kappa Psi national convention this year, the Tau Upsilon chapter received two regional awards, *The Circle of Excellence* award and the *Achievement* award for the central region. Currently, the Tau Upsilon chapter of Alpha Kappa Psi has nearly 100 active members, and recently welcomed 16 new brothers for the fall

2007 semester. The Tau Upsilon chapter of Alpha Kappa Psi is looking forward to continued growth both on the Truman campus and in the Kirksville community.



DELTA SIGMA PI

Delta Sigma Pi is a professional fraternity recognized as one of the foremost business fraternities in the nation. The fraternity was founded on November 7, 1907 at New York University and has since grown to over 210,000 members internationally. The Iota Nu Chapter at Truman State was founded on December 9, 1978, and is one of the top chapters across the country, recognized as the nation's most outstanding chapter eight times! The chapter appreciates our strong alumni and faculty support, and celebrated initiating its one thousandth brother in the fall of 2005.

The Iota Nu Chapter has enjoyed an exciting start to the spring semester. The chapter has selected seven outstanding pledges to the Beta Nu class and is looking forward to seeing them through pledge season. Their recruiting events included bowling, a meet the chapter event, and an excellent speech by Dr. Jeff Romine, a faculty and alumni member.

The chapter has also been involved with university concessions, leading efforts to enhance Business Week (including sponsoring a campus wide speaker who attracted over 200 students), and gearing up for our annual 5K run that benefits the

Cystic Fibrosis Foundation. Several members will also be attending the Provincial conference this spring in St. Louis, where brothers will attend multiple workshops and social activities with many chapters from around the region.



PHI BETA LAMBDA

Recently, Phi Beta Lambda sent their two state officers, Alicia Stewart (State & National Parliamentarian) and Daniel Leatherman (local president & State Reporter) to Jefferson City for Student Legislative Day. At the capitol, they met with representatives from other student organizations from around the state. Alicia and Daniel lobbied on behalf of the Missouri Association for Career and Technical Education. This is the division PBL falls under at the state level. The state officers met with Missouri Congressman Cooper and Missouri Senator Scott. The members also sat in and listened to some of the debate going on in the Senate. After a morning at the capitol, the Truman officers met up with other state officers and had an afternoon meeting to plan for the State Competition. After an eventful day, the officers returned home with a better idea of government and how to lobby for an interest group.

Phi Beta Lambda has been busy recruiting new members and making arrangements for state competition. PBL has recruited 15 new members this semester, driving up membership to over 60 members. New members like the idea that PBL is open to all majors and does not have a GPA requirement. Rushing PBL is not too difficult either, and there are several perks of joining. Members will meet new people, hear from guest speakers, gain leadership skills by holding an officer position, and compete at the State Competition.

The State Competition will be held March 30-31 at the Truman Hotel in Jefferson City. Members can compete in over 30 categories. There are written tests for accounting, economics, hospitality management, computer programming, and much more. There are also performance events like parliamentary procedure and public speaking. This year Truman is sending 15 mem-

bers to participate at the State Competition. Last year, half of the members from Truman advanced to nationals by placing 1st or 2nd in their respective categories. The National Leadership Conference, the Superbowl of PBL, will be held this summer in Chicago. Members will earn their ticket to the future at this conference by listening to motivational speakers and competing in more tests to vie for the title of national champion.

Phi Beta Lambda is a professional, co-ed business fraternity open to all majors. PBL is part of FBLA-PBL, Inc. For more information about our organization, visit <http://pbl.truman.edu> or email President Daniel Leatherman at tsupbl@hotmail.com.

“The secret of business is to know something that nobody else knows.”
~Aristotle Onassis



STUDENTS IN FREE ENTERPRISE

SIFE has been extremely busy this semester. Even though we've worked on several projects, the four that will be focused on are *SIFE Savings*, *Bike CO-OP*, *Anti-Piracy PSA*, and *Housing 101*. On January 23rd and 25th the Truman State University SIFE team organized a project titled *SIFE Savings* at the Adair County Family YMCA. This two day event, for 3rd-5th graders, included a class lecture and game that focused on impulse vs. smart buying. In order to reflect the real world, the children recorded their spending transactions in a savings register as they moved through the game. The activity helped the students gain awareness of their own spending habits while learning the difference between impulse and smart buying.

The *Bike CO-OP* project is an alliance between the Bike CO-OP organization and SIFE to establish a bike service on campus. The mission is to provide and sustain an efficient non-profit bike rental program for students and citizens in the community. SIFE has been working on a professional business plan to present to President Barbara Dixon, which states that the business will be run and executed with a combined effort by

SIFE and the Bike CO-OP organization. The team has invested several hours in perfecting this plan so as to implement this program into the community.

The *Anti-Piracy PSA*, an anti-piracy public service announcement, in conjunction with the Motion Pictures Association, that presents the negative effects of piracy. It focuses on the loss of US jobs that comes along with piracy. Along with airing the commercial on KTVO and the campus radio station, the final product will be available for viewing pleasure on YouTube.com and possibly Facebook. Lastly, *Housing 101* is an activity where the Dean of Student Affairs approached Truman SIFE to revamp their website dedicated to informing students about rental housing when moving off-campus. We compiled information concerning what students should consider before moving off-campus, links to potential rental housing and also an apartment seeker's checklist. Overall, we received the highest marks, based on professionalism, timeliness, originality and enthusiasm and the office has expressed interest in working with us in the future.

Students In Free Enterprise (SIFE) is a global,

non-profit organization that is literally changing the world through highly dedicated student teams on more than 1600 university campuses in 40 countries. SIFE offers these students the opportunity to develop leadership, teamwork and communication skills through learning, practicing and teaching the principles of free enterprise, thereby improving the standard of living for millions in the process. Guided by distinguished faculty advisors and supported by businesses around the globe, SIFE Teams teach important concepts through educational outreach projects, including market economics, entrepreneurship, personal and financial success, and business ethics to better themselves, their communities and their countries. SIFE has been helping others achieve their dreams through free enterprise education for more than 25 years. Today SIFE is the world's preeminent and largest university-based free enterprise organization.

If you have any questions, please feel free to contact our president, Jeni Long, jil707@truman.edu, 314-973-0977 or visit our website at sife.truman.edu for more information.

BUSINESS

BRIEFS is a project of the Business Student Executive Council to increase communication between business student organizations and business and accounting majors.

Please send submissions for the next BSEC publication to Lauren Meyer at Imm921@truman.edu

Lauren Meyer, Editor



AMERICAN MARKETING ASSOCIATION

Within the last semester American Marketing Association has been busy completing different projects. The Truman Choice Awards were held in the beginning of February to recognize businesses and professors in our community that make a difference to Truman State students. Another project that is currently being worked on is a pamphlet

encouraging more families within the Kirksville area to become foster parents. The foster child program in the area is having difficulties placing children, and AMA has volunteered to help put together a more successful marketing plan. Towards the end of the spring semester, AMA also hopes to promote Truman spirit by selling t-shirts to the Truman commu-

nity. These t-shirts display athletics here at Truman State and the goal is to bring more support to back our athletes. Overall, American Marketing Association has been busy and hopes to become even more involved on the campus here at Truman State as well as in the Kirksville community.

