

ΠΧ

**PETITON FOR A CHAPTER
CHARTER**

PREPARED BY

ALPHA LAMBDA PHI COLONY

OF THE INTERNATIONAL FRATERNITY

DELTA SIGMA PI

AT THE

**UNIVERSITY OF CALIFORNIA,
SANTA CRUZ**

MARCH 21, 2010

ALPHA LAMBDA PHI
PETITION
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SECTION I.
PETITIONING LETTER

ALPHA LAMBDA PHI
SECTION I.
PETITIONING LETTER

To the Board of Directors:

We, the members of the Alpha Lambda Phi colony at the University of California, Santa Cruz, hereby submit this petition to request association with the international fraternity Delta Sigma Pi.






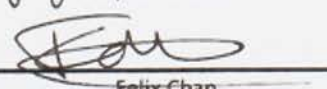






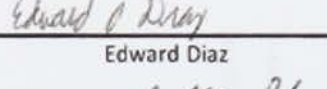
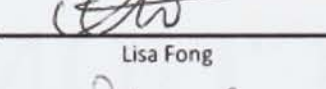
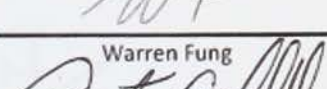

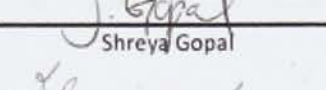
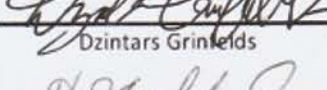

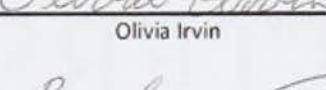
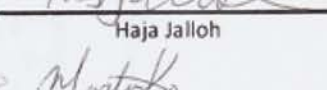

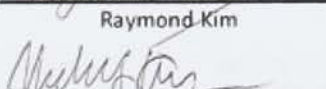
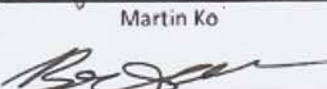

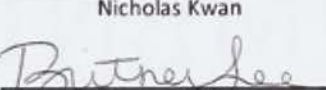
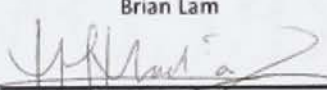
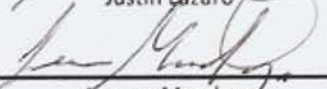
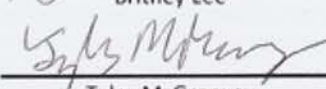






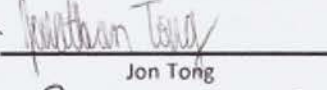

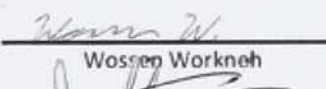


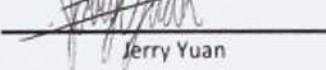
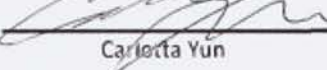



The colony members of Alpha Lambda Phi have successfully completed the requirements of the chartering process, and have also included several other activities throughout. Enclosed please review the required documents necessary to be granted a chapter charter such as letters of recommendation, colony development and member biographies.

By sending this petition, we pledge to abide by the rules and regulations provided by the National Bylaws and the Policies & Procedures.

Thank you for your consideration.

The members of the Alpha Lambda Phi colony:

ALPHA LAMBDA PHI
SECTION I.
PETITIONING SIGNATURES

| | | |
|---|---|---|
|  Erica Armlin |  James Arnoldus |  Stephanie Baure |
|  Sora Boer |  Eric Bravo |  Felix Chan |
|  Peter Chan |  Philana Chan |  Kenneth Chen |
|  Jeff Chiang |  Cedille Crisostomo |  Allie Deaton |
|  Edward Diaz |  Lisa Fong |  Warren Fung |
|  Crystal Garcia |  Shreya Gopal |  Dzintars Grinelds |
|  Bryan Heredia |  Olivia Irvin |  Haja Jalloh |
|  Bryan Kiang |  Raymond Kim |  Martin Ko |
|  Vikki Kong |  Nicholas Kwan |  Brian Lam |
|  Justin Lazaro |  Britney Lee |  Mike Madriaga |
|  Joanna Mendoza |  Tyler McGreevey |  Romell Moore |
|  Krystal On |  Blanca Pina |  Vicky Pramana |
|  Carolyn Rojsutivat |  Katrina Thanh |  Jon Tong |
|  Thomas Tran |  Wossen Workneh |  Stephanie Wu |
|  Angela Yang |  Jerry Yuan |  Carlotta Yun |

SECTION II.
LETTERS OF
RECOMMENDATION

**ALPHA LAMBDA PHI
SECTION II: LETTER OF RECOMMENDATION
CHAIR OF THE DEPARTMENT OF ECONOMICS**

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

BERKELEY • DAVIS • IRVINE • LOS ANGELES • RIVERSIDE • SAN DIEGO • SAN FRANCISCO



SANTA BARBARA • SANTA CRUZ

KENNETH KLETZER
CHAIR AND PROFESSOR OF ECONOMICS
DEPARTMENT OF ECONOMICS
SANTA CRUZ, CALIFORNIA 95064

PHONE: (831) 459-3407
FAX: (831) 459-5077
EMAIL: KKLETZER@UCSC.EDU

March 15, 2010

Selection Committee
Delta Sigma Pi
330 South Campus Avenue
Oxford, OH 45056-0230

Re: Alpha Lambda Phi Colony Qualification

Dear Colleague:

It is my pleasure to recommend the advancement of Alpha Lambda Phi colony at the University of California, Santa Cruz, to chapter status in your professional business fraternity. Over the current academic year, I have advised the colony in my capacity as Chair of the Department of Economics.

I am very impressed by how rapidly the Delta Sigma Pi colony has built an active membership and by the large number of activities they have already undertaken. This is the most successful launching of a student organization I have witnessed. The professionalism of the membership and leadership of the colony is exceptional by any standards. In their application, they list the large number of events and activities they have undertaken in just the months since their start in fall 2009. This is impressive, and the organization is one hundred percent student run. Please allow me to attest to the high level of engagement and enthusiasm of the membership. This is a truly exceptional group of students who are serious about their career future, committed to the organization and attuned to professional activities.

Our department offers a Business Management Economics (BME) major along with an Economics major and an international relations/economics oriented Global Economics major. Our department graduates the most majors of any on campus, and the BME major is the largest single major at UC Santa Cruz. At any time, there are approximately a thousand BME majors on campus. This provides a large base for membership in a chapter of Delta Sigma Pi. The benefits to our campus from a chapter include providing opportunities for our students to learn networking skills, meet business professionals and gain career insights and guidance. We will also benefit from the organizational skills of the students who select to participate in a professional fraternity and the community activities that they are already providing to the campus and local community.

ALPHA LAMBDA PHI
SECTION II: LETTER OF RECOMMENDATION
CHAIR OF THE DEPARTMENT OF ECONOMICS

The charter group of students in the Alpha Lambda Phi colony is exceptional. Their organizational skills, professional attitudes and enterprising spirit all make the colony a success and provide a starting point for a large and successful chapter.

I heartily recommend qualifying Alpha Lambda Phi as a chapter of Delta Sigma Pi.

Sincerely,



Kenneth Kletzer

ALPHA LAMBDA PHI
SECTION II: LETTER OF RECOMMENDATION
COLONY ADVISOR

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

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SANTA CRUZ, CALIFORNIA 95064

Robert J. Shepherd, C.P.A.
Senior Lecturer with
Security of Employment
Economics Department
Engineering II
(831) 459-5080

March 17, 2010

Subj: Charter Chapter for Alpha Lambda Phi - UCSC

To Whom It May Concern:

As Senior Lecturer S.O.E. at the University of California, Santa Cruz and Colony Advisor for Alpha Lambda Phi, I am pleased to send this letter to recommend that the colony become a chapter of Delta Sigma Pi. I am the founder and director of the accounting program at UC Santa Cruz, which has grown to be one of the largest accounting programs in Northern California and believe that a business fraternity at the university will be a valuable addition to the various business programs offered here.

Early in the quarter of Fall 2009, I was approached by a couple of individuals who requested that I become an advisor for their Delta Sigma Pi colony, Alpha Lambda Phi. It commenced as a small group and after two quarters, expanded to a solid, dedicated collection of forty-seven members. I had the opportunity to instruct many of the colony members in my introductory and intermediate accounting courses, and I am proud to say that are all like-minded, ambitious individuals. The many opportunities I was given to work with them reflected their professionalism and academic excellence.

Alpha Lambda Phi has been a very well rounded colony. Not only do they strive to hone their professional skills, they also give back to the community by participating in various service events and also reach out to the Economics Department in order to establish a good relationship. Though immersed in all of the aforementioned activities, Alpha Lambda Phi strives for academic excellence by hosting study hours and offering awards for academic achievements. The colony members have managed to maintain and even for some, improve their academic standing while taking the challenging tasks of fulfilling the requirements to charter.

I believe establishing a Delta Sigma Pi chapter at UC Santa Cruz will greatly benefit the student body and the Economics Department. The Economics Department is growing rapidly as more students enroll in UC Santa Cruz with the aspiration of entering the business world. Delta Sigma Pi will unite students from various backgrounds and provide them with valuable professional skills and experiences that are unattainable in class lectures. It allows them to foresee the competitive and aspiring business world before graduating from UC Santa Cruz. In addition, Delta Sigma Pi is a criterion that will assist the members to stand out and shine as an individual. An established chapter at UC Santa Cruz will truly bring professionalism to the university as a whole.

Sincerely,


Robert J. Shepherd

ALPHA LAMBDA PHI
SECTION II: LETTER OF RECOMMENDATION
BAY AREA REGIONAL VICE PRESIDENT



Delta Sigma Pi

America's Foremost Professional Business Fraternity

March 14, 2010

Delta Sigma Pi
330 South Campus Ave
Oxford, OH 45056

To the Board of Directors:

It is my pleasure to recommend the Alpha Lambda Phi colony for chartering at the U.C. Santa Cruz campus. The colony members have shown strong determination to not only meet but exceed the standards required to become a part of our fraternity. Upon my first meeting and interaction with the colony I was thoroughly surprised at the level of professionalism and drive of these students to become a chapter in our fraternity.

Over the past year, the colony has made an immense presence on campus through their professional and service program. Through professional events they have reached out to numerous professionals as well as Deltasig Alumni to provide their professional expertise and advice for our members. They have increased their presence on campus and in our region by supporting events hosted by other chapters in the region and while bonding amongst themselves as they build the brotherhood in the colony.

The colony has had excellent attendance to both regional and national fraternity events including the LEAD Conference at Newport Beach, CA, Western Provincial LEAD Conference in El Paso, TX and colony members are expected to attend Western Regional Initiation Banquet at the end of April in Berkeley, CA.

As you will see in this petition, the members of the Alpha Lambda Phi colony have worked hard to prove themselves worthy to become the next chapter in Delta Sigma Pi. The colony has been a tremendous asset to the region and I can only imagine the positive impact they will bring to our fraternity and the U.C. Santa Cruz campus once the chapter is installed and its members are initiated as brothers.

Thank you for your consideration.

Fraternally,

Sanjay Trivedi
Regional Vice President
Bay Area Region

ALPHA LAMBDA PHI
SECTION II: LETTER OF RECOMMENDATION
ALPHA LAMBDA PHI DISTRICT DIRECTOR



Delta Sigma Pi

America's Foremost Professional Business Fraternity

March 21, 2010

Delta Sigma Pi Central Office
330 South Campus Avenue
Oxford, OH 45056

To the Board of Directors:

As you review the following petition for Alpha Lambda Phi, you will witness why my admiration for the colony members has reached such a high level. The colony's maturation process has evolved to a point where they are now prepared to become a chapter of Delta Sigma Pi.

In their quest to become members of Delta Sigma Pi, the colony has achieved the requirements to become a chapter, as well as surpassing the expectations of a colony. Since its formation, the colony has become a fixture in the Bay Area Region, attending numerous regional events and participating in other chapter's activities. In addition, members have attended the LEAD School in Newport Beach and the Western Provincial Conference in El Paso, TX.

The colony's events have been excellent, developing a mix of professionalism, service to the community and social activity. Most of their events are attended by most of the colony members and in doing so; they have created a bond and strength amongst themselves that prepares them as a chapter.

In granting the colony's petition to become a chapter, we are strengthening the fraternity as a whole by adding to its wealth of brothers. Bringing leadership, excellence in scholarship and knowledge of new resources, the colony members will further progress the fraternity.

As their district director, I have been amazed by the colony and its members. No matter the advice or deadline reminder that I gave, the colony was already on top of it. Their interest in Delta Sigma Pi and their drive to create a chapter has been an inspiration to me and I would be extremely proud to call them brothers.

I hope that you too will find the activities of the Alpha Lambda Phi colony worthy of installation. Thank you for your consideration.

Fraternally,

Chuck Brown
District Director

ALPHA LAMBDA PHI
SECTION II. LETTER OF RECOMMENDATION
DEPARTMENT OF ECONOMICS MANAGER

UNIVERSITY OF CALIFORNIA

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SANTA CRUZ, CALIFORNIA 95064

Jo Ann McFarland, MSO
Economics Department
401D Engineering 2 Building
Santa Cruz, CA 95064
(831) 459-4849; FAX: (831) 459-5077
email: joann@ucsc.edu

March 19, 2010

To Whom It May Concern:

This letter is on behalf of the students at UCSC who are in the process of petitioning to become a recognized chapter with Delta Sigma Pi, an international business fraternity.

In my role as Economics MSO (management service officer, also called Department Manager), over the past 10+ years, I have been approached by different economics students, individuals as well as small groups, who have ideas about forming a 'club'. The regularity of these contacts is about one per year, or so. Often, but not always, I am the first contact in the department for students. The objectives that I help to facilitate are: finding faculty who are interested in supporting and mentoring student groups; advice on selecting appropriate dates for events that include faculty attendance; review requests for funding and make allocations.

In addition to the information above, as department manager I have oversight of the department's budgets, curriculum and leave planning, academic personnel and recruitment, undergraduate and graduate programs, staff recruitment and supervision. This is a multi-faceted operation and requires a consultative approach to management.

I became aware of Delta Sigma Pi approximately a year ago when student organizers approached the UCSC Economics Department to provide information and ask for sponsorship. Department Chair, Professor Kenneth Kletzer, agreed to sponsor the group. From the beginning, the students affiliated with the group have demonstrated strong organizational skills as well as an ability to articulate their vision, purpose and plans. The students have distinguished themselves from some of the other groups by having an organizational structure that helps to facilitate their success. Moreover, they are an extremely focused group with a clear agenda. Recently, they hosted a faculty luncheon. The students present were extremely professional in their demeanor, and their presentation to the faculty was very well done. It made many faculty, the advising staff, and me, proud of the students who are affiliated with our department. One faculty member told the students, "Is there something we [the faculty] can do to help you?"

Students of this caliber not only have been a privilege to meet, they also add another layer of education that is not classroom-based. Their proactive approach to form a business fraternity that is (in part) focused on developing relationships with the faculty and with like-minded students has been an exciting and fruitful experience for all. It is value-added for the current and future UCSC business majors, and creates a culture that engages faculty, students, and sometimes graduate students.

Please do not hesitate to contact me should you need any further information.

Sincerely,

A handwritten signature in cursive script that reads "Jo Ann McFarland".

Jo Ann McFarland, Manager
Department of Economics

SECTION III.
UNIVERSITY HISTORY

ALPHA LAMBDA PHI
SECTION III: UNIVERSITY HISTORY
FOUNDING

The Founding

Founded in 1965 the University of California: Santa Cruz was established along with two other UC campuses, the University of California: Irvine and San Diego. Today UCSC is divided into ten smaller sub-colleges; their intent is to create the intimacy of a smaller populated college while still having the vast resources of a larger university. The first of these sub colleges to be founded was Cowell in 1965, soon to be followed by Stevenson (1966), Crown (1967), Merrill (1968), Porter (1969), Kresge (1971), Oakes (1972), Eight (1972), Nine (2000), and Ten (2002). The roads that run through the campus are named after the UC Regents that voted in favor of establishing the University of California, Santa Cruz.

Built within one of the most gorgeous territories of the California region, UCSC's broad 2,001 acre campus is bordered by the Harvey West Park, Pogonip Open Space Preserve, Henry Cowell Redwoods State Park, Gray Whale Ranch, and a portion of both the Wilderness Ranch State Park and Cowell Family Ranch. Many of the old and new shrines that cover UCSC's campus and surrounding forests hold centuries of history affiliated with the school's growing territory. Preserved lime kilns long partially consumed by redwoods and moss, date back to the 19th century during the gold rush, marking the beginning of the city of Santa Cruz's establishment and creation.



ALPHA LAMBDA PHI
SECTION III: UNIVERSITY HISTORY
MAJOR AND GROWTH DEVELOPMENT

Major and Growth Development

Since its inception in 1965, UC Santa Cruz has grown to house over 16,000 students amongst its ten different colleges. There are sixty majors currently available to undergraduates and over thirty academic fields of study for those seeking graduate certificates, masters, and doctoral degrees. Each student is encouraged to become an active part of their affiliated college which has proven to be a great success for those looking to participate in the many social and academic opportunities UC Santa Cruz offers.

With programs that are nationally and globally acclaimed, UC Santa Cruz is recognized for its significant contributions to the body of research that has earned the University of California the ranking as the foremost public research institution in the world. By developing close relationships with public and private groups in the Silicon Valley, UC Santa Cruz is regarded for its commitment to providing opportunities for research and careers amongst those interested in this sector. Additionally, the campus is host to the institutes of Marine Sciences and Particle Physics, the Multicampus Research Unit at Lick Observatory, and the Center for Information Technology Research in the Interest of Society (CITRIS).

As UC Santa Cruz continues to grow, plans are being made to further the needs of students by expanding current resources for housing and research. With increasing enrollment and the desire for distance learning, the campus has developed and ratified a Long Range Development Plan that will call for additional facilities on and off campus. Most recently, there has been the development of the Silicon Valley Center which is currently located at the NASA Ames Research Park and is currently providing cutting edge research to the Silicon Valley. Having already benefitted greatly from public and private grants, UC Santa Cruz is poised to increase its presence locally and abroad on behalf of its committed faculty, staff, and students.

ALPHA LAMBDA PHI
SECTION III: UNIVERSITY HISTORY
ENROLLMENT STATISTICS

| Major Division | Major Department | Major Type | Equivalent Headcount | Percent |
|--------------------------------------|---------------------------------------|------------|----------------------|---------|
| Art Division | Art | Declared | 573.3 | 3.9% |
| | | Proposed | 33.7 | .2% |
| | Total Art Major | | 607 | 4.1% |
| | Film and Digital Media | Declared | 240.7 | 1.6% |
| | | Proposed | 185.5 | 1.3% |
| | Total Film and Digital Media | | 426.2 | 2.9% |
| | History of Art & Visual Culture | Declared | 100.8 | .7% |
| | | Proposed | 43.5 | .3% |
| | Total History of Art & Visual Culture | | 144.3 | 1% |
| | Music | Declared | 68.3 | .5% |
| | | Proposed | 77.8 | .5% |
| Total Music | | 77.8 | .5% | |
| Total Art Division | | 1488.7 | 10.2% | |
| School of Engineering | Bio-molecular Engineering | Declared | 19 | .1% |
| | | Proposed | 13.3 | .1% |
| | Total Bio-molecular Engineering | | 32.3 | .2% |
| | Computer Engineering | Declared | 90.5 | .6% |
| | | Proposed | 91.5 | .6% |
| | Total Computer Engineering | | 182 | 1.2% |
| | Electrical Engineering | Declared | 57.2 | .4% |
| | | Proposed | 86.5 | .6% |
| | Total Electrical Engineering | | 143.7 | 1% |
| | Bioengineering | Declared | 35 | .2% |
| | | Proposed | 38 | .3% |
| | Total Bioengineering | | 72 | .5% |
| | Information System Management | Declared | 40.8 | .3% |
| | | Proposed | 30.3 | .2% |
| Total Info system Management | | 71.1 | .5% | |
| Total School of Engineering Division | | 882.4 | 6.0% | |
| Humanities Division | American Studies | Declared | 91.2 | .6% |
| | | Proposed | 20.7 | .1% |
| | Total American Studies | | 111.8 | .8% |
| | Feminist Studies | Declared | 91.7 | .6% |
| | | Proposed | 36.5 | .2% |
| | Total Feminist Studies | | 128.2 | .9% |
| | Classical Studies | Declared | 10.3 | .1% |
| | | Proposed | 9.3 | .1% |
| | Total Classical Studies | | 19.6 | .2% |
| | German Studies | Declared | 8.5 | .1% |
| Proposed | | 3.7 | 0% | |
| Total German Studies | | 12.2 | .1% | |

ALPHA LAMBDA PHI
SECTION III. UNIVERSITY HISTORY
ENROLLMENT STATISTICS

| | | | | |
|---|--------------------------------------|----------|--------|------|
| Humanities Division | History | Declared | 269.8 | 1.8% |
| | | Proposed | 157.3 | 1.1% |
| | Total History | | 427.1 | 2.9% |
| | Linguistics | Declared | 205.3 | 1.4% |
| | | Proposed | 13.3 | .8% |
| | Total Linguistics | | 323.4 | 2.2% |
| | Literature | Declared | 423 | 2.9% |
| | | Proposed | 375.1 | 2.6% |
| | Total Literature | | 798.1 | 5.4% |
| | Philosophy | Declared | 114.8 | .8% |
| Proposed | | 67.5 | .5% | |
| Total Philosophy | | 182.3 | 1.2% | |
| Total Humanities Division | | 2002.9 | 13.7 | |
| Physical and Bio Sciences Division | Chemistry & Biochemistry | Declared | 203.3 | 1.4% |
| | | Proposed | 230.8 | 1.6% |
| | Total Chemistry & Biochemistry | | 434.2 | 3.0% |
| | Earth and Planetary Sciences | Declared | 102.5 | .7% |
| | | Proposed | 56.6 | .4% |
| | Total Earth & Planetary Science | | 159.1 | 1.1% |
| | Ecology & Evolutionary Biology | Declared | 391.3 | 2.7% |
| | | Proposed | 474.7 | 3.2% |
| | Total Ecology & Evolutionary Biology | | 866 | 5.9% |
| | Mathematics | Declared | 123.7 | .8% |
| | | Proposed | 79.3 | .5% |
| | Total Mathematics | | 203 | 1.4% |
| | Mol/Cell Developmental Biology | Declared | 710.7 | 4.8% |
| | | Proposed | 593.6 | 4.0% |
| | Total Mol/Cell Developmental Biology | | 1304.3 | 8.9% |
| Physics | Declared | 32.8 | .2% | |
| | Proposed | 125.2 | .9% | |
| Total Physics | | 258.1 | 1.8% | |
| Total Physical & Bio Sciences Division | | 3224.6 | 22% | |
| Social Sciences Division | Anthropology | Declared | 264.2 | 1.8% |
| | | Proposed | 128.1 | .9% |
| | Total Anthropology | | 392.3 | 2.7% |
| | Community Studies | Declared | 170 | 1.2% |
| | | Proposed | 104 | .7% |
| | Total Community Studies | | 274 | 1.9% |
| Economics | Declared | 103 | .7% | |

ALPHA LAMBDA PHI
SECTION III. UNIVERSITY HISTORY
ENROLLMENT STATISTICS

| | | | | |
|---|---------------------------------------|----------|---------|-------|
| Social Sciences Division | | Proposed | 118 | .8% |
| | Total Economics | | 221 | 1.5% |
| | Business Management Economics | Declared | 582.7 | 4% |
| | | Proposed | 547.8 | 3.7% |
| | Total Business Management Economics | | 1130.5 | 7.7% |
| | Global Economics | Declared | 91.8 | .6% |
| | | Proposed | 69.3 | .5% |
| | Total Global Economics | | 161.1 | 1.1% |
| | Environmental Studies | Declared | 456.2 | 3.1% |
| | | Proposed | 267.9 | 1.8% |
| | Total Environmental Studies | | 724.1 | 4.9% |
| | Latin American and Latino Studies | Declared | 113.8 | .8% |
| | | Proposed | 43.8 | .3% |
| | Total Latin American & Latino Studies | | 157.7 | 1.1% |
| | Politics | Declared | 366.1 | 2.5% |
| | | Proposed | 309.1 | 2.1% |
| | Total Politics | | 675.1 | 4.6% |
| | Psychology | Declared | 1017.4 | 6.9% |
| | | Proposed | 408.7 | 2.8% |
| | Total Psychology | | 1426.1 | 9.7% |
| Sociology | Declared | 194.2 | 1.3% | |
| | Proposed | 259.4 | 1.8% | |
| Total Sociology | | 453.6 | 3.1% | |
| Total Social Sciences Division | | 5634.8 | 38.4% | |
| Undeclared | Undeclared | | 1418.3 | 9.7% |
| University | Major Total | | 7754.2 | 52.9% |
| | Proposed Total | | 6907.3 | 47.1% |
| | TOTAL | | 14661.5 | 100% |

ALPHA LAMBDA PHI
SECTION III. UNIVERSITY HISTORY
PHOTOS OF THE UNIVERSITY



ALPHA LAMBDA PHI
SECTION III: UNIVERSITY HISTORY
PHOTOS OF THE UNIVERSITY



ALPHA LAMBDA PHI
SECTION III: UNIVERSITY HISTORY
PHOTOS OF THE UNIVERSITY



**SECTION IV.
DEPARTMENT OF
ECONOMICS**

ALPHA LAMBDA PHI
SECTION IV: DEPARTMENT OF ECONOMICS
HISTORY

Delta Sigma Pi takes pride in being coined as “America’s foremost professional business fraternity.” The Alpha Lambda Phi colony on the campus of the University of California at Santa Cruz, are proud to support this claim with an enriched and distinguished Economics Department. The Economics Department was founded in 1965 but it was not until the 1990’s that the department began to grow. Global Economics, one of the smaller and more specialized majors was not introduced until 1995 and shortly after in 1998, the now popular Business Management Economics Major was established.

The Economics Department includes the majors of Business Management, Economics, Global Economics, as well as Business Management with an emphasis in Accounting. These economics majors have become vastly popular among an undergraduate population that is often stereotyped as a liberal arts and natural sciences crowd. Thanks to the strategic structure of the curriculum and the blended topics of both economics and business management, people are beginning to look at UCSC not only as a prestigious higher learning center but also one with an esteemed Economics Department. In fact, just last year the RPEC (Research Papers in Economics) ranked the University of California, Santa Cruz sixth in the world for research in international finance. According to the article, many of the UCSC economists are within the “top 5 percent of economists in international finance.”

The majors are designed to lead students to careers in the broad world of economics. These include jobs in areas such as marketing, accounting, and finance. The selection of business and economics classes are vast and broad, covering theories of economics, statistical analysis, accounting, as well as subjective matter. Also within the department is what is called the Pathway Program. The program allows students to earn their Bachelor of Arts in Economics from their home campus and their Masters Degree in Applied Economics and Finance with a fifth year at UCSC. This program is combined with UC Los Angeles, UC Berkeley, and UC Davis. It is an intense program, since students will be working towards their bachelors degree while taking graduate student classes. UC Santa Cruz is proud to be a home to this program while further validating the strength and decorating an already esteemed program.

The economics department here at the University of California at Santa Cruz supports their students with kind and open faculty. By establishing Delta Sigma Pi on campus, the bond between the faculty and those within the fraternity will be stronger through our faculty relations. Because of the department’s growing popularity and strength, Delta Sigma Pi is guaranteed to flourish in the future with bright, intelligent, and worthy students.

**SECTION V.
COLONY
DEVELOPMENT**

**SECTION V.
COLONY DEVELOPMENT**

**PART A.
SUMMARY**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART A. SUMMARY

Establishment of the Colony:

It was March when the letter of intent was sent in by two individuals in order to initiate the chartering process for Alpha Lambda Phi Colony of Santa Cruz, CA. Initially, the process of recruiting new members and spreading the word was slow, and eventually the colony shrank to a devastating four.

However, when the fall quarter began, the four remaining individuals set out to find new members. They hosted a recruitment week filled with events and their first official general meeting of the academic year was held in October where applications were accepted and interviews were scheduled for executive positions. As the first wave of interviews occurred, they successfully recruited half of the current officers and quickly acquired the rest through a second wave of interviews. In the end the executive committee consisted of fifteen officers.

The fall quarter was primarily for the colony members to market the fraternity to the University and its students, planning professional and community service events, and also getting the colony organized as a whole. Interested students began flooding in, attending the general meetings and events planned by the colony. At the end of the quarter, the colony had obtained a colony advisor, completed three professional and community service events, formed committees, and established a great group of dedicated students.

When winter quarter began, the colony was well aware that it would be an extremely packed quarter with plenty of events planned. In addition to the upcoming recruitment week, planned events included professional, community service, faculty relations, fund raising, and social events. In addition to development of the colony, the members were excited to meet brothers from other chapters. The colony quickly gained support from nearby chapters and also met other brothers outside of the Bay Area Region at LEAD schools.

**SECTION V.
COLONY DEVELOPMENT**

**PART B.
PROFESSIONAL ACTIVITIES**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART B. PROFESSIONAL ACTIVITIES
INTERNSHIP WORKSHOP

Early in the school year, the Alpha Lambda Phi colony hosted an internship workshop presented by Katrina Cope from the campus Career Center. The event took place at Jack Baskin Engineering and was an open event to members and outside parties. Katrina presented on steps about finding an internship and looking through campus resources.

Katrina Cope is one of the head career advisors at the campus Career Center. She has many years of experience in advising and has been a long time UC Santa Cruz employee. The Career Center is a free resource for UC Santa Cruz students and alumni and they help hundreds of students every week to look for internships, jobs and academic opportunities like research programs and graduate programs.

Katrina's presentation consisted of introducing the career website and how to navigate it. She also talked about basic information of what an internship is, its purpose and the types of areas of the work force that are available. She also had several students briefly talk about their personal experiences on working at various internships and how they benefited from it.

The main highlight of the event was demonstrating the extent of the available resources the campus offered and how finding any internship or job was possible. The demonstration was extremely helpful for students attempting to find their dream internship by using the career center website as a useful tool.

It impacted our members by giving us a place to start looking for an internship. In the current job market where finding an one can be difficult and extremely competitive, this presentation helped give members a resource to hopefully find and get accepted to an internship program. At Delta Sigma Pi, our main goal is to help our members become professionals, and one of the key aspects is helping them find a career path that is most relevant to their interests and goals.

Katrina's presentation was very useful and the Alpha Lambda Phi colony will continue to correspond with Katrina for future work-related workshops and presentations. Her presentations were excellent and extremely resourceful and we hope to have her again to give us more insight on work-related topics.

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART B. PROFESSIONAL ACTIVITIES
ERNST & YOUNG-ACCOUNTING

Alpha Lambda Phi hosted a presentation with Ernst & Young in Jack Baskin Engineering at the University of California, Santa Cruz campus. The event was for all Alpha Lambda Phi members including any other interested parties.

Headquartered in New York, Ernst & Young is one of the largest professional services firms in the world—internationally leading in tax services, assurance, advisory services, transaction, and strategic growth markets. They are one of the “Big Four” globally known accounting firms, along with KPMG, PricewaterhouseCoopers, and Deloitte. Ernst & Young has been on Fortune’s “100 Best Companies to Work For” list for twelve consecutive years and was ranked the 10th largest private company in the United States by Forbe’s magazine.

In the presentation, the Ernst & Young representatives spoke about various aspects of themselves such as their educational background, where they grew up, their daily work routine, what the employers do, their current clients, and the description of an accountant’s job. They went into detail and described what exactly they do every day. From this presentation, many members grasped a better understanding of what an accountant does on a daily basis and saw if they were interested in the field of accounting. Because of this presentation, some members have decided to put an emphasis of accounting within their major. Ernst & Young’s presentation helped the audience, especially Alpha Lambda Phi members who are interested in accounting, network and guide them to the accounting field they want to pursue.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART B. PROFESSIONAL ACTIVITIES
MARS FOOD INC-TIM FARNO

One of the main purposes of professional events is to help our members become more familiar with career paths and opportunities. Tim Farno is Vice President and General Manager at Mars Foods Inc., makers of candy bars like Snickers and M&Ms amongst other things. During Tim's presentation, he spoke about the food industry, working in a global market, and what he does for a living.

Mars food is one of the largest food companies in the world and is currently the number one candy manufacturer. They produce everything from candy like Snickers to food items like Rice-A-Roni. Tim Farno has been with Mars Food Inc. for over 20 years, starting there right out of college. He's worked through the ranks of marketing and sales and to eventually become the Vice President and General Manager of the Mars Food division.

During Tim's presentation, he mainly talked about working in the food industry and the many challenges and competitiveness it presents. He spoke the difficulties in the various fields he worked in like sales and marketing, but also the great rewards and benefits from working in those specific fields. Tim then spoke about his current position and job and how it has helped him grow as a person and as a professional. He also spoke of the difficulties of being a vice president and the many pressures and stresses it comes from it.

The main highlight of Tim's presentation is his life story. He came from a very modest background and was simply a business major. But through perseverance and his ambitiousness, he was able to work through the ranks and become the successful business man he is today. Tim's story and examples served as a source of inspiration to members to hopefully become as successful as he did. As a colony, his presentation helped us understand the difficulties of working in the business world, but also the great rewards and benefits of working in a tough environment.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART B. PROFESSIONAL ACTIVITIES
GRADUATE SCHOOL PROGRAMS

On January 12, 2010, the members of the Alpha Lambda Phi colony hosted a professional event on Graduate School Programs presented by Kenneth Kletzer, Department Chair of Economics at University of California, Santa Cruz.

Graduate school opens doors of opportunities for people. In a graduate school program, individuals may expand their knowledge, acquire new skills, and round out their undergraduate education. To learn more about graduate school, the Alpha Lambda Phi colony invited Kenneth Kletzer to speak at University of California, Santa Cruz. The professional events committee personally contacted the Economics Department to have Kenneth Kletzer speak about his knowledge on graduate schools. This event was open to the entire University of California, Santa Cruz campus, and was held at the Cowell Conference Room. Colony members and other interested outside parties attended this event.

Kenneth Kletzer has been the Department Chair of Economics at University of California, Santa Cruz since 1992. He graduated from Stanford University with a BS in Mathematics and from the University of Washington with a MS in Physics. He obtained his Ph.D. of Economics at University of California, Berkeley.

Kletzer began his presentation by telling his personal story of how he obtained his Ph.D. in Economics and eventually became the Department Chair of Economics. His main point showed that it is common for college students to graduate and still be unsure about their future. Just like Kletzer himself, he went from a Mathematics/Physics degree to an Economics Ph.D. Also in his presentation, Kletzer talked about the advantages of attending graduate school and walked through the admissions process. He went over the different types of economic programs offered at several universities.

The colony and other prospective members asked Kletzer various questions regarding the application process of graduate schools and how to become a stronger applicant. Members are now aware of available opportunities they can pursue in the future. The presentation gave the Alpha Lambda Phi colony a beneficial insight about several different graduate school programs and how to apply to graduate school.

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART B. PROFESSIONAL ACTIVITIES
PANDORA INTERNET RADIO-SALES PLANNER

On February 2, 2009, the Alpha Lambda Pi Colony hosted a professional event with Calvin Yu, Sales Planner from Pandora Internet Radio. Calvin Yu gave a presentation that focused on his personal journey, marketing, information about Pandora, and how to find and get jobs. It was followed by a question and answer session where members asked Calvin Yu questions regarding Pandora and internships. This informative presentation occurred at Porter College on the campus of University of California, Santa Cruz, and was attended by all colony members.

Calvin Yu is a graduate of DePaul University in Chicago, during which he had various internships. Following his graduation he started working in sales. He stressed the importance of networking and making use of the people you know to find jobs. He got his job in sales for Pandora Internet Radio through his interaction with the company while at his prior job. This illustrated the importance of building business relationships.

Calvin covered a lot of topics in the presentation. He explained marketing, and how there are buyers and sellers. Having worked in both categories, he explained the differences and what can be expected of working in those two fields. He talked about internships, and the difficulty of searching for good ones. Calvin also discussed the difficulty of post-college job searches. He stressed the importance of applying to many positions, as it can be difficult to find a job, especially in a depressed job market. He explained how important the resume is, and how it should make a job seeker stand out. He linked it to marketing, and how the product is the job seeker. It is important to sell oneself and have their resume stand out in a crowd.

Calvin also talked about his company, Pandora Internet Radio, and the sales/marketing work he does for them. He outlined the company's goals, competitors, history, and what it provides. Yu had to help the company develop a revenue stream from advertising, and he discussed the unique ideas they had to draw buyers. The idea is to not have the website users annoyed and distracted with the advertising, but rather to have them interact with it.

As a fairly recent graduate, Calvin Yu was able to connect with an audience concerned about finding jobs once they graduate. As a business major, he was able to relate to everyone in the room, particularly those interested in marketing/sales. He offered a lot of valuable advice, and the colony members learned a lot. The audience was engaged throughout the event; it was highly successful and created a lasting impact.

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SECTION V. COLONY DEVELOPMENT
PART B. PROFESSIONAL ACTIVITIES
PANDORA INTERNET RADIO-SALES PLANNER
PHOTOS FROM EVENT



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART B. PROFESSIONAL ACTIVITIES
CISCO SYSTEMS COMPANY TOUR

On February 19, the Alpha Lambda Phi colony was privileged enough to go on a tour of Cisco Systems in San Jose. Cisco is the largest provider in networking and video conferencing technology in the world. The professional events committee was able to connect with Jose Solorio, a Cisco project manager, to host a tour for us. The event was attended by both students outside of Delta Sigma Pi as well as members in the Alpha Lambda Phi colony. The tour mainly consisted of technologies at Cisco, working at Cisco, and different types of jobs offered at Cisco.

Cisco Systems is the largest provider in networking solution. After its beginnings with the development of their famous router products, they are now a global multi-billion dollar company. Our main host was Jose Solorio, project manager, who started his internship with Cisco through UC Santa Cruz. Our other hosts were Brian Weir, intern, and Alice Tang, University Initiatives.

The first part of the tour began with all of our hosts talking about working at Cisco from various perspectives. All had emphasized that Cisco is a great company to work for and encouraged everyone to work there someday. The next part of the tour was a telepresence demonstration which connected 3 parties from 3 different remote locations into a single conference that replicated a lifelike and real feel. The telepresence demonstration showed the technology of video conferencing and how it can have a significant global impact in conducting business and helping reduce companies' environmental impact. The final part of our tour was viewing the technical assistance center where technicians replicate and troubleshoot major clients' networking problems.

The highlight of the event was the Cisco telepresence demonstration. Telepresence costs over \$200,000 per room. It was a truly unique and rare experience because not many companies have this solution yet. The members gained some insight about working at Cisco and what it was like to work there. It gave members a perspective about doing work like project management can be a relevant career for them in the near future.

The Cisco tour was very insightful and educational and helped our members understand how businesses were doing work and where technology is heading. It also presented what kinds of opportunities were available at a company like Cisco.

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART B. PROFESSIONAL ACTIVITIES
FRANK SONG

On February 23, 2010 Alpha Lambda Phi hosted an event with Frank Song, the youngest real estate agent in California. The event was held at Classroom Unit 1 at the University of California, Santa Cruz campus. Mr. Song presented his accomplishments in life thus far and gave tips to succeed in the business world.

Mr. Song, who got his real estate license at the age of eighteen, is now working at Wynand Financial. He began his presentation by discussing his background of how he got to his current position. Mr. Song was financially unstable and at times, did not even have a home. He was working full-time in addition to attending high school full-time. While in high school, a friend told Mr. Song about investment bankers. He Googled “investment banking” and it sparked him an interest. Mr. Song stressed the importance of going out of one’s way to search for a job or internship because of the unstable economy. Next, he showed us how to write a well written resume and pointed out the characteristics recruiters look for. Mr. Song showed samples of well written and poorly written resumes. His overall presentation was educational and insightful.

As college students, many Alpha Lambda Phi colony members are beginning their careers starting now or within the next few years. Mr. Song’s presentation helped them prepare for this. They now know what to write on their resumes as well as making it look appealing. Mr. Song’s background also inspired many people. As a man with no home and no connections, he still grew up to be a successful businessman. It taught the audience that anything is possible as long as one works hard for his or her position. Alpha Lambda Phi is thankful that Mr. Song was able to come and organize a very informational presentation. We look forward in hearing from him in the future and congratulate him for his success.



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FRANK SONG
PHOTOS FROM EVENT



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART B. PROFESSIONAL ACTIVITIES
MICROSOFT COMPANY TOUR

On February 26, the Alpha Lambda Phi colony was given the opportunity to visit and tour the Microsoft Silicon Valley campus in Mountain View. Due to the limited space, the tour was restricted for only members. It was a great opportunity to visit and see first-hand how a world class company like Microsoft operates and where software we use everyday comes from. The Professional Events committee was able to reach out to Debbie Janes, who was our main host and contact at Microsoft.

Microsoft is one of the largest software companies in the world, headquartered in Redmond, WA. They are a globally recognized brand, making popular software like Office and Windows. The tour was primarily hosted by Debbie Janes who is a Director of Sales; along with Kenny Spade, Academic Developer Evangelist; Kevin Gates, a technology architect; and John Rodrigues, program manager. Our hosts discussed various aspects of Microsoft, what it is as a company, what each of their hosts does for a living, what Microsoft looks for in a candidate, and what the future of technology will be.

The Microsoft tour was fast paced and exciting. We started our tour with a presentation from our hosts with an introduction about Microsoft, work opportunities offered at this company, and each host's personal experience working at Microsoft. We then toured the sales area where Microsoft showcases their latest and greatest technologies to customers and consultants. We then had a brief open discussion to learn about where technology is going and how it could affect our lives. After, we were shown the office space of a typical Microsoft employee, which is more like a playground than anything else. At the end of the tour, our hosts kindly treated us out to lunch at their cafeteria where we were able to further network with Microsoft employees and ask any additional questions we may have had.

There were many highlights for the attendees. Some have said that the sales floor was a highlight and seeing the work environment was also an interesting segment. After the tour everyone was impressed with the kind of company Microsoft is and several members are hoping to someday work for them. The Microsoft tour truly changed member's view on what corporate culture is like and that sometimes it can be a place of fun, yet also be a place of great innovation and great people.

ALPHA LAMBDA PHI
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PART B. PROFESSIONAL ACTIVITIES
MICROSOFT COMPANY TOUR
PHOTOS FROM EVENT



**SECTION V.
COLONY DEVELOPMENT**

**PART C.
COMMUNITY SERVICE**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART C. COMMUNITY SERVICE
SUPER KIDS TRIATHLON

On October 11, 2009, ten members from the Alpha Lambda Phi Colony aided in the production of the 13th annual Super Kids Triathlon. The triathlon was hosted by Finish Line Productions and this year had a total of 552 registered participants ages 3-15. The first Super Kids Triathlon started in 1997 with 156 participants so the tradition has grown tremendously over the years. Participants of the triathlon began their race by swimming laps in the pool, number of laps determined by each age group. Then they hurried to get on their bicycles and road through a course and finally jogged to the finish line.

This was the colony's first community service event as a group and was excited that they were able to participate in an annual tradition that the Santa Cruz County celebrated. The colony members participated in two separate shifts, the 7 a.m. and 10 a.m. shift. Upon arrival, members were checked in with the volunteer crew and dispersed into several areas. Before the actual triathlon colony members assisted in compiling and distributing race packets to participants, body marking, and organizing food. The triathlon followed shortly after set up.

During the triathlon, there were also several jobs that the colony assisted in. There was pool deck assistance (helping participants out of the pool), help in the "mount/dismount" portion of the course when participants switched from bikes to running, and most importantly cheering on the kids as they race, while sustaining a safe and fun environment.

At the end of the day, every colony member had a great time and a sense of fulfillment. It was a fun and rewarding event to start off the academic school year with and prepare them for future community service events.

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SUPER KIDS TRIATHLON
PHOTOS FROM EVENT



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART C. COMMUNITY SERVICE
MAKE A DIFFERENCE, MAKE A DROP PENNY WARS

On November 7th, 2009, nine colony members attended the LEAD School Conference in Newport Beach, California and participated in the Make a Difference, Make a Drop Penny Wars. The Orange County Alumni Chapter hosted a Penny Wars competition for all the chapters to partake in. The colony members brought a peanut jar full of pennies to contribute to charity. Each chapter/colony received a brown paper bag to decorate and collect the pennies. Our members attempted to bring other chapters' scores down by dropping quarters, nickels, dimes and dollar bills into their bags and also donate to the cause but unfortunately were not able to win the free registration to the next LEAD school.

Since this was only the second community service event that the colony participated in, it was nice to see all of the other chapters get excited and donate for a good cause. Although the Alpha Lambda Phi colony were short some change, they were even more motivated to donate more at the next LEAD event and collect more pennies within the colony.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART C. COMMUNITY SERVICE
SECOND HARVEST BROWN BAG FOOD DRIVE

On the week of November 30th, 2009, the Alpha Lambda Phi Colony participated in the “Brown Bag Food Drive” presented by Second Harvest Food Bank of Santa Cruz and San Benito Counties. This event was part of the organization’s national Holiday Food Drive. The goal of Second Harvest Food Bank was to collect 2 million pounds of food nationwide.

Our colony, along with many other Greek organizations on campus, were asked to go door to door on the evening of Tuesday, December 1st to pass out sixty five collection envelopes and donation bags to the members of the Santa Cruz community.

The colony members went door to door speaking directly with members of the community. After introducing themselves, they explained to the people in their donation area what exactly Delta Sigma Pi was and how they are trying to help out the community. They then went on to explain what kind of an organization Second Harvest Food Bank was and their goals for this event.

The colony members left donation bags and envelopes with the people they spoke to in order to encourage people to donate anything that they could spare for a good cause. Donators were asked to give non-perishable food items, including pasta and canned goods, as well as monetary donations.

On the evening of Thursday, December 3rd colony members went back out to collect any donations that people were generous enough to give out. The colony allowed two days for members in the community to collect any donations, in order to give them enough time to gather anything that they wanted to give.

The following morning, Friday December 4th, colony members brought the collected donations to the base of the UC Santa Cruz campus in a festival of offerings and gave the donations to the Second Harvest Food Bank.

In the end, Second Harvest Food Bank ended up collecting 1.9 million pounds of food for the needy. This amount of food translates into 1.5 million meals for those in need. With the continually growing need for food in communities nationwide, the Alpha Lambda Phi Colony was proud to be a part of this event and hopes that the food they collected helped out members of the community who were in need.

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART C. COMMUNITY SERVICE
DAVENPORT BEACH CLEANUP

On January 16th, 2010, members of the Alpha Lambda Phi colony of Delta Sigma Pi participated in a community service event to assist the Clean Beaches Coalition in documenting and separating trash collected from the beach.

Alpha Lambda Phi was asked to participate in the Davenport Beach Cleanup by the Clean Beaches Coalition. The Clean Beaches Coalition is comprised of various non-profit organizations in Santa Cruz such as; Pack Your Trash, Ecology Action, Save our Shores, and the Santa Cruz chapter of The Surfrider foundation. In 2006 these four non-profit organizations worked together to create this coalition with the intention of creating a more organized system for beach cleanups. Currently they have an agreement to share volunteer information with the thought of creating a more simplistic way of assigning beach cleanups.

Davenport Main Beach is located in Davenport, California just 15 minutes north of Santa Cruz on Highway 1. The beach cleanup was a two hour event that began at 10a.m. and ended at 12p.m. At arrival, the members of Alpha Lambda Phi along with several other volunteers gathered around the information table waiting to fill out paperwork and receive further directions.

The volunteers were split into groups of three. They were told to pick up all trash and recyclables in order to help maintain the natural habitat of the beach. Each group was given two colored bags and a paper to document the different types of debris found on the beach. The purpose was to further help the Clean Beaches Coalition document the variety of pollution found on the beach. The colored bags were each assigned for a specific purpose, one for recyclables and the other for trash. Overall, the colony volunteers collected about 15 full bags of trash along with several bags of recyclables.



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DAVENPORT BEACH CLEANUP
PHOTOS FROM EVENT



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART C. COMMUNITY SERVICE
HOMELESS SHELTER

On February 20th 2010 the Alpha Lambda Phi Colony teamed up with the Homeless Services Center, a local homeless shelter. Forty-four members of the colony participated in a variety of volunteer tasks at the shelter and in surrounding areas. The colony was split into four groups, and each was assigned a different activity to get involved in. One group organized the clothing center, where members of the community can come to receive clothes and shoes, free of charge. Another group assisted administrators and helped to organize the front office. A third group participated in cleaning the “hygiene bay” area of the shelter; in this area of the shelter, people are offered hot showers and personal hygiene supplies. The fourth group participated in the cleaning of a local park, which was sponsored by the Homeless Services Shelter.

Everyone arrived at the homeless shelter early on a Saturday to sacrifice their morning and time to give back to the community. Each person was very willing to help and arrived ready to work. It was quite the reality check for everyone to see all the people that were there and in such need of help. Having the opportunity to help this organization made the colony feel like they were really making a difference in peoples’ lives because so many come in and out of the shelter on a daily basis.

The team that cleaned and organized the clothing center spent the morning scrubbing floors, cleaning windows, and any other surfaces they could. While some people were cleaning others were in the clothing center sorting through donations that had been given to the shelter. They completely cleaned and organized the clothing room, sorted all the donations and made it easier for future donations to be sorted.

The group that cleaned the park dealt with the cleaning of any and all trash. The trash included many things from drug needles to shoes. They even had a particular set of people climbing trees to retrieve the trash that was in the branches. Several homeless people reside at the park and so the team was sure to be respectful of where people chose to place their belongings.

The team that cleaned the hygiene bay worked very hard scrubbing and disinfecting the area so that people are able to wash up and take a good shower. They made sure that everything was very well done, both the cleaning and the organizing of hygiene supplies.

Lastly, there was the group that helped clean and organize the front office. This front office is a very vital part of the organization. It is very important that it remain clean and organized so that the team at the homeless shelter can perform the service they provide in the most efficient way to those in need. When anyone comes into the homeless shelter in need they first go to the office where they can be directed to the part of the shelter that is there to serve them best. All of the teams gave it their all and made sure things were done well and right.

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART C. COMMUNITY SERVICE
HOMELESS SHELTER

Overall it was a great way to get involved with a diverse group of people, as well as a great way to support an organization that helps out the Santa Cruz community a great deal. Besides being able to help out the shelter so much it was a great bonding event for everyone in the fraternity. They were able to spend hours together working hard and getting to know one another. To be able to unite together and help out the organization of the homeless shelter really meant a lot to everyone and it really helps keep things in perspective for all of them and what they are accomplishing. The community service event at the homeless shelter not only helped the colony serve the town and county of Santa Cruz where they all currently reside, but it helped them become a tighter knit community.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART C. COMMUNITY SERVICE
LEAD HAITI FUND RAISER

On January 12, 2010, at an estimated time of 4:53 pm, tragedy struck the nation of Haiti. On this fateful day a 7.0 magnitude earthquake hit the country and lasted for approximately 35 seconds. The epicenter of the quake was located near the town of Leogane, a mere 16 miles away from Haiti's capital, Port-au-Prince. Several days after the initial quake, nearly fifty-two aftershocks hit the nation, many having a magnitude of around 4.5

With roads demolished and buildings crumbled in ruins on the ground, many essential elements of the Haitian infrastructure were nearly completely destroyed, making emergency relief after the quake very difficult. Needless to say, aid from outside the country would be a big help.

The Alpha Lambda Phi Colony, after hearing of the devastation, immediately set up a "Penny Wars" event in order to raise money for the nation of Haiti. The colony, amounting to 47 people, formed into several groups of four to five members and the "war" commenced. The event lasted for two weeks where members of the colony brought any change of their own and donations from others that they had collected. By creating the competitive atmosphere of the "Penny Wars", members were more engaged in the activity and more willing to bring in donations because they wanted to win the competition.

During general meetings there would be a time set aside for the colony members to go around and view what other groups had collected and to add in silver coins to the groups that they thought most likely to win the competition. In doing this they would "decrease" the amount of certain groups, and ultimately give more money to the cause. After these two weeks of fierce "Penny Wars", the amounts that each group had collected were totaled up and a victor was named. Following this, all of the groups' donations were added together, totaling just above \$50.00.

On the weekend following the donation collection, several members of the colony went to the Provincial LEAD School in El Paso, Texas, where they again engaged in a "Penny Wars" with the attending members of other chapters. In the end, the Alpha Lambda Phi colony was named the second place winner.

Overall, this was a great experience which fostered a friendly competition and allowed the Alpha Lambda Phi colony to bond, all the while supporting the efforts of a good cause. The colony hopes that the money that was donated will be able to help the Haitian community in some small way.

**SECTION V.
COLONY DEVELOPMENT**

**PART D.
SOCIAL ACTIVITIES**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART D. SOCIAL ACTIVITIES
GAME NIGHT

On November 10th, 2009, the Alpha Lambda Phi colony held a board game night for all members, which promoted teamwork in an enjoyable and sociable manner on a wonderful Tuesday night. Held at a member's home close to the University of California, Santa Cruz campus, members arrived and started the game night with plenty of pizza and soft drinks. Then the group proceeded to begin the game portion of game night by playing Cranium Turbo Edition, where members competed on four different teams in a friendly manner.

Game night provided Delta Sigma Pi's members with the chance to interact with the executive committee, meet completely new people, and develop a sense of teamwork. Designation of the teams to a respective committee member allowed for direct contact from officer to member and vice versa. It was a great way to learn what the officer did as his duty for the colony and who he was as a fellow affiliate. Within the teams, everyone learned at least five different names and got a brief synopsis of who was coming into the fraternity. Bonding was greatly facilitated through friendly competition and promoting conversation amongst a group of students who never met before. Cranium was an adequate game in that it asked the group to interact and come up with creative skits, works of art, or numerical answer to the certain question at hand.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART D. SOCIAL ACTIVITIES
GAME NIGHT



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART D. SOCIAL ACTIVITIES
SKY HIGH

On Saturday, January 9, 2010, the Alpha Lambda Phi colony of Delta Sigma Pi had a social event at Sky High Sports. For those who do not know what Sky High Sports is, it is a place specially designed to have both the floor and the walls of the facility be entirely covered by trampolines. This social event was different than the ones the colony has had in the past because they were also able to meet with some of the brothers from other Delta Sigma Pi chapters in the bay area. At the social event, the members were introduced to the chapters at CSU East Bay, San Jose State University, and Santa Clara University. While members were at Sky High Sports, they played many games of trampoline-dodge ball and did a tremendous amount of jumping. Some of them were even able to land their first flips with the encouragement and help from the other brothers. After Sky High Sports, everyone went to In-N-Out Burger to eat, socialize, and hang out. There colony members were able to talk to the brothers from the other chapters about their experiences in Delta Sigma Pi and possible future events.

This event really helped the colony become noticed in Delta Sigma Pi. Although they didn't initially meet some of the chapters in a professional setting, the Sky High Sports social event was a great way to get to know each other in an informal fashion. In addition to jumping their calories away, they were able to hear many of the brothers' testimonies about what Delta Sigma Pi has done for them both professionally and socially. In some, they talked about the confidence it had given them in the workplace and in others, they talked about how it taught them to effectively work as a team. What was extremely helpful, were some of their suggestions for recruiting new members because the colony was having a recruitment week in a few days. The colony members were seriously impressed by the fact that the other chapters were eager and willing to help them with their chartering requirements. It's also their hope that they too can return such favors and continue to grow the brotherhood and the fraternity.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART D. SOCIAL ACTIVITIES
WARM UP YOUR WINTER

On Thursday, January 14, 2010, the Alpha Lambda Phi colony of Delta Sigma Pi in UC Santa Cruz hosted a hot chocolate social rush event for the winter quarter at Senior VP, Stephanie Wu's house. The members served hot chocolate, cupcakes, candy and other snacks. All the members formed a circle and introduced themselves. After that, Social Chair Jerry Yuan facilitated the event. The event had icebreaker games that involved every prospective member present at the house. Members were separated into four groups by different categories such as month of birth date, favorite seasons of the year, and favorite animals. Each individual group then worked together to come up with their own handshakes, dance, and presentations. Members all played a few games and at the end of the event, the entire colony played a competitive game in which the winner (Felix Chan) won a business pad-folio with the colony's colors: blue, silver, and black.

The event was really successful for the colony. Old members and prospective members came out to bond as a colony and it was apparent that everyone had a lot of fun. Everyone who participated noticed that teamwork instantly sparked. This event made everyone who attended learn more about the colony and the people that are in it. Officers and members helped make the prospective members feel more comfortable at the event by approaching them and socializing. This event really did its job in promoting brotherhood and teamwork.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART D. SOCIAL ACTIVITIES
WARM UP YOUR WINTER
PHOTOS FROM EVENT



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART D. SOCIAL ACTIVITIES
WARRIORS UNIVERSITY

One exciting social event Delta Sigma Pi experienced was the Warriors University at the Oracle Arena in Oakland. It was a great night in which many members participated in as well as bonded. The Warriors game day was a great way to talk and socialize with the members that went. At first, members were split up into 6 different groups. Most of the groups met up in Fremont, California for food at Pizza and Curry. Pizza and Curry's food was great and everyone enjoyed their time there. It was something new for some people as well as a good meal overall. After dinner, everyone drove over to the arena and met up at their pre-arranged seats. They all cheered and sat together. After the game, some of the members decided to eat a late night meal at In-N-Out Burger where many of the members enjoyed burgers and milkshakes. After an eventful night, everyone dispersed and returned home.

The ultimate goal achieved through Warriors University was the bonding. Car rides were organized to help colony members learn more about each other. It was encouraged that each car had dinner on the way to the game to promote this sort of bonding. At the game, the colony was seated in the same general area to cheer together; most of them were given Warriors University t-shirts to wear during the event. Most of the members took advantage of the opportunity to meet everyone that came--everyone generally had an overall good experience. Even though the Warriors lost that night, the members all left satisfied.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART D. SOCIAL ACTIVITIES
CLAM CHOWDER COOK-OFF

On February 20, 2010, the Alpha Lambda Phi colony went to the annual Santa Cruz Clam Chowder Cook-off and Festival at the Boardwalk. The cook-off consisted of seventy-seven teams competing to win the title for the best Manhattan and New England clam chowder. The different varieties of clam chowders were open to the public to taste. By purchasing an eight-dollar tasting kit with a two-ounce bowl, utensils and a People's Choice ballot, the colony members were able to taste five teams' concoctions. After tasting the clam chowders, they also played laser tag also located at the Boardwalk.

These activities gave the members an opportunity to build friendships and socialize outside of a professional setting. The festival allowed them to bond over the different attractions, all while tasting different chowders. Moreover, laser tag allowed them to playfully compete against each other allowing them to gain trust in an exciting and fun environment. The event helped them feel a sense of togetherness, unifying them as a group.



**SECTION V.
COLONY DEVELOPMENT**

**PART E.
FUND RAISING ACTIVITIES**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART E. FUND RAISING ACTIVITIES

Quickly Tapioca Sales

The Quickly tapioca bubble tea sale was one of Alpha Lambda Phi's first fundraisers that the colony held on November 30, 2009. The popular drink is very hard, if not impossible, to find in Santa Cruz, California. The colony pre-ordered 300 drinks and drove thirty minutes "over the hill" to San Jose, California to pick up the drinks from Quickly and bring them back to Santa Cruz while other members set up the sales table located in the Quarry on the University campus. All members signed up for a shift during which they would be at the table helping sell the drinks (3-4 members per shift). The fundraiser gave the members a great opportunity to get to know a little more about the other members who were sharing their shift and have a more personal and relaxed conversation. Even though the weather was not the most favorable for a cold drink, the colony sold out. The feedback from the student body was great and students were very excited to have a drink from back home and were very appreciative. Overall, the fundraiser was a great success.

Woodstock's Pizza Night

As part of our Winter Recruitment week, our colony organized a fundraising/meet-and-greet event with the local Woodstock's Pizzeria. In the days leading up to the event, members of the Fundraising Committee advertised around campus, while the rest of the colony promoted the event in their classes and through social networking sites. Our Inter-Chapter Liaison also reached out to other chapters from the local area and invited them down to finally have the opportunity to meet our members. The result: "one of the largest events for any group this year," according to one manager of the pizzeria. Through our colony's outreach and promotion, we generated more than \$1,300 in revenue for Woodstock Pizza in one night, of which we received twenty-five percent back. But this event was more than just a profitable night; the colony met with members from the Nu Rho and Theta Chi chapters, our Provincial Vice-President, Regional Vice-President, and District Director. In a matter of a few hours, the colony members networked with brothers from several Bay Area locations and had the opportunity to hear first-hand benefits of being a brother of Delta Sigma Pi.

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART E. FUND RAISING ACTIVITIES

Friends-&-Family Donations

More recently, the colony sent out letters to friends and families of the DSP members. To continue the process of fundraising for our chartering fee of \$1500 dollars, members created a letter that included a small history of the fraternity, as well as information on why they needed funding. The students were able to mail out these letters to their friends and families. This benefited the fraternity and also the people who knew the members because it was not only a great way to fundraise but it also gave more information about Delta Sigma Pi. This letter also shed light on how having a business fraternity on campus would benefit UC Santa Cruz and its students. The members as well as the fundraising committee was able to work together to make sure that the letters were sent out in time so that we could be able to help pay our chartering fee. Members received nothing but positive feedback from loved ones and saw how supportive they were.

Bowl-a-thon at the Boardwalk

For our most recent fundraiser, on March 2, 2010, the colony hosted a bowl-a-thon at the Boardwalk Bowl. Each colony member was in charge of finding pledges willing to donate amounts ranging from 1 cent to 10 cents for each pin he/she knock down. Options for the pledges were also included; for example, they could donate additional bonuses if any of the colony members reached a score of 175. The event not only brought the colony additional funds, but members were able to bond with one another while having a great time at a local establishment.

**SECTION V.
COLONY DEVELOPMENT**

**PART F.
FACULTY RELATIONS**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART F. FACULTY RELATIONS

Faculty Lunch

Recently on March 3rd, 2010, the Alpha Lambda Phi colony held its first luncheon with the faculty and staff of the Economics Department. Held in the Engineering 2 building, the colony provided professors with food and drinks catered by Pizza My Heart. In order to ensure a good turnout, the Faculty Relations Committee created fliers to be displayed around the Economics Department as well as send numerous emails constantly reminding the department about the upcoming luncheon. Every member was required to attend this luncheon. With every member there, the faculty were able to see how large and successful the organization was. When the food arrived and the faculty settled in their seats, the President, Lisa Fong presented a slideshow in order to give them a better idea of what the international fraternity was, what they stand for, and what the colony strives for in the future. After the presentation, the teachers were impressed that our colony took the initiative to reach out to them. Overall, the luncheon was a success and the colony was able to create a great initial relationship with the Economics Department.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART F. FACULTY RELATIONS

Valentine's Gifts

For Valentine's Day, members of the Faculty Relations committee teamed up to make candy grams for the economics faculty staff. Over 50 bags were individually hand-made and filled with candy and then distributed throughout the Economics Department.



Coffee & Donuts

As a nice gesture, the colony decided to bring coffee and donuts to the Economics Department. Coincidentally the day the colony planned to bring the goods to the faculty, there was a storm and the faculty were not in the best of moods. The economics faculty and staff were very pleased and the colony received several kind remarks.

Cookies

During our first recruitment week as a colony, the members decided to host a "Milk & Cookies" night to bake cookies for the economics faculty. Colony members and potential members were gathered in groups and worked in their area. Jobs included scooping the cookie dough and baking the cookies, bagging the baked goods, and writing notes to the faculty. The next morning a couple of members personally brought the goods to the economics department and individually gave them out.

**SECTION V.
COLONY DEVELOPMENT**

**PART G.
RECRUITMENT EVENTS**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART G. RECRUITMENT EVENTS
FALL 2009

First Recruitment Week

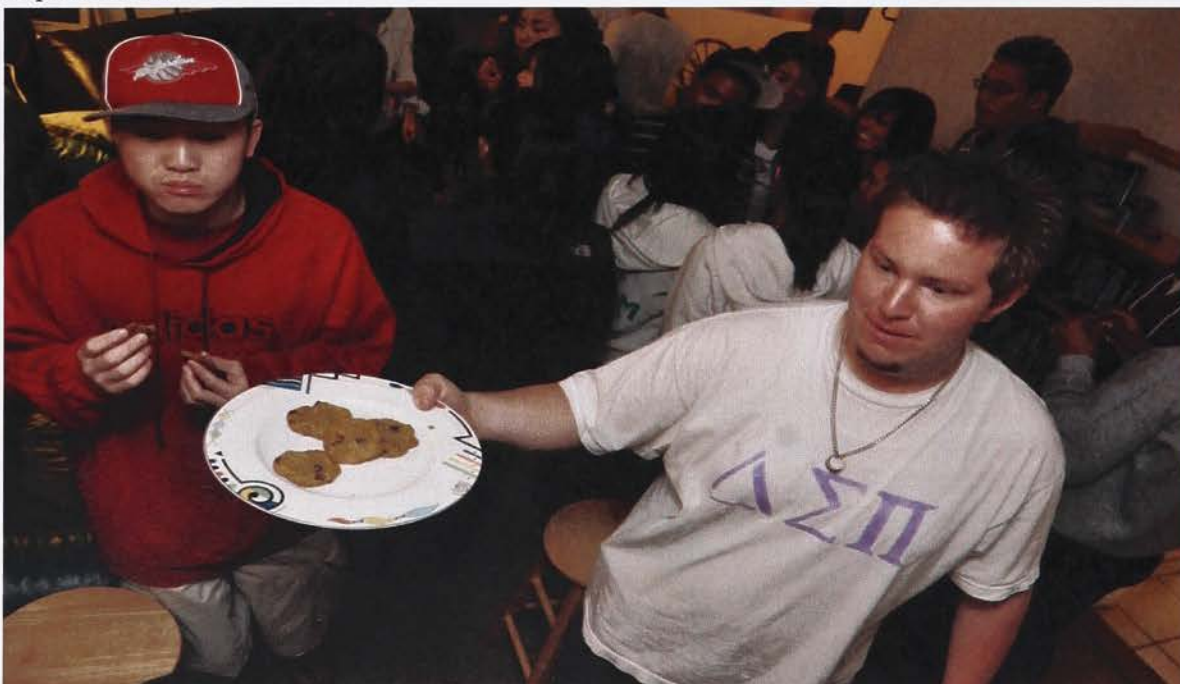
Alpha Lambdas Phi's first ever recruitment week was held on September 28, 2009 to October 2, 2009. The colony planned several events to meet and recruit new members. Throughout the week, colony members from spring quarter tabled in the Quarry Plaza to hand out fliers and give more information about the fraternity to students passing by.

Information Night:

On September 28, 2009, colony members held an informational night solely to inform potential members about what we were attempting to start at our University. We explained what our colony was, the chartering process and what we had to do to become a part of an internationally recognized business professional fraternity. Several students were interested and encouraged to come to our next event, "Milk & Cookies".

Milk & Cookies:

On September 29, 2009 the colony held an event to show the economics faculty appreciation, by baking chocolate cookies for them. The cookie dough was bought from Safeway and members were split into different groups with students who were interested in joining the fraternity. There were groups who scooped and baked the cookies, people who bagged and decorated the bags, and also a group that wrote individual notes to the economics faculty and staff. The next morning, several colony members individually delivered the cookies to the economics department.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART G. RECRUITMENT EVENTS
FALL 2009

Time Management Workshop:

On September 30, 2009 the colony hosted a “Time Management Workshop”. Since the colony was in its earlier stages, a professional event could not be planned in time, so we decided to present our own. Students were given Time Management sheets and were told to fill in their class schedules, extracurricular activities, jobs, and other activities. They were told to include 30 minutes between each task to account for travel time. At the end of the event several students found out that they actually had a lot of free time on their hands if they followed their schedule and prioritized their time better.

Bonfire social:

To close off the colony’s first recruitment week, there was a bonfire at Sea-bright Beach. Members and students gathered at the beach and enjoyed s’mores while talking about the fraternity in a more laid back environment. This helped the students connect with the colony members more and ask questions about the fraternity in a one-on-one setting.



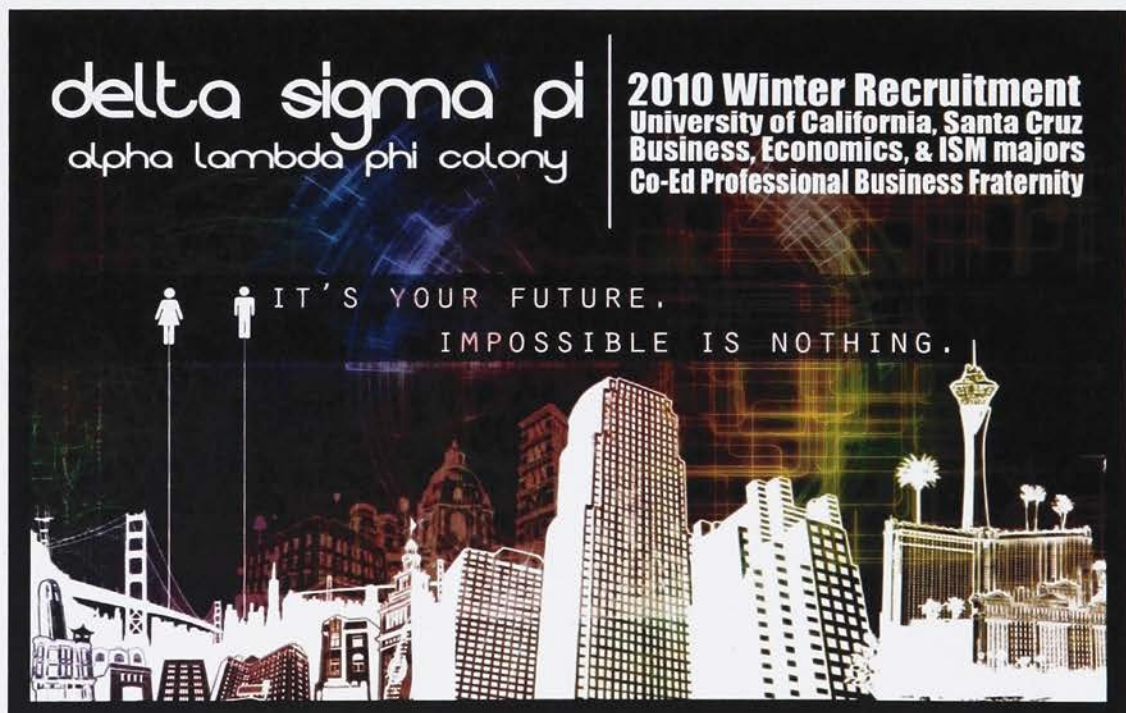
ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART G. RECRUITMENT EVENTS
WINTER 2010

Second Recruitment Week

Information Night:

The members of Alpha Lambda Phi colony of Delta Sigma Pi held their second informational session in an effort to recruit new members. Both current, and prospective members attended to see what Alpha Lambda Phi had to offer and what the prospective members had to offer Alpha Lambda Phi. Meet the Brothers was held in the Crown/ Merrill Community Room on the campus of UC Santa Cruz. The information session consisted of a meet and greet with the colony as well as an informal question and answer session by an Alumna and the Brothers of Theta Chi. Alumna Alice Tang, along with current Brothers from Theta Chi gave testimonials about their experiences as a Delta Sigma Pi. The turnout was great; it presented ten potential members.

The beginning of the winter quarter marked the beginning a new recruitment week. With thirty-two colony members, we were excited to inform more students about the Alpha Lambda Phi colony of Delta Sigma Pi. Winter 2010's recruiting events consisted of a Meet the Brothers' Information Night, a professional event about graduate schools given by the Dean of the Economics Department, Professor Kenneth Kletzer. A fundraiser and social was also included at our local Woodstock's Pizzeria. The week ended with a hot chocolate social where the colony played several team building exercises. Overall, recruitment was a great success. Thirteen additional colony members were recruited.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART G. RECRUITMENT EVENTS
OTHER CHAPTER RECRUITMENT EVENTS

During the 5th and 6th weeks of the Winter quarter, Alpha Lambda Phi attended four chapter recruitment events for Nu Rho, Theta Chi, and Gamma Xi to show support. Members also had the opportunity to meet and mingle with Delta Sigma Pi brothers, learning how to recruit and what it means to be an official chapter of the business fraternity. Thankfully, the brothers from the other chapters were welcoming, and were able to establish long-lasting relationships with these chapters.

On Thursday February 4, 2010, Lisa Fong and Felix Chan traveled to Davis, California to attend an alumni panel hosted by Nu Rho for their recruitment week. They learned about life after being an active member of the fraternity, as well as how Delta Sigma Pi impacted their lives. Meanwhile, Dzintars Grinfelds and Erica Armlin went to Gamma Xi for their S'more Socializing, a social which involved s'mores and hot chocolate. They were able to meet and talk to the brothers of Gamma Xi.

Furthermore, on the following week, nine members attended a Theta Chi professional event Wednesday February 10, 2010. There were four alumni that worked for Cisco Systems and discussed the importance of networking, including the role of Delta Sigma Pi in this web of connections. Through this event, the colony members learned a lot about how to market their name by selling Delta Sigma Pi and how to maintain key professional relationships. The event turned out to be a great way to not only introduce the colony to various brothers, but to also bond with each other.

The next Friday, seven Alpha Lambda Phi's went to a pizza social also hosted by Theta Chi. It was interesting to witness some of their traditions as a chapter, especially since the colony will be hopefully be creating their own in Santa Cruz. For instance, all of the members, even alumni, were wearing shirts that had their nicknames given by their big brothers. Like with the other recruitment events, the colony members were able to meet more brothers and inform them more about the colony.

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART G. RECRUITMENT EVENTS
OTHER CHAPTER RECRUITMENT EVENTS
PHOTOS FROM EVENTS



**SECTION V.
COLONY DEVELOPMENT**

**PART H.
SCHOLASTIC DEVELOPMENT &
AWARDS**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART H. SCHOLASTIC DEVELOPMENT & AWARDS

The members of Alpha Lambda Phi colony attend many professional, community, and social events every week. To ensure that the members have a healthy balance of fun and hard work, we attend study sessions daily. We call the study sessions, “study hours.” Study hours are held at the Science & Engineering Library.



Science & Engineering Library

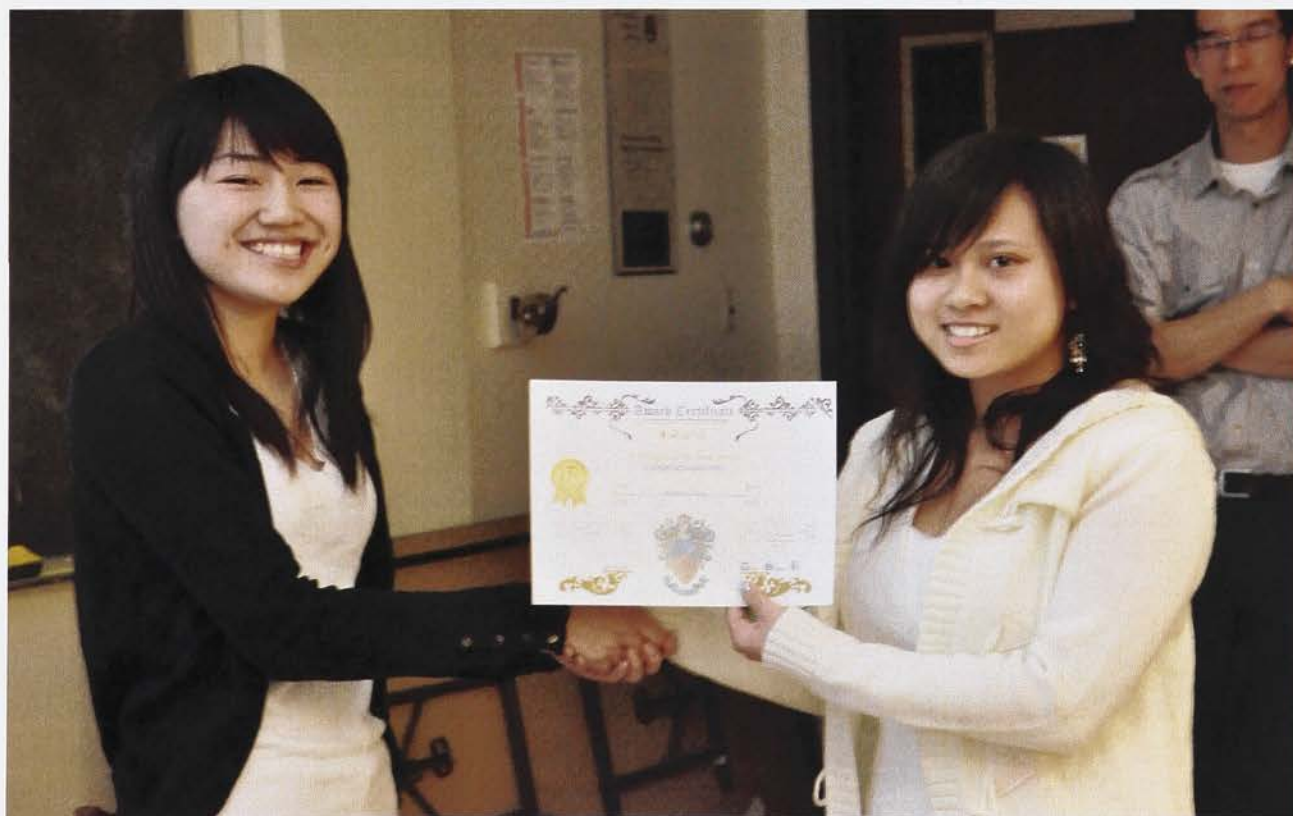
The library consists of three floors. The members are allowed to study at the middle and top floor. The middle floor has many big tables and computers, which allows members to study together in groups. The top floor is the quiet floor, where members can focus on their studies individually.

Every week, each member is required to attend two hours of study hours at the library; four hours for those who do not meet the 2.5 GPA requirement for the previous quarter. Although there is a minimum of hours members are required to attend, many members exceed those hours. Study sessions are very beneficial because it gives the colony members time to focus on their academics.

AWARDS:

To keep our members motivated, awards are given out each quarter. These awards consist of certificates and gift cards. Certificates are rewarded to those who maintain a high GPA, and excel on their academics. Gift cards are rewarded to the members who attended the most amount of study hours each quarter because it demonstrates the members’ passion to excel in their classes.

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART H. SCHOLASTIC DEVELOPMENT & AWARDS
PHOTOS FROM EVENT



**SECTION V.
COLONY DEVELOPMENT**

**PART I.
COLLEGIATE PROFESSIONAL
EVENTS**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART I. COLLEGIATE PROFESSIONAL EVENTS

Collegiate Professional Events

Although the colony was required to complete a number of professional events, they found it beneficial that they held additional “professional” events presented by collegiate members. These presentations and workshops were geared towards helping members directly by teaching them preliminary steps and tools that they need in order to stand out in the professional world. By offering the “collegiate professional events” in addition to actual professional events that give insight in certain professions, the colony members acquired even more knowledge.

Internship/Job Presentation:

VP of Professional Activities Justin Lazaro presented a power-point on how and where to find internships and jobs offered. After his initial presentation he would present every two to three weeks on new job listings to keep the colony members updated and constantly applying to internship and job opportunities.



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART I. COLLEGIATE PROFESSIONAL EVENTS

Resume Workshop:

This Resume Workshop continued on for two weeks time. The first part of the workshop was a presentation given by Morale Chair Brian Lam and VP of Professional Activities Justin Lazaro. The two presenters had previous experiences and several resources where they adapted their presentation from to share with the colony. The power point consisted of resume do's and don'ts, sample resumes, and several other tips.

For the second part of the resume workshop, every member was required to bring in their resume and gave it to three other members to edit and look over. In the end it was very helpful and beneficial for members since they were given several others' input.

“How to Dress Professionally” Workshop:

The idea to host such an event was from one of the sessions at LEAD school in Newport Beach, California. The presentation was given by VP of Colony Operations, Vikki Kong and VP of Scholarships and Awards, Carlotta Yun. The members believed it was necessary that every member was aware on how to dress properly for interviews and other events. This event was very successful and gave members a thorough understanding of how to dress correctly.



**SECTION V.
COLONY DEVELOPMENT**

**PART J.
LEAD**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART J. LEAD CONFERENCE

On Friday, November 6, 2009, nine members of the Alpha Lambda Phi Colony set out on an 8-hour trip to Newport Beach, CA to attend Delta Sigma Pi's LEAD Conference.

Lisa Fong, Stephanie Wu, Vikki Kong, Carlotta Yun, Brian Lam, Nicholas Kwan, Felix Chan, Bryan Kiang and Jerry Yuan were the nine members who registered and attended the weekend's conference events. Stephanie Wu's car carried Lisa Fong, Vikki Kong, Brian Lam and Nicholas Kwan. The first car set out for the trip around 10a.m and checked in at the Newport Beach Radisson Hotel around 6p.m. The first car went to grab dinner at Mitsuwa's Ramen House while they waited for the second car to arrive. The second car was driven by Jerry Yuan which carried Carlotta Yun, Felix Chan and Bryan Kiang. The second car arrived after they stopped by Lambda Phi's Casino Night Fundraiser Event on their way to Newport Beach to attend the event with District Director Chuck Brown. Due to the long drive, the colony members decided to end the night early to prepare for Saturday's conference.

On Saturday, November 7, the colony started their day at 6a.m to ensure that they arrived early to the opening session at 8:30 a.m. At the opening session, the members were able to take in the pride displayed by the other chapters during roll call. It was very exciting time for Alpha Lambda Phi since it was the first time they were immersed with other DeltaSigs. The keynote speaker at the opening session was Tim Augustine who presented a very interesting presentation on how to land a job in a difficult economy. The DeltaSigs learned about navigating through the job process and using specific resources to find internships and full-time opportunities.

The break-out sessions attended by the colonists were Networking Power with Adam Carroll, FUNd Raising for Chapter Success with Vicki Frantz, and Effective Communication with Sanjay Trivedi. During these sessions, our colonists were able to meet the brothers from other Chapters and learn about their experience in Delta Sigma Pi at their chapters. The members also participated in a Penny Wars with the other chapters. After the closing session, the members headed back to their rooms to prepare to explore Newport Beach. The colony members headed over to the Guppy House to have a dinner together to celebrate the end of their first LEAD conference.

Altogether, the members had a wonderfully rewarding experience interacting with other brothers and attending the workshops during the day. The Alpha Lambda Phi colony gained an immense amount of knowledge to bring back to the rest of the colony. The members learned how to build brotherhood amongst the colony, network with other chapters and professionals, and how to fundraise. The members also learned that being a part of the colony doesn't stop when you graduate from college, it continues on for the rest of their lives. Countless Alumni returned to the LEAD Conference to hold sessions and meet the new brothers. The members felt that this was one of the best experiences they have ever had in college.

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART J. LEAD CONFERENCE
PHOTOS FROM EVENT



ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART J. LEAD PROVINCIAL CONFERENCE

On Friday, February 26, 2010, four members of the Alpha Lambda Phi colony set out on a four hour adventure to El Paso, TX to attend the Delta Sigma Pi's Western Provincial Lead conference.

Jerry Yuan, Bryan Kiang, Stephanie Baure, and Lisa Fong were the four members who were registered for LEAD and attended the full weekend's professional events. On Friday afternoon, the four checked into the Marriot Hotel, which was where the event was held. After checking in with District Director Chuck Brown, they all went on a long walk in search of something good to eat, finally stopping at Jaxon's, a Tex-Mex BBQ restaurant a few blocks from the hotel. After dinner, the colony members took some much needed rest before heading out to a mixer hosted by the Gamma Phi Chapter. They then retired to their rooms in preparation for the next day's events.

On Saturday, February 27, the colony members attended opening session at 8:00 am. The session began with roll call, where the four proudly and enthusiastically chanted their banana slug cheer. Adam Carroll, a newly initiated honorary member of Delta Sigma Pi was the keynote speaker. The presentation was about the power of networking and Adam Carroll used a very interesting method in proving the importance of networking anywhere and everywhere you can. Mr. Carroll connected about fifteen individuals from the audience using a kite string and showed everyone how seemingly unlikely people can help each other network and further each others' interests and careers.

Among the breakout sessions attended were LEAD with P.A.S.S.I.O.N with Paul Brodie, How to Create Your Brand with Los Ellis, That Winning Application with Corey Polton, and Diversity - The World is Ever Changing with Rohini Trivedi. The four then broke up into two groups of two to sell raffle tickets during lunch to auction off the Ruby and Pearl Delta Sigma Pi badge. They were able to sell over six hundred tickets throughout the lunch break. Colony President Lisa Fong also attended a Western Provincial Council Meeting where she was able to see how fraternity wide decisions were made. Following the breakout sessions, the colony went back to the main conference room to attend closing session. During closing session, the colony took second place for the "Penny Wars" competition having collected over a thousand pennies during the week before LEAD. After closing session, the colony members went back to their rooms to get ready for the Mardi Gras themed dinner banquet and dance.

Overall, the members definitely benefited from attending LEAD. They gained new knowledge on everything from how to improve your own brand to how other established chapters run. The encouraging atmosphere was extremely beneficial to a colony starting at UCSC. All of the information that the colony collected will be used toward Alpha Lambda Phi's future endeavors as well as working towards building brotherhood between each of the members, new and old.

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART J. PROVINCIAL CONFERENCE

Attending LEAD also taught them that being a part of Delta Sigma Pi is a lifetime commitment, extending far past their college years. The friendships they made were of immeasurable value and the colony members were all glad to start a chapter at the University of California, Santa Cruz.



**SECTION V.
COLONY DEVELOPMENT**

**PART. K
COLONY NEWSLETTER**

ALPHA LAMBDA PHI
SECTION V. COLONY DEVELOPMENT
PART K. COLONY NEWSLETTER (FIRST PAGE)



Δ Σ Π - Α Λ Φ

Delta Sigma Pi Fraternity - Alpha Lambda Phi Colony
University of California, Santa Cruz
Volume 1, Issue 1 - December 4, 2009
Compiled and Published by Felix Chan



A LETTER FROM THE PRESIDENT:

To all Deltasigs, UCSC students and faculty,

Welcome to the first newsletter published by UC Santa Cruz's Delta Sigma Pi colony.

Delta Sigma Pi is an international business professional co-ed fraternity with over 260 Chapters and 220,000 Brothers worldwide. It was founded in 1907 by four young men at New York University, and since then has established itself as one of the most prominent business organizations.

The Fraternity's primary objective is to guide students to strive for academic and professional excellence while recognizing the importance of being active in the community. Devoted to helping business students network and gain professional experience, the organization also focuses profoundly on building brotherhood within its members.

The future Chapter here at UC Santa Cruz is open to qualified Business Economics, Global Economics, Economics and Information Systems Management Majors. If you would like to learn more about UC Santa Cruz's colony contact us at UCSC.DSP@gmail.com as our website is currently under maintenance.

Please take the time to look at the past quarter and what the Fraternity has to offer.

Sincerely,
Lisa Fong
Colony President

WHAT IS DELTA SIGMA PI?

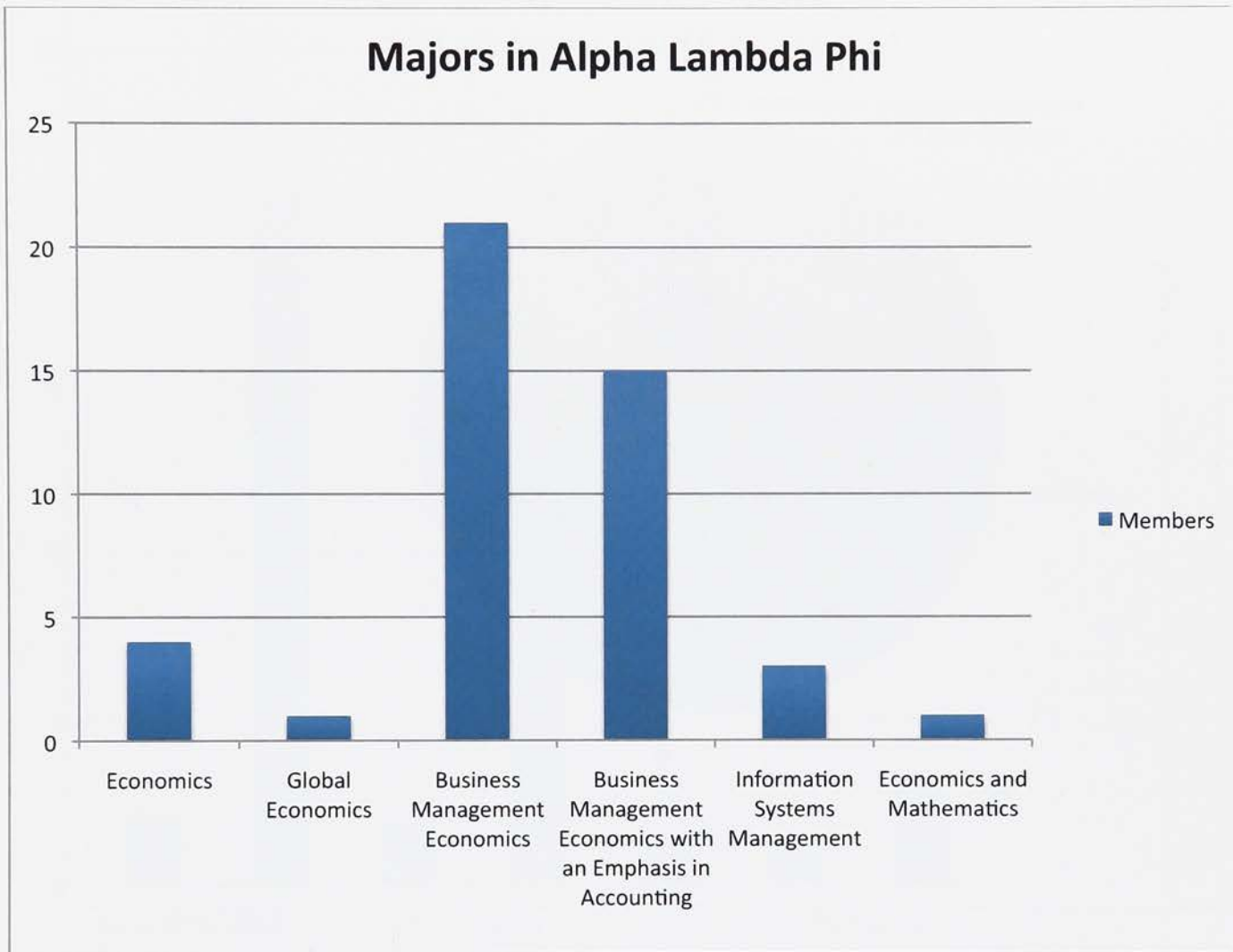
"Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community."

If you would like to learn more about Delta Sigma Pi, please visit the international website at www.dspnet.org.

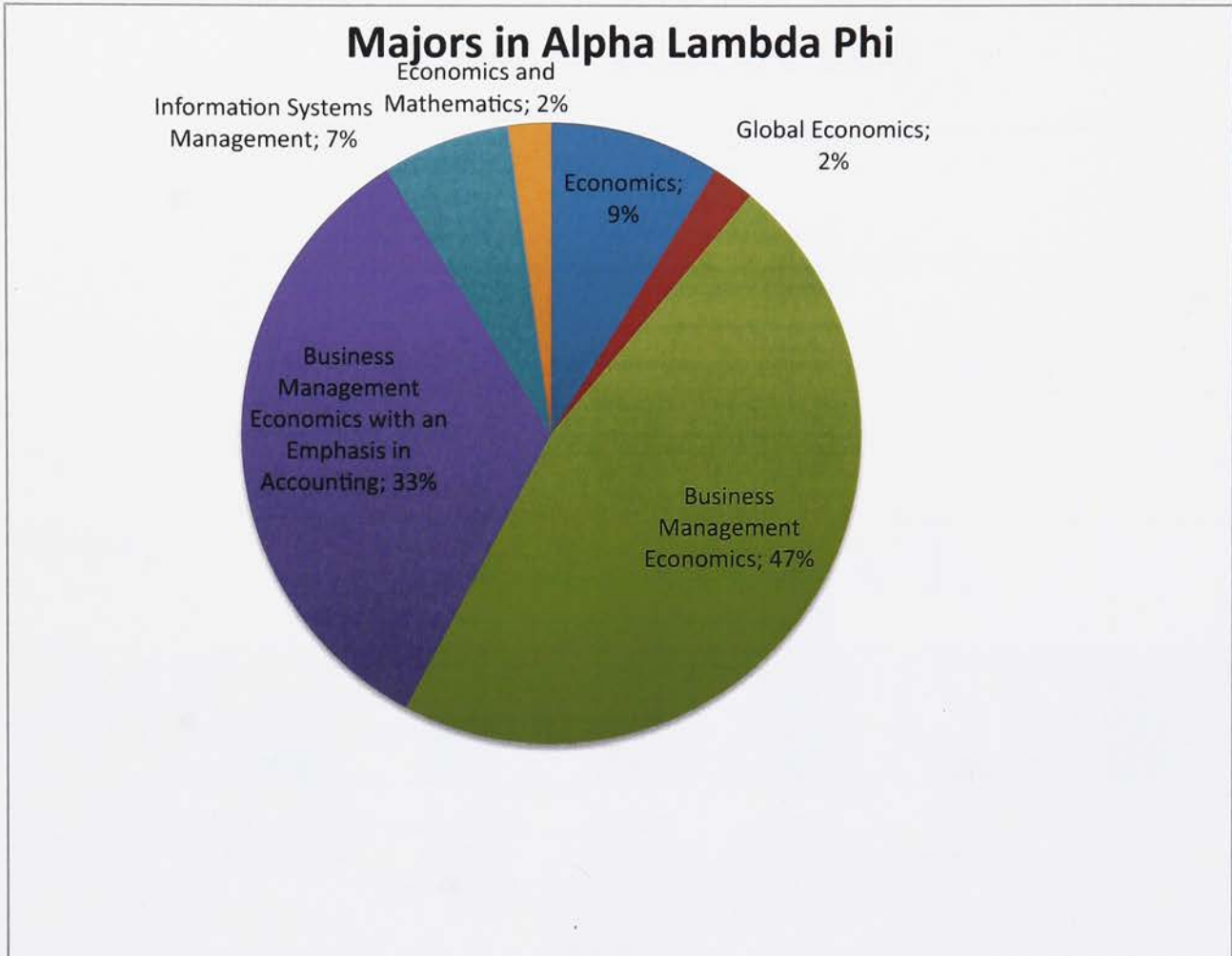


**SECTION VI.
MEMBER STATISTICS**

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MEMBER STATISTICS

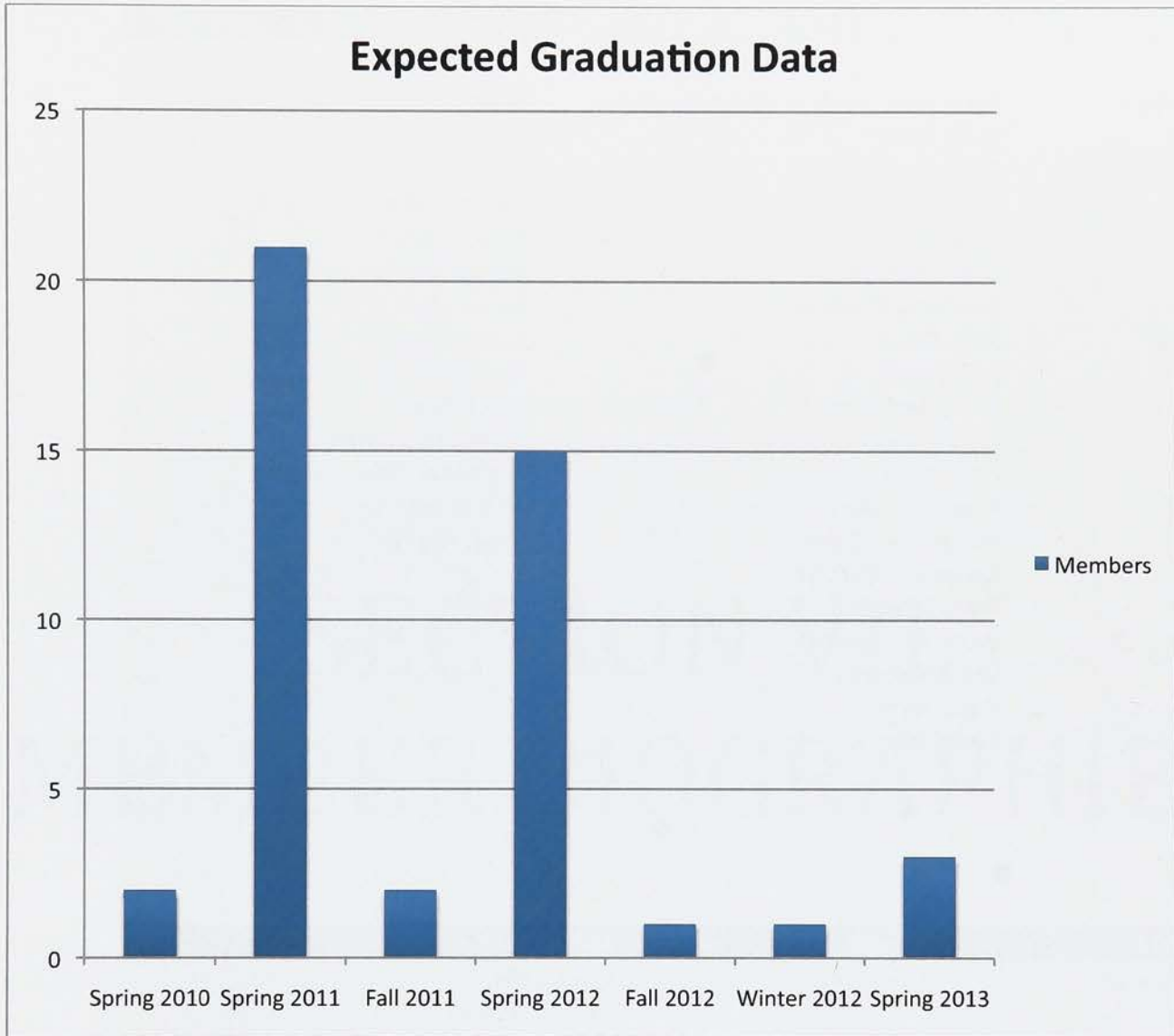


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MEMBER STATISTICS



| Major | Number of Members | Percentage |
|--|-------------------|-------------|
| Economics | 4 | 8.89% |
| Global Economics | 1 | 2.2% |
| Business Management Economics | 21 | 46.7% |
| Business Management Economics with an Emphasis in Accounting | 15 | 33.3% |
| Information Systems Management | 3 | 6.67% |
| Economics & Mathematics | 1 | 2.22% |
| Total | 45 | 100% |

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| Expected Graduation Date | Number of Members | Percentage |
|--------------------------|-------------------|-------------|
| Spring 2010 | 2 | 4.4% |
| Spring 2011 | 21 | 46% |
| Fall 2011 | 2 | 4.4% |
| Spring 2012 | 15 | 33.3% |
| Fall 2012 | 1 | 2.2% |
| Winter 2012 | 1 | 2.2% |
| Spring 2013 | 3 | 6.67% |
| Total | 45 | 100% |

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| Spring 2010 | Spring 2011 | Fall 2011 | Spring 2012 |
|-----------------------------|---|---|---|
| Pina, Blanca Raymond Kim | Baure, Stephanie Boer, Sora Chan, Peter Chiang, Jeff Crisostomo, Cecille Fong, Lisa Gopal, Shreya Grinfelds, Dzintars Irvin, Olivia Kong, Vikki Kwan, Nicholas Lazaro, Justin Lam, Brian Madriaga, Mike McGreevey, Tyler Rojsutivat, Carolyn Tran, Thomas Workneh, Wossen Wu, Stephanie Yuan, Jerry Yun, Carlotta | Arnoldas, James Heredia, Bryan | Armlin, Erica Bravo, Eric Chan, Philana Chen, Kenneth Deaton, Allie Fung, Warren Garcia, Crystal Jalloh, Haja Kiang, Bryan Ko, Martin Lee, Britney Mendoza, Joanna Pramana, Vicky Thanh, Katrina Yang, Angela |
| Fall 2012 | Winter 2012 | Spring 2013 | |
| Diaz, Edward | On, Krystal | Chan, Felix Moore, Romell Tong, Jon | |

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ALLIE DEATON



Miss Allison Deaton is a Business Management Economics major at UC Santa Cruz; she is a third year and expecting to graduate June of 2012. Before coming to UCSC Miss Deaton attended Willits High School in the same town she was born and raised in. While in high school she was involved in Peer Health Education, community service, and Peer Counseling.

She plans on taking the accounting cycle of classes along with the necessary classes for her major in hopes of becoming a CPA. Inspired by her father's love of the stock market she is also looking to get into that area of business, in addition with accounting.

Outside of school Miss Deaton enjoys playing the piano, which she began playing since she was seven years old. She also enjoys working with her ceramics wheel where she first started a small business of custom making pieces for people close to her. Her mother owns her own

business that operates out of their home, and gave Miss Deaton experience in areas relating to small businesses, thus giving her a love for managing a small business.

At school Miss Deaton greatly enjoys being involved with Delta Sigma Pi. At first she joined just to expand her extracurricular activities and gain new acquaintances. However the brotherhood and friendships she has made is what keeps her coming back. She is looking forward to pursuing several internships in accounting firms during her time at UCSC. Throughout her time at UCSC and with Delta Sigma Pi she hopes to build a network that will help her through these internships and in her future career.

In ten years, Miss Deaton sees herself as a successful accountant working for a company she believes in or possibly owning and managing her own small business. She will use all the knowledge and tools that her experiences have brought her to make these achievements come to pass. Her goals are not only to be successful but to have a very fulfilling life, which to her includes the opportunity to travel the world, possibly becoming involved in global finance, and having a family. She is looking forward to maintaining her connections with her fraternity brothers for her lifetime.

Miss Deaton is a hard worker and determined to fulfill her dreams with the help and encouragement of the fraternity

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ANGELA YANG



Miss Angela Yang is a second year Business Management Economics major with an emphasis in accounting at the University of California, Santa Cruz. Her expected graduation date is June 2012. Miss Yang was born on January 25, 1990 in Mountain View, CA and raised in Fremont, CA.

Before college, she attended Irvington High School, where she was involved in many extracurricular activities such as DECA and the Interact club. Aside from academics, Miss Yang enjoys playing guitar and spending quality time with her family and friends.

Currently, at the University, Angela Yang is finishing up her core requirements for her major. She has completed all of her general education courses and will soon be starting on her upper division classes. She is also looking for internships and other work opportunities so that she can gain as much experience as she can before entering the business world. Although Miss Yang is not sure what field she wants to go into after graduation, she recently became interested in accounting after doing well in a few accounting classes and hearing Deloitte and Ernst & Young speak about their firms and what they have to offer.

As a member of the Alpha Lambda Phi colony, Miss Yang has been actively involved and is committed to contributing as much as she can into the colony. Miss Yang is hoping to expand her knowledge of the business world and better her communication and leadership skills through Delta Sigma Pi.

Upon graduation, Miss Yang hopes to work for the one of the big four accounting firms. After a few years of working, she plans on attending graduate school to further her studies. Miss Yang is looking forward to seeing the members of Delta Sigma Pi grow to be the best that they can be and hopes that this can be a positive impact on Economics Department at UC Santa Cruz.

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BLANCA PINA



Miss Blanca Pina is a fourth-year student at the University of California, Santa Cruz, double majoring in Computational Mathematics and Economics and minoring in Astrophysics. She decided UC Santa Cruz was her school of choice after visiting the campus during her senior year in high school and meeting various professors of the Mathematics department. Miss Pina also loved the scenery the campus was nestled in.

Aside from the Alpha Lambda Phi colony, Miss Pina participates in various clubs and activities including the UCSC National Academic Quiz Tournament, the Mathematics Colloquium, and the UCSC Golden Key International Honour Society. During her free time she enjoys playing basketball, going back home to spend time with family and friends, watching horror films, reading, and stargazing.

There are various reasons why Miss Pina was drawn to Delta Sigma Pi. She wanted to be among others who shared common academic interests, expand her professional skills and knowledge, and experience the special bond that is built within brothers in a fraternity. Overall, Miss Pina wanted to make her college experience more memorable. She finds great value in the events the colony has executed, her favorite being the Recruitment Retreat held in the beginning of the winter quarter. All events and workshops have vital objectives that are of essential importance in the professional world, such as improving intercommunication skills, building a strong resume, finding internships, applying book knowledge to real life situations, networking, and being overall a responsible individual.

Upon graduation, Miss Pina plans to attend graduate school to obtain her Ph.D in Economics. She joined Delta Sigma Pi in hopes that it would prepare her to become a formidable graduate student and eventually a stronger candidate in the work force after completing her studies. In ten years, Miss Pina aspires to secure a stable management position in the securities and financial markets industry.

Miss Pina is very excited about what lies ahead for Delta Sigma Pi: she is certain that the organization will continue to positively influence future generations of students here at UC Santa Cruz. Finally, she would like to thank her mother who has never allowed her to give up on any aspect of life.

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BRIAN LAM



Mr. Brian Lam was born in San Jose and was raised in the Bay Area. Mr. Lam currently resides in Fremont, California, where he attended high school at Mission San Jose High. Mr. Lam would describe himself as an active and charismatic young individual that looks forward to pursuing careers in Business Management, Marketing, and Public Relations. As a child, Mr. Lam always wanted to do something great and help people with his organizational and motivational traits. His dream job is to manage a business in either the fashion or the entertainment industry.

Mr. Lam's favorite hobbies outside of school and Delta Sigma Pi are engaging in all kinds of physical sports, especially martial arts, basketball, and snowboarding. As a child, he developed a passion for martial arts and began competing in statewide competitions. Through vigorous competition and disciplined training, he acquired skills such as athletic physical capabilities and mental stamina that have molded him to become the strong individual that he is today.

Mr. Lam started his college career at the University of California, Santa Cruz, in Fall of 2007 and is currently a junior pursuing his undergraduate Bachelor of Arts Degree in the Business Management Economics major. Mr. Lam had no idea what the city and campus were like until he had the chance to experience his first year as a freshmen at College Ten. He is currently working at Technology Vision Group, a life science networking company in Santa Cruz, as a marketing and public relations intern. His plans and goals with this internship are to improve his worth ethics, gain valuable professional experience that he can take on with him to his future career, and acquire the real-world skills necessary for him to reach his full potential in life.

Mr. Lam discovered Delta Sigma Pi at Santa Cruz and saw it as a way to better himself, gain professional experience, and build a life-long connection with people that have similar visions and dreams. It was an opportunity for him to differentiate himself and bring him closer to his goals. He became more involved once he found out about all the beneficial experience the fraternity had to offer and currently holds an officer position as the Brotherhood Chair, whose job is to motivate and connect the members to establish a strong bond and relationship as a fraternity. Establishing Delta Sigma Pi has been an exponentially growing process at Santa Cruz, and Mr. Lam has learned to improve his team-working skills more than ever through all the professional and community events. Expecting to graduate in 2011, Mr. Lam is on the right track and is extremely motivated and committed to his success as a member of Delta Sigma Pi as well as an ambitious young man pursuing his goals and dreams.

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BRITNEY LEE



Miss Britney Lee is currently a second year student at the University of California, Santa Cruz. She is a Business Management Economics major and plans to graduate in June 2012. Although she has not certain what her future career may be, she has considered an emphasis in accounting. She decided to attend UC Santa Cruz because of the environment and accommodations for Economics majors. Miss Lee is from Marin County, where she attended Redwood High School. Besides school, she enjoys spending time with her family and friends, trying new food, hiking, and traveling. She also loves crafts, catching up on celebrity gossip, and shopping.

Miss Lee was first interested in Delta Sigma Pi because it gave her the opportunity to meet peers with the same academic and professional goals. She also saw it as a way to learn new skills that could be used in everyday settings. So far Delta Sigma Pi has exceeded her expectations and has given her knowledge and skills that could not have been obtained solely through academics.

It has also introduced her to many people with the similar motivations and beliefs. She looks forward to the opportunities that Delta Sigma Pi can offer, as well as learning the meaning of being in a brotherhood. Since joining the fraternity, her favorite event has been the game night since it was an opportunity for the members to bond. Furthermore, all the speakers Delta Sigma Pi brought in were informative and interesting. The presentations have made her look forward to becoming apart of the business world. She looks forward to the numerous future events that are planned.

In ten years, Miss Lee can see Delta Sigma Pi becoming a major part of UC Santa Cruz. Hopefully it will be more known throughout campus and more students will be involved. In the future, she hopes to be working for a successful business firm. Also, she hopes to remain in contact with the organization and its future members. Miss Lee believes that Delta Sigma Pi will play a major role in her college career.

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BRYAN HEREDIA



Bryan Heredia was born in Guayaquil, Ecuador and resided there for the first five years of his childhood. Currently, he lives in the small city of Anaheim, California on the southern part of the state with his mother, grandmother, and two siblings.

His career goals are to finish the Business Management and Economics undergraduate program at UCSC and further pursue a Master's Degree with a focus in accounting. The passion for accounting comes from the lucrative career opportunities to work closely with different corporations and learn more about their industry. After completing his graduate programming, Bryan hopes to attain a position at one of the top four accounting firms in the nation and hopefully move up from there into a higher position within the firm or transfer into another company as a Chief Financial Advisor.

In the pursuit of his career goals and standing out from the rest of the crowd in college, Mr. Heredia chose to become part of Delta Sigma Pi for their professionalism, unity amongst different economics majors, and to become part of something new on campus. The Delta Sigma Pi business fraternity provides a vast amount of resources to attain connections to the work force, which is very attractive to prospective seniors such as Mr. Heredia himself. The bond between the majority of members and their field of study provides an opportunity to gain extra knowledge and help from those who have already been through the same classes.

Aside from school, Mr. Heredia spends the majority of his time playing tennis, working out, and mostly congregating with his peers on weekends. Playing sports has always been a big part of the extracurricular for Mr. Heredia as he first picked it up in sixth grade of elementary school and has not stopped since. Weightlifting also has gone almost hand in hand with his strong zeal and passion for tennis as he began to train for his high school's Orange League Tournament during his senior year. Friends for the most part are there with Mr. Heredia even before the weekend approaches, such getting together for weekday lunches, study sessions, and other physical activities besides working out. Without them, the college experience would not be the same.

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BRYAN KIANG



Mr. Bryan Kiang is currently a second year student at the University of California, Santa Cruz majoring in Business Managerial Economics. His expected graduation date is June, 2012. He was born on August 9, 1990 in Santa Clara, California and attended Saratoga High School prior to college. Outside of his academic and Greek life, Mr. Kiang enjoys playing tennis, producing independent films, rock-climbing, and going out with close friends.

Mr. Kiang has completed the majority of his introductory economics coursework as well as several upper-division courses in business and accounting. He has also accumulated a great deal of work experience in the sales and marketing industry from jobs that includes: independent contractor for both Hazani Enterprises and Vector Marketing for one summer, SCTV underwriting salesman for nine months, and manager for eBay retail store for two years.

Mr. Kiang has been part of the Alpha Lambda Phi colony at UC Santa Cruz since Fall 2009 and is the standing Public Relations Officer on the executive committee. His duties have included anything from networking with local organizations to frantically digging through storage rooms for an extension cord so the guest speaker could show his Powerpoint presentation. He has participated in all events since membership and hopes to continue contributing to all activities and discussions alike. Mr. Kiang initially joined out of pure curiosity but has since formed life-long friendships with other colony members and hopes the colony only grows further in this direction.

Aside from work, academia, and Greek life at UC Santa Cruz, Mr. Kiang also participates in several organizations. Mr. Kiang is the current manager of the Underwriting Department at SCTV, the student-run television station on UCSC campus, and has been a member of the organization for almost two years. He is also an active member of the Chinese Taiwanese Union and kayaking club.

Looking to the future, Mr. Kiang hopes to work in the motion picture industry as a producer. Having spent his entire childhood exploring the ins and outs of how films are produced, Mr. Kiang hopes to one day run the backbone of the next huge Hollywood blockbuster.

Mr. Kiang is very excited about the prospect of Alpha Lambda Phi and looks forward to growing into business professionals alongside people he has already spent so much time working with.

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CARLOTTA YUN



Miss Carlotta Yun is currently a third year student at the University of California, Santa Cruz studying Business Management Economics with a concentration in accounting. She is expected to graduate in June 2011. Miss Yun resides in San Francisco, California, where she was born and raised. Prior to her college experiences, she attended Lowell High School, where she took part in many extracurricular activities that helped utilize her communication and leadership skills. She continues to build her interpersonal and leadership skills with Delta Sigma Pi as the Vice-President of Scholarships and Awards.

As a member of Delta Sigma Pi, Miss Yun has built an endless amount of friendships and networking opportunities. The skills she has learned are things that could not have been achieved in the classroom.

Aside from being an active member of Alpha Lambda Phi colony, Miss Yun takes part in the Toastmaster Public Speaking Club and the University Economics Association (UEA). She also enjoys watching movies on her spare

time.

After graduation, Miss Yun will be pursuing a career in Accounting and becoming a successful CPA. Eventually, she would like to start her own business with the knowledge she obtained from DSP.

In ten years, Miss Yun would like to see Delta Sigma Pi at UCSC blossom into a strong and ambitious fraternity. She would like to come back to Santa Cruz, and speak about her career and the invaluable experiences she encountered as a member of the Alpha Lambda Phi colony in hopes of educating new members.

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CAROLYN ROJSUTIVAT



Miss Carolyn Rojsutivat is currently a third year at the University of California, Santa Cruz. She is majoring in Business Management Economics (BME) and planning to graduate in June 2011. She was born in Anaheim, California, and raised with two older brothers and one twin sister in the town that was just five minutes from Disneyland. During her time at John F. Kennedy High School, she was involved in Key Club and the National Honor Society. She also loves participating in walks, such as the American Heart Association's Heart Walk and the Children Hospital of Orange County's (CHOC) Walk in the Park.

Being far away from home, Miss Rojsutivat has the opportunity to experience what California has to offer. By choosing UC Santa Cruz, she is able to experience the green, peaceful, nature of California that many people go through their lifetime not being able to experience. When she goes back to Southern California, she gets to experience the fast paced California city life.

Miss Rojsutivat has been through the ups and downs of the Alpha Lambda Phi colony of Delta Sigma Pi. She joined the colony in hopes of surrounding herself with focused, positive, like-minded students in the BME major. By being part of the colony, she has been able to grow professionally and learn about leadership and communication skills. As the Colony's Webmaster, she contributed her ten years experience in graphic design and website coding by designing postcard fliers for Recruitment Week and managing the colony's website.

When the time comes to join the alumni network of UC Santa Cruz and Delta Sigma Pi, Miss Rojsutivat hopes to pursue a career in international operations so she can one day become the Vice President of International Operations for a successful international company, such as Zara. In ten years, she hopes she can come back with a success story to participate and help Delta Sigma Pi colonies and chapters, and that Delta Sigma Pi will become the biggest and strongest business fraternity in UCSC. Because Delta Sigma Pi will be UCSC's first and only business professional fraternity, Miss Rojsutivat believes that this is the most significant event for UCSC because the door of opportunities is opening for Business, Economics, and Information System majors at the university.

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CECILLE CRISOSTOMO



Cecille Crisostomo, a third year student at University of California, Santa Cruz, is currently pursuing Business Management and Economics as her main focus during her college career. Originally from San Diego, California, Miss Crisostomo moved away from the city lights and settled herself into the life of organic goods and redwood trees of Santa Cruz County. Initially a psychology major, Miss Crisostomo decided to take on Business Management and Economics in hopes to work for the entertainment industry. Through perseverance, Miss Crisostomo believes she can definitely accomplish her dream.

Miss Crisostomo attended Southwest High School in San Diego. During her stay, she was in Freshman Basketball, Track and Field, Junior Varsity Volleyball, and Varsity Volleyball. Sports were not the only extracurricular activity she did. She was also in many clubs including Pan Asian Association, Associated Student Body (ASB),

Big Brothers & Big Sisters of America, and a community service club called Junior Optimist Octagon Club.

Currently, Miss Crisostomo is working at her colleges' administrative office as a receptionist and assistant to the financial analyst of College Nine and Ten. She is actively taking part of Delta Sigma Pi as a colony member and hopes to one day cross over and become a chapter with her brothers. She is also involved in a Business Plan Competition held by the economics department in UC Santa Cruz.

In the future, Miss Crisostomo hopes to attend graduate school in order to obtain her MBA. Miss Crisostomo is a motivated individual who believes that anything worth achieving is definitely worth working for.

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CRYSTAL MARIE GARCIA



Miss Crystal Marie Garcia is currently a second year at University of California, Santa Cruz with a major in Business Management Economics. She is expected to graduate in June of 2012. She was born on August 17, 1990 in Santa Clara, a small city forty-five minutes north of Santa Cruz. Prior to her college career she attended Santa Clara High School and was involved in many campus activities including jazz choir, concert choir, Interact Community Service Club, and student leadership.

Currently at the UC Santa Cruz, Crystal Garcia is taking fifteen units. Along with her interest in academics, Crystal Garcia has been involved with a variety of extracurricular activities offered by the school. Besides being a member of Alpha Lambda Phi, she has been involved with UCSC's Filipino Student Association. Within this group she is involved with Kasama, a ballroom dance troupe.

Regarding the Alpha Lambda Phi colony, Crystal Garcia is a new member who is excited to see what is next for the growing colony. She loves the idea of being part of a business fraternity, and so far has been an active member. By being part of this organization, she hopes to expand her knowledge of the business world and contribute in a positive way.

After college, Miss Garcia hopes to be working for a top company and seeks to develop skills in either marketing or human resources. She believes that having the experience from these companies will help prepare her for future endeavors. She hopes to one day own and manage her own business.

Miss Garcia is very thankful for the opportunity to be part of the chartering process of Alpha Lambda Phi. In such a short amount of time she feels that she has become so close to her colony members, and is thankful for their support. She is happy to attend the UC Santa Cruz where she met her amazing friends, that without whom she would not have excelled thus far. She is so grateful to have been presented with this life changing opportunity.

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DZINTARS GRINFELDS



Mr. Dzintars Grinfelds is Alpha Lambda Phi colony's Vice President of Finance. Mr. Grinfelds was born on May 5, 1989, and raised in San Francisco, California. He graduated from Lowell High School, a nationally known and distinguished public institution, and now attends UC Santa Cruz where he is in his third year of studies in the Business Management Economics major. He is expected to graduate in June of 2011 and aims to later attend graduate school in the Bay Area where he wishes to continue his studies in marketing.

Mr. Grinfelds is always in search of new challenges to expand his repertoire. Besides working hard for the colony, Mr. Grinfelds is also heavily involved in the campus community and sport of bowling. He is currently a: Neighborhood Assistant at Oakes College of UCSC; course assistant for the Oakes College online literary journal class; volunteer for the Student Initiated Outreach Programs Inspiration for Scholars of Higher Education, Motivation Conference, and A Step Forward; part-time employee at a bowling Pro's Shop in the Bay Area; and

competitor in many bowling tournaments. But when free time comes available, he enjoys nothing more than spending quality time with friends, family, and his fraternity brothers.

Mr. Grinfelds is one the original officers who began the challenge of trying to establish Delta Sigma Pi in Santa Cruz in 2009. Since being asked to join in the project, Mr. Grinfelds has seen the great benefits one can gain from the brotherhood and how much members learn about the business world. Though he dedicated much time and effort to help overcome some of the obstacles the colony had, he aspires to see the task completed for such knowledge is invaluable to the current and future UC Santa Cruz community. Mr. Grinfelds would like see the colony grow, both in membership and popularity, as it has in these past few months to become a useful source of business knowledge and professional practices - something no other campus group can offer.

Using the skills learned and knowledge gained from his experiences with Delta Sigma Pi, Mr. Grinfelds aims to eventually be a Marketing Manager, and ideally have extra time to bowl competitively on the Professional Bowlers' Tour. Whether or not he reaches his goal, he appreciates everything his friends and family has done for him, and the opportunities granted by the fraternity. Such experiences and bonds have molded him into the young, driven professional he is today.

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EDWARD ANDREW DIAZ



Mr. Edward Andrew Diaz is a second year Business Management Economics student expected to graduate in 2012. He was born in San Diego and raised in West Covina where he graduated from Nogales High School. During his years in high school, Mr. Diaz chose accounting for his career pathway in Business Management Economics and is continuing on that pathway at the University of California, Santa Cruz.

On his free time, Mr. Diaz enjoys playing videogames, watching movies, listening to music, and outside sports. He enjoys badminton, basketball, bowling and running with his friends and Mr. Diaz also enjoys going to the gym to become full of energy while relieving his stress.

While in high school, Mr. Diaz was involved in extracurricular activities that included the marching band and the solar boat competition. Mr. Diaz was in the band for four continuous years and won first place at championships his junior year in high school. During his senior year, he became a section leader where he developed his leadership skills, and also won first place with his teammates at the solar boat competition. Mr. Diaz was also involved in the program senior seminar for business to enhance his business skills where he worked on presentations, wrote letters and resumes, and completed other business-related responsibilities.

Currently Mr. Diaz is at UC Santa Cruz where he joined the Alpha Lambda Phi colony to better improve his business skills and knowledge. Mr. Diaz wants to use business etiquette without having to second-guess himself and gain experience that will impress others. Being in Delta Sigma Pi will also allow him to give back to the community. All the brothers that he will have will give him friendships that will not just be brothers for life, but professional relationships as well. Delta Sigma Pi will help Mr. Diaz become the person he wants to be. After graduating, Mr. Diaz hopes to attend graduate school at the University of California, Berkeley to obtain his Masters' degree in business, pass the CPA exam, and work for one of the Big Four accounting firms.

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ERIC BRAVO



Mr. Eric Bravo is a second year at the University of California, Santa Cruz. He expects to graduate the year of 2012, double majoring in Business Management, and Film and Digital Media. On his free time, Mr. Bravo enjoys running, playing basketball, hanging out with friends, and listening to music.

Although he resides in Daly City, California, Mr. Bravo graduated from Stuart Hall High School in San Francisco. During high school, he was a cross-country runner and played tennis, while also completing over a hundred hours of community service. The service sites include traveling to Oaxaca, Mexico, serving at soup kitchens, running in Race for the Cure, and volunteering at California Pacific Media Center as a physical therapist assistant. He was also co-president for the school's recycling club and participated in the school's film festival.

At UC Santa Cruz, Mr. Bravo is currently taking his first accounting course while also enrolled in an upper division macroeconomics course. In addition to these classes, he continues to study Japanese and plans to travel abroad. He is a member of the College Ten Senate and a community service club called Praxis. During Mr. Bravo's first year, he was also a representative at UCSC's university wide senate, the Student Union Assembly, where he and other representatives helped students deal with concerns such as student fees and budget cuts.

Mr. Bravo decided to join Delta Sigma Pi to expand his network in the business field while improving his business knowledge. In ten years, he sees Delta Sigma Pi as a successful fraternity in UC Santa Cruz, demonstrating how a business fraternity is supposed to be ran. Mr. Bravo is an active member and hopes to become a leader holding a position in his chapter. He has already contributed one of his many creative ideas for the colony's first t-shirt design.

After college, Mr. Bravo plans to attend a graduate school focusing on international business. After completing his degree, Mr. Bravo hopes to understand the business world. His dream job is to have an import-export business. Aside from Delta Sigma Pi and school, Mr. Bravo is currently in the process of creating his own used car dealership. He started this project in the summer of 2009 and is expecting it to be complete by Spring 2010. He hopes this endeavor will be successful so he can contribute and share his knowledge with his future brothers.

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ERICA ARMLIN



Miss Erica Armlin is currently a second-year Business Management Economics major at the University of California, Santa Cruz. Her strong interest in the political sphere has also led her to pursue a minor in politics. Her expected graduation year from the university is June 2012.

Miss Armlin was born in Escondido, California. Her father was a recruiting officer in the United States Marine Corps, which led to Miss Armlin and her family to move quite a bit during her childhood and young adult life. Aside from living in Escondido, Miss Armlin has lived in Livermore, Hayward, Dixon, and Sacramento, all unique vicinities in California. All of this moving has allowed Miss Armlin to be dynamic in social and networking settings and has also led her to become the driven and hardworking individual she is today.

Miss Armlin attended high school at El Camino Fundamental High School in Carmichael, California. She played basketball for the school team and was also the treasurer of "Lend a Hand", a community service club. As a result of these extracurricular activities, she is able to work well in a team setting and among a diverse group of people. Throughout high school, Miss Armlin was a manager at Wenelli's Pizza, a locally owned and operated pizzeria. At UC Santa Cruz, Miss Armlin has been a tutor for Personal Computers II since the quarter of Spring 2009. Miss Armlin has accumulated practical work experience and has learned management skills that can be applied to jobs and positions for the rest of her life.

Outside of an academic setting, Miss Armlin is an avid snowboarder in the winter, and during the summer months she partakes in wakeboarding. Miss Armlin loves to be outside and is enthusiastic about hiking, camping, and jogging. Thus, UC Santa Cruz was a perfect fit for her, giving the best of both the beach and the forest.

Since joining Delta Sigma Pi, Miss Armlin has seen her social network grow considerably and she has been able to work with like-minded individuals whom she may have never met if she did not join the colony. She hopes that Delta Sigma Pi will start a legacy that will be everlasting at UC Santa Cruz.

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SECTION VII.
MEMBER BIOGRAPHIES
FELIX CHAN



Mr. Felix Chan is currently a first-year undergraduate student at the University of California, Santa Cruz, majoring in Business Management Economics. He was born in San Francisco on September 12, 1991, but was raised in Las Vegas. Mr. Chan relocated to Davis, California before the start of his junior year in high school, and graduated from Davis Senior High School in 2009.

Mr. Chan discovered Delta Sigma Pi when he was searching for extracurricular activities to partake in college, and has been in the Alpha Lambda Phi colony since Fall 2009. He holds an executive position as the Historian and the Newsletter Editor. Mr. Chan joined Delta Sigma Pi to further hone his leadership skills he developed in his high school years as a Student Government member and an In-N-Out Burger employee, and to develop both lifetime brother and professional connections. Mr. Chan is the youngest colony member, but he is perhaps one of the most ambitious, seeking to

become chapter president before the end of his collegiate career.

At UC Santa Cruz, Mr. Chan is beginning the completion for the prerequisite Business Management Economics Major courses, which included a course in microeconomics and an introduction to the accounting series. Fluent in two dialects of Chinese, Mr. Chan hopes to study abroad at the University of Hong Kong for one semester during his third year to pursue his curiosity in the economies of East and Southeast Asia.

In addition to Delta Sigma Pi, Mr. Chan trains in Quantum Jujitsu under Sensei Kevin Snorf. Mr. Chan's passion for martial arts has developed a sense of respect and honor for his peers, and discipline, self-perseverance, and self-defense in his own life. Mr. Chan is also an avid car enthusiast of the UCSC Car Club, and drives a red Infiniti coupe he named "Deidre". When he is taking a break from his studies, Mr. Chan enjoys spending time with his friends on the beautiful UCSC campus or returns home to his family in the Bay Area.

Although he is early in his collegiate chapter, Mr. Chan believes that joining Delta Sigma Pi will be the best decision during his college years and where his best college memories will emigrate. As the only first-year student on the colony's executive board, Mr. Chan saw the stress, sweat, and tears many of the third-year colony members shed in order for the colony to charter, and vows to continue the Delta Sigma Pi legacy on the UC Santa Cruz campus when they soon graduate and begin a new chapter of their own lives.

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MEMBER BIOGRAPHIES
HAJA JALLOH



Miss Haja Jalloh is a junior majoring in Business Management and Economics with an emphasis in accounting at the University of California, Santa Cruz. Emigrating from Sierra Leone to Carson, California at the age of ten, she values the education that she has received in California from Stephen White Middle School in Carson to college. Her parents are her role models and she values her family. She aspires to do business because of her father, who is an accountant. Miss Jalloh strives to succeed not only academically, but also with extracurricular activities as well. Upon entering UC Santa Cruz, she joined her college's senate and the National Association of Black Accountant (NABA) where she showed dedication and now holds a position as Vice President. As Vice President, she has helped with the implementation of being a role model to high school students. Last year, along with the other officers of the organization, she helped bring students from a school in the Bay Area and spent the day teaching them about financial aid, college life, and her experiences while in college.

Miss Jalloh chose to attend UC Santa Cruz because of its environment and atmosphere. She visited before declaring her attendance to UCSC and completely fell in love with its unique ways. She also loves the teaching style of most of the professors she has had and looks forward to the rest of her undergraduate career. Miss Jalloh has always aspired to challenge herself to reach her goals. This year, she hopes to apply to UCSC's elite and challenging pathway program that is geared towards applied economics and finance. This program allows a student to receive both their Bachelor's as well as their Master's Degrees in five years. She hopes to use her graduate degree in finance to become a financial analyst, and work her way to becoming an investment banker in the long run.

Last year, Miss Jalloh joined the Alpha Lambda Phi colony after realizing that it was a perfect fit for her. After meeting everyone within the colony and being with them for two quarters, she feels like she now has people to turn to in UC Santa Cruz in times of need. The feeling of brotherhood is always present at the Delta Sigma Pi events and meetings, and the bond between the members continues to grow each day. As a colony, Delta Sigma Pi has already accomplished so much and one can only imagine what it will be like in the next ten years. Miss Jalloh hopes that upon becoming a chapter, she, along with the other members, will leave a legacy behind for future Delta Sigma Pi brothers and that the bond of brotherhood will remain present and even stronger. Her hope for the future of the UCSC colony is that we will grow not only within the Santa Cruz community, but also with other chapters in the nation.

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MEMBER BIOGRAPHIES
JAMES ARNOLDUS



Mr. James Arnoldus is currently a Business Management Economics major at the University of California, Santa Cruz. He is expected to graduate in the winter of 2011. Mr. Arnoldus is originally from Placentia, California, which is relatively close to Disneyland and other central Orange County communities. Raised by his father and mother, he has an older brother who is a graduate of the California State University system.

Prior to attending UC Santa Cruz, Mr. Arnoldus graduated from El Dorado High School in Placentia as an accomplished student, athlete, and musician. Currently a “slug” at UCSC, Mr. Arnoldus is involved with the University Economics Association and Delta Sigma Pi. He enjoys volunteering with the Church of Jesus Christ of Latter Day Saints and his time spent with school and social organizations.

Mr. Arnoldus has been involved with the colony since winter of 2010 and is enthused about the energy and growth within the organization. With strong support from current members and faculty at the university, Mr. Arnoldus looks forward to an increased involvement with the colony as a member of the Faculty Relations Committee.

The experience of attending a renowned research university has been a motivating force for Mr. Arnoldus, as his goals are to attend graduate school and pursue a career in management. Additionally, Mr. Arnoldus would enjoy the opportunity of ultimately having his own franchise.

Mr. Arnoldus is fortunate to have been part of the outreach activities from initial members to grow and develop their colony. As a current member who has passed through the initial recruitment process, Mr. Arnoldus looks forward to inviting other like-minded individuals to join the fraternity in an effort to advance our ideals and contribute to the community.

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MEMBER BIOGRAPHIES
JEFF CHIANG



Mr. Jeff Chiang is a third year student at the University of California, Santa Cruz, majoring in Economics with an emphasis in accounting. He was born on April 26, 1989 in San Mateo, California. After moving out of Oakland, he and his family now reside in a small town named Rodeo. He has spent his entire life living in the Bay Area, and would prefer to live there after graduation.

Mr. Chiang has been taking economics classes since his first quarter as a freshman and has already completed three lower division economic courses as well as five upper division courses. He knew he was going to be in the Economics field because he was always interested about how companies and businesses work. Mr. Chiang decided to emphasize in accounting in his sophomore year because he understands the importance of finances in this economy. He still has a long way to go with his accounting courses, but continues to be on pace to graduate by June 2011.

Mr. Chiang's favorite part about UC Santa Cruz is the student lifestyle. This school gives him a better environment to succeed in the future than his high school, John Swett High School. UCSC offers organizations that motivate students to work harder and prepare them in the real world, such as Delta Sigma Pi and the Educational Opportunity Program, both of which Mr. Chiang is proudly part of.

Outside of the classroom, Mr. Chiang can be found at the gym or the basketball courts, and loves to spend his free time exercising and staying in shape. He is a firm believer that sports build character and develops teamwork, which he experienced while participating in basketball, football, and tennis teams.

Mr. Chiang's business goal is to become a manager or partner for an accounting firm. His post graduation plans to achieve this goal are as follows: obtain his Certified Public Accountant Degree, use his degree to obtain a job at one of the Big Four Accounting firms, and, with this business experience, attend graduate school with the advantage of a familiarity with the inner workings of the business world.

Mr. Chiang is one of the newest members of Delta Sigma Pi and is very excited about being a part of this co-ed professional fraternity. He joined the colony because he wanted a better sense of professionalism in the business field. Within one month he has already seen the benefits the colony has to offer. He enjoys the tenacious brotherhood and hopes to help each brother succeed not only in college, but also in the workforce. Mr. Chiang hopes that Delta Sigma Pi will expand within UC Santa Cruz and have more active brothers in ten years. He is confident that Delta Sigma Pi will be a well-known professional business fraternity on campus when students see the incentives this fraternity has to offer.

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MEMBER BIOGRAPHIES
JERRY RAY YUAN



Mr. Jerry Ray Yuan is a third-year undergraduate majoring in Business Management Economics (BME) at the University of California, Santa Cruz. He is expected to graduate in June 2011. Mr. Yuan calls the Bay Area, California, specifically the East Bay, his home and is especially fond of the tremendous range of delectable foods found in his hometown and surrounding municipal regions. Mr. Yuan chose to attend UC Santa Cruz due to his childhood fantasy of living in a forest flanked by his love for the alluring smell of the salty Pacific Ocean breeze.

In his spare time, Mr. Yuan likes to dance, attend concerts and other shows, watch and play sports, travel, drive, board, cook, and explore his surroundings. His favorite parts about UC Santa Cruz are the unique environment and the many (hidden) destinations that can only be reached by foot.

Mr. Yuan's courses at the university have been loaded with primarily economics and accounting classes.

Although he plans on becoming the next Grammy-winning superstar, his vocal cords don't agree with him. Due to this obstacle, the realist inside of Mr. Yuan urges him to stay in school and pursue his second dream: business. He naturally chose the BME major because it complements his passion for his second dream. Mr. Yuan has previously worked for multiple production companies and his experience in the entertainment industry has fostered his goals of owning a live music/comedy club/lounge.

Mr. Yuan can be described as an optimist. He joined the Alpha Lambda Phi colony because he wanted to seize the opportunity to help fill a much-needed niche that was absent on his campus. Furthermore, his reasons for aiding the colony is backed by his desire to secure a strong network of talented individuals and his interminable goal of bettering himself in the process. After all, the task of starting up a national fraternity at his school has proven to be a learning process—one that has redefined Mr. Yuan's own understanding of his identity. Mr. Yuan's favorite event was the Davenport Beach Cleanup because it allowed him and his colony members to see a part of the community that would have been otherwise overlooked.

Mr. Yuan has dedicated his undergraduate career to seeing his colony grow to a nationally recognized chapter of excellence. In the next ten years, Mr. Yuan can see himself in a mirror. More importantly, he can see himself expand to reach new prospective members by providing a professional and social experience that wasn't available a decade ago. He is glad that he can help establish and make this program accessible to future pledges.

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MEMBER BIOGRAPHIES
JOANNA MENDOZA



Miss Joanna Mendoza is currently a Business Management Economics major with an emphasis in accounting at the University of California Santa Cruz. She is expected to graduate in June of 2012. Miss Mendoza is from North Hills, California, a small city in Los Angeles County. She grew up in a typical family with her mother, father, an older sister Lucia, and a younger brother Luis.

Miss Mendoza graduated from James Monroe High School with honors and currently continues her education at UC Santa Cruz. Miss Mendoza is a full time student at the university, where she is taking classes in the economic field. Along with her interest in academics, Miss Mendoza has also involved herself with a variety of extracurricular activities offered by the university.

Miss Joanna Mendoza has been involved with the Alpha Lambda Phi colony since Fall 2009. She is an active member and is excited about the idea of being involved with a business fraternity. By being part of this organization, she hopes to expand her knowledge and gain communication skills that will help her in the future.

Miss Mendoza particularly enjoys attending professional events because she gains a lot of insight that most people do not gain until they enter the professional work force. She also enjoys bonding with her future brothers.

Miss Mendoza's post-graduate aspiration is to attend graduate school at the University of California, Los Angeles. She would also like to find a career in the accounting field. Miss Mendoza hopes to one day have a partnership in an accounting firm.

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MEMBER BIOGRAPHIES
JONATHAN TONG



Mr. Jonathan Tong is a first year at the University of California, Santa Cruz. He plans to major and earn a degree in Economics. Mr. Tong is from Los Altos, California, a community located in Silicon Valley, and raised as an only child by his father.

Prior to college, Mr. Tong attended Mountain View High School and was involved in many organizations both on and off campus including: Youth & Government, Mock Trial, Young Life, lacrosse, and Boy Scouts. In addition, he achieved the rank of Eagle Scout in the Boy Scouts of America program and earned a black belt in the art of Kenpo.

Currently, Mr. Tong is taking the various classes necessary to fulfill his general education requirements while also taking classes needed to declare as an Economics major. Aside from school-related work, Mr. Tong is a senator in College Ten Senate, a delegate in the Model United Nations program, and learning capoeira.

After graduation, Mr. Tong plans to attend law school and pursue a career as a public defense attorney. He feels that everyone has the right to a "fair and just" representation in a court of law and that money should not be an influential factor. Mr. Tong is a firm believer in giving people second chances in this sometimes very unforgiving world. Apart from that, the experience one receives in the field of public defense is more than enough to prepare an attorney to work in any legal field.

Mr. Tong has been actively involved with the Delta Sigma Pi colony since the fall quarter of 2009. So far, he has witnessed the massive growth the colony has undergone and how motivated and passionate everyone has been. He has been fascinated by the members' ability to network and develop greater communication skills with professionals and also with each other. He hopes to strengthen the brotherhood among the members and apply his leadership skills in years to come.

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MEMBER BIOGRAPHIES
JUSTIN LAZARO



Mr. Justin Lazaro is from Hercules, California. He is a junior at the University of California, Santa Cruz, currently majoring in Information Systems Management and minoring in Computer Science. He chose this major because of his interest in both engineering and business. He also felt this major gave him the best versatility in terms of career and job options. Mr. Lazaro's two career goals are being a product manager for a major product and one day running his own company.

Mr. Lazaro's favorite part of UC Santa Cruz are the professors on campus. A majority of professors Mr. Lazaro was a student of have been extremely caring and would not hesitate to assist him whenever he needed help with a subject. Besides school and Delta Sigma Pi, Mr. Lazaro worked as a Product Marketing Intern for Hewlett Packard for the past six months. He also works on computers and cars as a hobby and enjoys watching basketball.

Mr. Lazaro currently holds the Vice President of Professional Activities position. He joined Delta Sigma Pi because he felt it was an opportunity to give something back to students and also to leave something behind in UC Santa Cruz before he graduates. Most importantly, Delta Sigma Pi was a tremendous opportunity to create bonds and network with others that he may not have otherwise. So far, Delta Sigma Pi has been a truly rewarding experience, where he has made lots of new friends and is learning new things every day.

Mr. Lazaro's favorite event is the company tour of Cisco Systems. He found the tour to be very interesting and thought that the telepresence demonstration was cool. He also found the people that work there to be very interesting and hopes to possibly work at Cisco in the future.

In ten years, Mr. Lazaro sees himself as either becoming a product manager for a major software product (hopefully under Google) or even creating his own product, or doing his own startup company, while the Delta Sigma Pi chapter at UC Santa Cruz is an established fraternity that helps young college men and women become ambitious and knowledgeable people in the professional world. He sees it as a gate for college students to truly benefit something unique and special from it.

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MEMBER BIOGRAPHIES
KATRINA THANH



Miss Katrina Thanh is currently a Business Management Economics major with a minor in Information Systems Management at the University of California, Santa Cruz. She is expected to graduate in June of 2012. Miss Thanh is from Cupertino, California, a small city forty-five minutes north of Santa Cruz. She grew up as an only child in a loving family of three with her mother and her father.

Miss Thanh graduated from Notre Dame High School with academic honors and played an active role in her high school community groups such as the Associated Student Body, Filipino Student Association, and the Yearbook committee. She continues to excel in her education at UC Santa Cruz taking courses in the Economics and Information Systems Management fields as well as currently being a part of Delta Sigma Pi and the Filipino Student Association club. Miss Thanh currently

works as a seasonal team member at Frozo's frozen yogurt.

Miss Thanh joined the colony in fall of 2009, where she is an active member and shows great passion in helping the business fraternity graduate from a colony to a chapter hopefully this spring.

Miss Thanh's post-graduate aspirations are to attend graduate school. She would like to find a career in either the business management or the systems management field, enabling her to secure a successful future. Miss Thanh hopes to excel in her choice of career, which will allow her to one day become the president of the company she works for.

Miss Thanh enjoys her brothers of Delta Sigma Pi and thanks them for the support and dedication for the colony to become a chapter through everyone's hard work and being a part of the founding class. Miss Thanh feels lucky and excited that she chose the right university for her, UC Santa Cruz, and is thankful for her friends and family's support through this journey. She is grateful to have taken the opportunity of joining Delta Sigma Pi.

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MEMBER BIOGRAPHIES
KENNETH CHEN



Mr. Kenneth Chen is currently a Business Management Economics major with an emphasis in accounting at the University of California, Santa Cruz. He is expected to graduate in spring quarter of 2012. Mr. Chen was born on March 18, 1990 in San Francisco and was raised in Daly City. Before college, he attended Westmoor High School and was involved with many activities, such as the swim team, marching band, jazz band, and service commissioner.

While currently attending UC Santa Cruz, Mr. Chen is planning on being a teacher's aide for accounting in the fall of 2010. He is now taking Intermediate Economics and taking his core classes. His main focus is on the accounting courses.

Mr. Chen's favorite part of UC Santa Cruz is that the beach is very close to campus. The boardwalk is close to the school's campus and there are many activities to do. Recently Mr. Chen attended the Clam Chowder Cookoff at the Santa Cruz Boardwalk with the

members of Delta Sigma Pi.

Mr. Chen chose to major in Business Management Economics with an emphasis in accounting because Economics was the subject Mr. Chen enjoyed in high school. On top of that, managing a business has always been a dream for him. On the side, accounting would be a great skill that Mr. Chen thought was necessary in order to manage and utilize a company when he owns one.

Regarding Delta Sigma Pi, Mr. Chen feels there will be a lot to learn. There will be many experiences that they will undergo with those who share similar majors coming together to help one another, as well as learning what brotherhood is. Mr. Chen will contribute as much as he can to Delta Sigma Pi, in hopes to help others as well as learning new things to benefit him. From all of this, he plans to pursue a career in the accounting field, hopefully one day being able to work with one of the Big Four Accounting firms.

Mr. Chen is an ambitious student who hopes to become a leader and to be someone whom many can look up too. He enjoys bonding with his fellow members and loves being a part of this professional fraternity.

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MEMBER BIOGRAPHIES
KRSYTAL OLIVIA ON



Miss Krystal Olivia On is currently attending University of California, Santa Cruz. She is a second year with majoring in Business Management Economics. She was born on November 9, 1989 in San Francisco, California and was raised in Millbrae, California.

Before college, she graduated from Mills High School where she was involved in school activities such as Link Crew, Filipino American Association, and after-school sports. Miss On enjoyed interacting with her fellow classmates and has gained a lot of knowledge from high school.

Apart from school, Miss On started work at the age of sixteen at a private fitness club, Primetime Athletic Club, and continues to work there. Working at such a young age has helped Miss On become more independent. She enjoys work and it has

helped her communicate with others in a professional manner.

While attending UC Santa Cruz, Miss On is a full-time student currently taking fifteen units, all of which are towards her major such as Macroeconomics, accounting, and statistics. She is expected to graduate in December 2012. Miss On is also involved in the Alpha Lambda Phi colony. She has attended all of the events and plans on continuing being active as much as possible. Miss On hopes to learn from her fellow brothers and gain as much as an experience she can.

The fellow members of the Alpha Lambda Phi colony have helped Miss On manage her responsibilities. Being a part of this colony has also made Miss On realize what her priorities are and gave her many opportunities in which she is extremely grateful for. Miss On is eager to learn and hopes to gain skills that she can acquire from the future brothers. She hopes to graduate and eventually go into the business field. In hopes of that, Miss On also wishes she will become successful in reaching her future plans.

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MEMBER BIOGRAPHIES
LISA FONG



Miss Lisa Fong was born in Honolulu, Hawaii and currently resides in Northern California. Aside from schoolwork and fulfilling her duty as President of and spending time with the Alpha Lambda Phi colony, she enjoys cooking and watching basketball.

Miss Fong is currently a third-year student at the University of California, Santa Cruz. She is working on her Bachelor's Degree in Business Management Economics with an emphasis in Accounting and plans to graduate in June 2011. She chose this particular major in hopes of building a strong foundation for herself in accounting before continuing on to more complex areas in finance. She hopes to earn a full-time offer from one of the Big Four Accounting firms and plans to sit for the Certified Public Accountants exam in the summer of 2011. In addition to acquiring her CPA license, she also plans on obtaining a Chartered Financial Analyst license and eventually becoming a Certified Financial Officer in her future.

Originally UC Santa Cruz was not Miss Fong's first choice, but after two and a half years of attending the college, she believes that there are endless opportunities the university has to offer in its unique ways. Because the business majors continuously expand, a chapter at this particular university will attract business students who think differently than others.

Miss Fong wanted to establish a Delta Sigma Pi chapter at the UC Santa Cruz because she believes that every university should have a prestigious fraternity that can help guide business students in the right direction. She believes that a chapter at UCSC can help develop and strengthen the Economics Department as the business major at UCSC is quickly becoming one of the most popular majors to declare. In ten years, Miss Fong hopes the chapter will still be running efficiently and grow into something even greater with dedicated brothers helping each other to improve personally and professionally. She believes that starting a Delta Sigma Pi chapter at UCSC could possibly be the first step in showing the university that a UCSC School of Business is essential.

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MEMBER BIOGRAPHIES
MARTIN KO



Mr. Martin Ko was born in San Francisco, but grew up in Oakland, California. He moved to Daly City in fourth grade and has lived there since. Mr. Ko grew up playing a lot of basketball and started playing in the leagues in high school, although he chose to represent Westmoor High School in the sport of badminton instead of basketball. On Friday nights, Mr. Ko can be found in Chinatown of San Francisco at a place called Cameron House, where he is a member of a youth group called FAITH (Funky Asians In The House), which has kids from different schools all around the Bay Area coming together for fellowship on Friday evenings. Because Mr. Ko lived far from Westmoor. As a group, FAITH has accomplished a lot of things through their high school career. Mr. Ko participated in a music video, starred in a theatrical play, put on many fundraisers, volunteered in all sorts of things around the Bay, and as the final event before the end of high school, went on a service trip to Hollywood. In his spare time, Mr. Ko likes to make music: he was in the high

school marching band, but plays the piano on his spare time.

As college choices came around, Mr. Ko had planned to pursue a career in hospitality management at either University of Nevada, Las Vegas, or Johnson & Wales. After talking with his older cousins, he eventually reluctantly decided to forgo the opportunity because of tuition and out-of-state fees, and chose to pursue a career in the Industrial Engineering field. Mr. Ko ended up at the University of California, Santa Cruz with a major in Information Systems Management. He likes the campus very much - the cold weather and fog reminds him of home. He also likes his major, where he has met many friendly people to help him along the way and hopes to meet even more after joining Delta Sigma Pi. He wants to delve into network marketing when he graduates college and is currently invested in two online Network Marketing companies - YTB and Kaching Kaching.

Mr. Ko joined Delta Sigma Pi in hopes of building a strong foundation of professional skills. He wants to have the experience of going through mock interviews, lessons on professional etiquette, and learn all the tools that will improve his professionalism without having to commit to a job while he is still in school. Mr. Ko wanted to join a community where people are serious about their futures and he believes Delta Sigma Pi has that to offer. He sees Delta Sigma Pi growing and prospering in the future because Delta Sigma Pi requires you to have a major in Economics or Information Systems Management, and UC Santa Cruz has a huge population of students with those majors.

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MEMBER BIOGRAPHIES
MIKE MADRIAGA



Mr. Mike Madriaga is a third-year Business Management Economics major with an emphasis in Accounting. He was raised in San Jose, California where he graduated from Independence High School as Senior Class President. Mr. Madriaga has a general interest in city life, beach excursions, travel, city hopping and all things related. He loves baseball, urban wear, music and tattoos. He actually came to the University of California, Santa Cruz blind, without any real knowledge about the campus other than searching for business education while getting the best of both city life and a beach in one small city. Mr. Madriaga grew onto Santa Cruz's beautiful weather, and interesting local settings and people.

One of the biggest things Mr. Madriaga takes pride in is student activism. Other than Delta Sigma Pi, he is involved in Engaging Education, a student initiated outreach and retention program on campus that motivates students from

underresourced and underrepresented communities to move on to higher education, a job that the universities should be doing but refuse to. The organization addresses the issues of the low rates of recruitment from these communities, and then begins the outreach, maintaining them, and continuing to address the struggle. Mr. Madriaga is also the Activities Co-Coordinator for the largest ethnic organization on campus, the Filipino Student Association, which was developed to spread awareness about the Filipino culture and issues pertaining to the community as well.

Mr. Madriaga joined Delta Sigma Pi in search for a future. He came across the colony back in Spring Quarter 2009 and has remained in it through the faulty beginnings and is glad to witness its prospering. The ideals of academics, service, and social attributes in one fraternity separates Delta Sigma Pi from many of the other Greek organization: it is something that appeals to him and he's ready for a strong commitment to brotherhood. Mr. Madriaga is also looking for a strong support system, guidance, and life-like workshops to help better transition him into a steady career. He chose to major in Business Management Economics because of its professionalism and intriguing workforce, as there are many fields to choose from. Mr. Madriaga has been interested in the field since the beginning of high school, where he credits Donald Trump's "Apprentice" back in 2004 for drawing him to the subject. Just seeing such a vast amount of opportunities available from the Business field, Mr. Madriaga feels like he could possibly enjoy this better than any other major—besides, he's terrible at science!

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MEMBER BIOGRAPHIES
NICHOLAS KWAN



Mr. Nicholas Kwan is currently a third-year student majoring in Business Management Economics at the University of California, Santa Cruz. He is expected to graduate in June 2011. Born in San Francisco, Mr. Kwan has lived on the Peninsula of the Bay Area his entire life until moving to Santa Cruz for higher education. He graduated from Mills High School, about an hour north of Santa Cruz with great academic standing and a work hard personality that continues till this day.

Currently at UC Santa Cruz, Mr. Kwan is enrolled in fifteen units progressing towards his degree in Business Management and Economics. Along with his academia and outside of Delta Sigma Pi events, Mr. Kwan enjoys bike riding, playing basketball, and making sure he stays in shape. He also just recently obtained a Marketing internship at a small firm in which he is able to work in Santa Cruz specializing in market research. After graduation, Mr. Kwan hopes to fall into the field of marketing, specifically selling or designing advertisements in print media. His dream is to create advertisements for car companies and see them printed in car-enthusiast periodicals and magazines.

Regarding the Alpha Lambda Phi colony at UC Santa Cruz, Mr. Kwan has been an officer since last quarter, holding the position of Chancellor. He joined Delta Sigma Pi because of the opportunities and benefits for his future. He understands that Delta Sigma Pi can only better him for his future career path. His favorite Delta Sigma Pi event so far has been Newport LEAD School, in which he was able to immerse himself in the Delta Sigma Pi world where he learned and created memories he will never forget.

Delta Sigma Pi is an elite fraternity and Mr. Kwan hopes that it exists on his campus for as long as the university remains. He realizes the power and effect of being a brother and hopes that many others come to realize the benefits of the fraternity in the long run. He is excited to be part of the first class here at the UC Santa Cruz and cannot wait until he and his brothers officially establish their chapter.

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SECTION VII.
MEMBER BIOGRAPHIES
OLIVIA JUDITH IRVIN



Miss Olivia Judith Irvin was raised in Simi Valley, a city in the southern portion of Ventura County of California. She attends the University of California, Santa Cruz where she expects to graduate in June 2011 with a double-major in economics and legal studies.

Miss Irvin joined Delta Sigma Pi to be part of something on campus, meet new people, learn more about business, and hopefully help guide her a bit on which direction to go in the business world.

Miss Irvin became interested in business because she thought it would give her opportunities to travel internationally if she worked for an international company. Lately, however, she has been considering becoming a business lawyer so she can incorporate her love for law and business into one career.

In her free time, Miss Irvin loves most arts. She grew up iceskating and even though there is no ice rink in Santa Cruz she has made up for that with dance. She also loves attending performances. She enjoys photography and worked the previous year as one of the photographers for the campus newspaper.

Miss Irvin also has a huge passion for traveling and learning about other cultures. She spent a semester abroad where she traveled to more than ten different countries and about twenty different cities. She loves how there are a variety of different cultures around the world and really wished that everyone had that desire to gain insight into other cultures.

Miss Irvin loves Santa Cruz for the people. She loves how friendly and accepting everyone is, she has been to places recently where this wasn't the case and she felt very out of place. She also loves how pretty the campus is, because it is in a redwood forest and near the beach. It is the best of both worlds.

At Santa Cruz, Miss Irvin sees Delta Sigma Pi thriving. Most economics majors choose the major for business but it's hard to really learn about business seeing as most classes are economics based. Therefore she thinks future economics majors will be very motivated to join DSP and get experiences they would never get as a student at UC Santa Cruz.

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MEMBER BIOGRAPHIES
PETER CHAN



Mr. Peter Chan is an Information Systems Management major currently enrolled in his third year at University of California, Santa Cruz. Mr. Chan has plans to graduate by 2011, the end of his fourth academic year. He was raised in Fremont, California and has lived there for his entire life. Mr. Chan graduated from Mission San Jose High School in 2007. He enjoys listening to music, traveling, spending time with friends, and trying new things.

Mr. Chan's favorite aspect of UC Santa Cruz is the Information Systems Management major that is offered at the school. Mr. Chan chose this major because he enjoys the business aspect of the major, but at the same has an interest in technology. On top of this, Mr. Chan feels that gaining technical engineering skills will become useful in the future.

Mr. Chan is a new member of the Alpha Lambda Phi colony. He joined Delta Sigma Pi in hopes of meeting other business minded, driven, young professionals. Mr. Chan's major still falls under the School of Engineering, so most of his class time is spent around that field of study. He joined Delta Sigma Pi to expose himself to more business majors to obtain a more balanced understanding of both fields of study.

Mr. Chan hopes to get as much exposure to the professional world as possible from Delta Sigma Pi. It is his goal to come out of the experience with a more comprehensive view of the business world while also building lasting relationships with those around him. So far, Mr. Chan's favorite Delta Sigma Pi event has been having professionals come to speak, as this gives a direct view of the professional world. In ten years, Mr. Chan sees the Delta Sigma Pi at UC Santa Cruz as an established fraternity on campus, with a large member base.

In ten years, Mr. Chan hopes to be a young professional rising through the ranks in a number of potential fields of work. Mr. Chan sees himself working in positions along the lines of a marketing project manager. On top of that, he sees himself keeping in touch with his close friends, while enjoying the family around him.

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SECTION VII.
MEMBER BIOGRAPHIES
PHILANA CHAN



Miss Philana Chan is currently majoring in Business Management Economics with an emphasis in accounting at the University of California, Santa Cruz. In addition, she plans to pursue a minor in Education by the time she graduates. She is expected to graduate in June 2012. Miss Chan is from Daly City, California.

Prior to attending UC Santa Cruz, Miss Chan attended Westmoor High School. What really interested her into studying business was joining Westmoor's Future Business Leaders of America (FBLA) club, the largest business career student organization. She participated in statewide competitions on various subjects that ranged in the fields of business. While attending many different activities and socials, she represented her school in competitions because of her determination and dedicated study habits. She placed top ten in

regional and state competitions. By being an active member, she ran and became one of the Vice Presidents in FBLA. She acquired various skills such as communication and leadership that she can apply into her future. With these skills, she realized that she wanted to study business in college. She was also involved in other campus activities such as Jazz Band, Leo's Club, Red Cross Club, and Recycling Club. Aside from the community service clubs, she volunteered at Seton Medical Center and tutored students at a local library. Outside of school, she played the piano for eight years and was certified by The Associated Board of the Royal Schools of Music that she passed Grade Eight Piano. After graduating from college, she hopes to teach piano to younger children on her free time.

Miss Chan is excited to be a part of Delta Sigma Pi. She looks forward to the future events that will open the doors to many opportunities beyond the classroom. She hopes to learn more about business as well as creating lifelong bonds with her brothers. She is thankful for this opportunity to take part in Delta Sigma Pi because she will be able to apply all she has learned from it into her future. Being a part of it will transform her into a professional individual. She knows that it has many great things to offer for her and that in return, she hopes to become an officer and offer great ideas back to make the fraternity even more successful. She foresees a great future for Delta Sigma Pi.

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MEMBER BIOGRAPHIES
RAYMOND KIM



Mr. Raymond Kim is currently a fourth-year student at University of California, Santa Cruz and will be graduating in Spring 2010 with a Bachelors' Degree in Business Management Economics with an emphasis in Accounting. Mr. Kim is from a small city, or large town called Pinole, which is located in the East Bay, notably near Vallejo, CA. However, he attended Berkeley High school, where he was involved in the BHS Mountain Bike Team and the swim team. He also played for the Oakland Youth Orchestra throughout his high school career.

Mr. Kim is glad that he chose to go to UC Santa Cruz. Other than the great people, and proximity and distance from home, he loves the fact that he can enjoy outdoor activities whenever he wants, with the beach and the forest near by. For his first two years at UCSC, Mr. Kim was actually a biochemistry major, in pursuit of his dream to become a orthodontist. However, after going through the major, he realized that he was more interested in

business, and switched his junior year to Business Management Economics. After a year and a half of hard work, he was able to catch up to his fellow students in the major. Along with his course work Mr. Kim is involved in many extracurricular activities at UCSC. He is currently a Banquet Coordinator Officer for the Chinese Student Association, a member of the CSA Hip Hop Crew, and the Pagkakaisa Dance Troupe. He is also an intern for the UCSC Internal Auditing Services Department and an intern for VenaData, a start-up marketing/sales company.

Mr. Kim is also currently a member of the Alpha Lambda Phi colony. He joined when the colony was just getting started, as the VP of Professional Events and assisted with laying the groundwork for what the colony is now. Due to Delta Sigma Pi regulations, he resigned his position and is now aiming to become an Honorary Member of Alpha Lambda Phi. Mr. Kim joined Delta Sigma Pi because he wanted to help establish a more notary organization that represented the business, economics, and Information Systems Management majors on campus, and to create another way for these students to network and better themselves. He hopes to contribute as much as possible to the permanent establishment of the fraternity at UC Santa Cruz. He also hopes to gain as much networking from Delta Sigma Pi as possible, and to make lasting professional and casual friendships with the members. At

the current pace that Alpha Lambda Phi is growing, he expects to see DELTA SIGMA PI as one of the largest and well-known fraternities at UCSC and Silicon Valley. Mr.'s favorite DELTA SIGMA PI event is the Warriors Game night because he was able to get to know more of the members of DELTA SIGMA PI.

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MEMBER BIOGRAPHIES
ROMELL MASON MOORE



Mr. Romell Mason Moore is currently a Business Management Economics major who is thinking of double majoring in Mathematics Education at the University of California, Santa Cruz. He is expected to graduate in June of 2013. Mr. Moore is from Oakland, California, which is about an hour and fifteen minutes away from Santa Cruz. He grew up in a lower-class family, raised by his mother and grandmother, but he shows great appreciation to where he came from.

Mr. Moore graduated from Castlemont High School with honors and currently continues his higher education at UC Santa Cruz. While Mr. Moore was attending Castlemont High, he served on the executive board as a student representative. He also was the student voice for parent leadership meetings. Mr. Moore is a full-time student at the university, where he is currently taking general education classes while slowly moving into classes in the economics field.

Mr. Moore has been involved in the Alpha Lambda Phi colony since Fall 2009. He is an active member and adores the fact that he is involved with a business fraternity. Mr. Moore's favorite event with his brothers so far has to be the Recruitment Retreat, where they got to know each other by playing a game called ZAP. He joined Delta Sigma Pi to gain more knowledge of the professional world, and to reach a higher level of respect for those in the professional world.

Mr. Moore's post-graduate goals are to attend graduate school part time while working in the business field. Mr. Moore hopes to become a high-powered corporate lawyer, while managing a few small businesses on the side.

Mr. Moore adores the members of the colony. He thinks of his brothers as role models. He finds their strong will and dedication to be motivating. Mr. Moore also finds the fact that his brothers are upper-class men to be extremely helpful. He also finds it easy to get along with them.

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MEMBER BIOGRAPHIES
SHREYA GOPAL



Miss Shreya Gopal is from Fremont, California, which located in the San Francisco Bay Area. She received her high school diploma from Mission San Jose High School in 2009 and also earned an A.A. Degree in Business Administration from Ohlone College in May 2009. During her high school years, she was actively involved on her school's cross-country and track and field teams, but was also highly involved in her student government class named Leadership II. Miss Gopal also played the piano for thirteen years and earned a certificate from the Music Teacher's Association of California.

Miss Gopal knew for quite some time that she wanted to pursue a business-related major for her bachelor's degree, which is what brought her to the University of California, Santa Cruz to complete a degree in Business Management Economics. She is also minoring in Information Systems Management because she wanted to combine her love of technology with her love of business. Miss Gopal enjoys this school because of the relaxed, minimal worry environment, as well as the people from different backgrounds. When selecting this school, she thought that the unconventional people and outside-the-box thinkers would enable her to gain a better perspective on the world.

Since Miss Gopal is studying Business Management Economics, she thought joining Delta Sigma Pi would be very beneficial. She thought that the Delta Sigma Pi environment would enable her network with people who have similar majors, interests, and life goals. She hopes to gain a sense of brotherhood because of this. Miss Gopal is happy that Delta Sigma Pi is a professional fraternity because she finds that there are many benefits as well as opportunities that Delta Sigma Pi gives her. She finds the professional events to be very enlightening and believes that hearing a real perspective on business from someone who deals with business in the real world could help point her in the right direction in the future. .

Miss Gopal plans to graduate from the UC Santa Cruz in June 2011, and hopes to attend business school and earn a Master of Business Administration degree soon after graduating. However, if she does not attend business school, Miss Gopal plans to get a job. She does not know yet what type of job she wants to get exactly with her degree but she plans to keep her options open because at this point, she likes all aspects of business from accounting to marketing. Perhaps in the future, Miss Gopal will start her own company.

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MEMBER BIOGRAPHIES
SORA KANG BOER



Miss Sora Kang Boer is currently third-year student at University of California, Santa Cruz with a major in Global Economics. She was born in 1988, South Korea, but when she turned fifteen, she moved to San Ramon, California to pursue her dreams further. Prior to UC Santa Cruz, she attended Las Positas College in Livermore, California, where she graduated with high honors with an AA Degree in liberal arts and transferred to UC Santa Cruz.

Miss Boer is enjoying her first year at UC Santa Cruz, exploring her school and the city while taking economic courses, such as international trade and energy economics. Miss Boer is planning on studying abroad in South Korea for six months in 2011.

She joined Delta Sigma Pi in Winter 2010 hoping to gain more valuable experiences and skills related to business field. She is also looking forward to improve on her social networking and teamwork skills with other brothers in Delta Sigma Pi. Although she has enjoyed all the events she attended, Miss Boer's favorite event was the beach clean-up event because she got to meet new people, cleaned up the beach, and discovered a new beach she did not know of before.

Besides being a member of Delta Sigma Pi, she devotes her time teaching children at Sunday Bible School at her church back home and helping out at Korean school in Danville, California. Other than that, she also participated in some local benefit concerts raising money to buy wheelchairs to those who need it. During her free time, she likes to go out and find good restaurants to eat, draw, or watch movies.

Ms. Boer is thrilled about the fact that she is one of the founding members of this colony. In the future, she expects to learn more than she already did through the colony and believes those experiences will help her after she graduates. After graduation, she hopes to work in an international finance or international marketing fields to gain more information and experience, and then continue her education in graduate school.

In ten years, she wants to see herself traveling all over the world dealing with large global companies, and also she will give back to Delta Sigma Pi by helping out at professional events as a founding member. She is very satisfied for the fact that she found this colony and wants to thank the colony members for allowing her be a part of this unique and amazing experience.

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MEMBER BIOGRAPHIES
STEPHANIE BAURE



As a Business Management Economics (BME) major with an emphasis in Accounting, Miss Stephanie Baure plans to graduate by the end of Spring 2011 from the University of California, Santa Cruz. Her family resides an hour north of Santa Cruz in her hometown of South San Francisco. Prior to UC Santa Cruz, she attended Terra Nova High School, in which she served as Student Body Co-commissioner of Clubs and Athletics, secretary of the Asian Club, and a newspaper columnist. She now continues her leadership experience with the Alpha Lambda Phi colony, through the position of Inter-chapter Liaison.

Although UC Santa Cruz was not her first choice, Miss Baure loves the campus, especially the beautiful trails amongst the tall trees on a sunny day. Many of her UCSC friends, however, were not studying business or economics, so she decided to check out Delta Sigma Pi. Moreover, she saw that such an organization could open many opportunities for her in the future. Surrounded by

those with the same business interests as herself, Miss Baure is happy to be a part of the Alpha Lambda Phi colony. Before becoming a BME major, she contemplated on studying journalism, but she thought it would be more exciting to be working with the companies of the Silicon Valley, known for its technological innovation. She is currently in the process of finding a Summer Audit Internship in the hopes of becoming a full-time auditor by the time she graduates. In ten years, she would like to be traveling on international business with as many countries as possible.

Not only is Miss Baure hoping to make long-lasting friendships, but she would also like to start her networking through Delta Sigma Pi. Furthermore, she sees herself learning a lot about the business world that a classroom does not necessarily cover. Although the professional events have provided this knowledge, the social events, such as Game Night, have been more memorable and enjoyable for her. Hopefully, Delta Sigma Pi at UC Santa Cruz will be a reputable force on campus in the future, especially in the Economics Department. She would love it to see it known for fostering strong relationships with various companies and organizations, with students respecting the chapter as well as yearning to be a part of Delta Sigma Pi.

Aside from school and Delta Sigma Pi, Miss Baure loves to spend her time watching television and hanging out with friends. She enjoys visiting museums, making friendship bracelets, or just venturing off to the city for an adventure. If all else fails, simply sitting on the couch with her laptop will suffice.

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MEMBER BIOGRAPHIES
STEPHANIE WU



Miss Stephanie Wu is currently a Business Management and Economics major at the University of California, Santa Cruz. She is expecting to graduate in June of 2011. Miss Wu is from Fremont, California, a city about forty miles outside of San Francisco. She is the only child of Frank and Bandy Wu. Miss Wu has a huge love for photography and travel. She could spend a day traveling and taking pictures.

Being a Business Management and Economics major, Miss Wu has taken many economics courses from introductory courses to more advanced courses. She finds that the more advanced courses, such as Marketing and Natural Resources of Economics, tend to be the most interesting

Aside from school-related work, Miss Wu has participated in intramural softball. Miss Wu is currently working for Kumon, a math and reading enrichment program located in downtown Santa

Cruz.

Miss Wu graduated from American High School in June 2007, participating a great deal in student governments as well as the high school swim team. Because of her active participation in student government and leadership throughout high school, Miss Wu decided to join Delta Sigma Pi.

Miss Wu has been a part of the colony Alpha Lambda Phi since September 2009. She has participated in most events since her membership and intends to contribute as much as she can. She has already learned a great deal since becoming a member through her leadership role as well as through professional events. Miss Wu's favorite event thus far has been with Mr. Calvin Yu from Pandora. Mr. Yu gave a presentation about Pandora, resumes, interview, and his success story. Because of this presentation, Miss Wu has learned a great deal of information and will be able to apply this information in the future.

Upon graduation, Miss Wu hopes to work for a public relations firm or an advertising firm in San Francisco. After working for a couple years, she hopes to go to graduate school to pursue her Masters Degree in marketing. Miss Wu's aspiration is to one day open up her own wedding planning company.

As Senior Vice President, Miss Wu is very excited for Delta Sigma Pi's growth on UC Santa Cruz's campus as well as the individuals' growth as a professional.

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SECTION VII.
MEMBER BIOGRAPHIES
THOMAS TRAN



Mr. Thomas Tran is currently a junior at University of California, Santa Cruz. He is planning to graduate with a BS in Economics and Environmental Studies. One of the many reasons he decided to go to school in Santa Cruz is because of the beautiful environment surrounding the school which is a welcome change coming from Los Angeles. UC Santa Cruz gives him a unique opportunity to discover himself and find out what direction he wants to take in life.

Mr. Tran was born and raised in Gardena, California, which is located south of Los Angeles. He was able to attend a different district for school and ended up at Mira Costa High School in Manhattan Beach. At Mira Costa, he took part in many advanced courses and took part in cross-country and track for three years. Training and competing in cross-country and track help him build a sense of determination and self-discipline. Years of hard work and dedication helped his transition to college and the workload

that awaits him.

After entering UC Santa Cruz and taking introductory classes to economics, Mr. Tran knew that he wanted to make a career out of it. Soon after entering his sophomore year in college, he discovered there was a combined major with Economics and Environmental Studies. With the emerging awareness of our environment and the bright job market involving Environmental Studies, Mr. Tran decided to switch majors from Business Management Economics to the combined major. After taking classes and learning about environmental issues, he knew he made the right choice. With the background of Economics and Environmental Studies, he hopes to make industries and other markets to value the resources they have and not waste it.

Mr. Tran was always encouraged by others to be more involved at school and in his community. Soon after he joined clubs and other social groups on campus but he realized none of these clubs would help him when he enters the working world. This is one of the main reasons Mr. Tran decided to join Delta Sigma Pi, hoping to better himself for his own future's sake. He truly believes that Delta Sigma Pi will give him the tools and guidance that will help him in the real world. With his new brothers he met through Delta Sigma Pi, he hopes that he could build a connection that would help him accomplish his goals in life. Mr. Tran is glad to be part of the founding class of Delta Sigma Pi at UC Santa Cruz. Even though Delta Sigma Pi is a brand new fraternity on campus, with the help of founding class and future classes, Delta Sigma Pi will be influential power on campus and a great resource for future generations.

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SECTION VII.
MEMBER BIOGRAPHIES
TYLER MCGREEVEY



Mr. Tyler John McGreevey is a third-year student at University of California, Santa Cruz and is majoring in Business Management Economics with an emphasis with Accounting. Coming from the town of Valencia, California, he lived in close proximity to the Six Flags Magic Mountain theme park.

When Mr. McGreevey started taking business classes at UC Santa Cruz, he also began to search for some place where he could practice and improve his professional skills while also meeting other business majors. Having had his uncle and family friends in the fraternity, he was immediately drawn to this opportunity. This year he has served as the Vice President of Alumni Relations and has worked closely with officers and members, forming bonds that will continue into his career. The experiences and connections he has made the past two quarters have expanded Mr. McGreevey's network to include a large number of professionals as well as members.

Outside of Delta Sigma Pi and his accounting and business class work, Mr. McGreevey also participates in several activities. In order to receive valuable feedback from others while practicing public speaking, he is a participating member of the Toastmasters Club on campus. Although a large time commitment, Mr. McGreevey represents the Banana Slugs on the UC Santa Cruz baseball team and remains passionate about playing in games. Baseball has shown how working together as a team and using everyone's strengths appropriately to succeed is an important skill in any collaborative project. Baseball also provides opportunities to make friends and exercise while traveling the surrounding region. For the past two years in the fall, Mr. McGreevey has worked as a writing tutor for incoming students as they adjust to university writing. This is an environment where he is able to work on his communication and writing skills even though his major coursework involves more mathematics and logic. He particularly enjoys the opportunity to interact and tutor students from such diverse backgrounds and various writing skills.

Following graduation in June of 2011, Mr. McGreevey plans to go work for an accounting firm in Silicon Valley. After a few years of working for a firm, he may choose to go back to school to get an MBA and transition into a private industry job. Besides these aspirations, he also plans to get his California real estate license and consider investing in housing development projects. The foundation of professionalism being laid through his work with Delta Sigma Pi is something that will prove invaluable as he begins his career. The practice and friends made in the brotherhood are friendships that will continue to change and grow for life.

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SECTION VII.
MEMBER BIOGRAPHIES
VICKY VICILLIA PRAMANA



Miss Vicky Vicillia Pramana is currently a second-year student majoring in Business Management Economics at the University of California, Santa Cruz. She was born in Indonesia on September 24, 1990. Her family migrated to San Francisco in 1998. Prior to attending UC Santa Cruz, Miss Pramana attended Mercy High School in San Francisco. She was involved in many extracurricular activities, including student government, the swim team, track and field team, varsity tennis, yearbook club, math club, and campus ministry. She also upheld many leadership positions such as Campus Ministry Leader and captain of her varsity tennis team.

Currently, Miss Pramana is taking twenty units and will be finishing her breadth courses by the end of this quarter. She has also become involved with UC Santa Cruz's intramural sports team, participating on the basketball and ultimate frisbee co-ed team.

As being a member of the colony for Delta Sigma Pi, Miss Pramana hopes to contribute as many leadership skills as she can to make the colony grow for the future. She also hopes to make friendships and bond with her fellow brothers as they go through the process into turning the colony into an established chapter. Five or ten years from now, Miss Pramana plans to have a stable and successful career in the field of marine insurance or the fashion industry. Miss Pramana is a competent and ambitious student who is confident that she can help build the colony to its full potential.

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MEMBER BIOGRAPHIES
VIKKI KONG



Miss Vikki Kong is currently a third-year Business Management Economics (BME) major with an emphasis in Accounting at the University of California, Santa Cruz. She is expected to graduate in June of 2011. She is born and raised in the beautiful city of San Francisco, California. Prior to her college career, she attended Abraham Lincoln High School and was involved with many campus activities including serving as Student Body President, Yearbook Editor-in-Chief, Jump Start Mentor, head of the Principals' Cabinet, and the Class of 2007 Club. Besides being a full-time student and bonding with her Alpha Lambda Phi brothers, Miss Kong enjoys attending baseball games and is a huge fan of the San Francisco Giants. She also likes to watch movies and collecting DVDs.

Currently at UC Santa Cruz, she is a Teaching Assistant for Introduction to Accounting and is involved with the Toastmasters Speech Club. Miss Kong serves as Vice President of Colony Operations

in Delta Sigma Pi. She joined Delta Sigma Pi because she felt that she wanted to give something back to the university before she graduates. She felt that because the Business Management Economics major is growing at UCSC, a professional business fraternity would improve the university. Delta Sigma Pi is also a wonderful way for the BME majors to prepare each other for the real business world. Miss Kong hopes to see Delta Sigma Pi become a successful chapter at the UCSC. In ten years, she would like to see Delta Sigma Pi at UCSC grow into a huge fraternity filled with the brightest and driven students at this school.

After college, Miss Kong plans to work for one of the Big Four public accounting firms and obtain her CPA license. She also plans to attend graduate school to earn her MBA Degree after gaining experience in the work field. In ten years, she hopes to be successful in her career and on her way to starting a family.

Miss Kong is extremely thrilled and proud to be part of the founding class with her fellow brothers. She looks forward in seeing how Delta Sigma Pi will develop and improve at the UC Santa Cruz and hopes to see a positive impact it will have in the lives of its brothers.

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SECTION VII.
MEMBER BIOGRAPHIES
WARREN FUNG



Mr. Warren Fung is currently a second year student at the University of California, Santa Cruz. He is a Business Management Economics major with an emphasis in accounting. He is expected to graduate in June of 2012. Mr. Fung was born on December 9, 1988 in Berkeley and raised in Oakland, California. He resides with his father, mother, and younger sister Camy.

Mr. Fung graduated from Patten Academy of Christian Education as salutatorian. He currently attends UC Santa Cruz as a full time student, where he is taking courses in the field of math and accounting. He is actively involved in the fraternity Psi Chi Omega as event staff. He helps plan and coordinate fundraisers and philanthropy events as well as creating ideas for social events with other organizations.

Mr. Fung has been involved in the colony since Winter 2010. He knows many of the officers and is just starting to get involved with the colony. By participating in meetings and events, he hopes to bond with all of his brothers just like he did in Psi Chi Omega. By being a part of Delta Sigma Pi, he hopes to continue networking and meeting other brothers.

Mr. Fung sees Delta Sigma Pi as a huge success in ten years. He expects it to be the biggest business fraternity on campus with a vast number of active members. In ten years, he sees himself as an accountant working for one of the four biggest accounting firms, while working towards his passion to be a doctor.

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SECTION VII.
MEMBER BIOGRAPHIES
WOSSEN WORKNEH



Mr. Wossen Workneh is a third-year student at the University of California, Santa Cruz majoring in Economics. His expected graduation date is June 2011. Mr. Workneh transferred from City College of San Francisco, and prior to that attended Georgetown University. After taking a break from college to return home and work for a non-profit organization for a year, Mr. Workneh chose to resume his studies in California, which he found to enjoy more. He was born and raised in Addis Ababa, Ethiopia and came to the United States after high school for higher education. Mr. Workneh has lived in Washington, D.C. and San Francisco, California.

Mr. Workneh hopes to complete post-graduate studies, and possibly working with non-profits or development agencies where he has spent some time interning. He has been involved in many community service activities. Mr. Workneh greatly enjoys both playing and watching sports, including basketball, soccer, and football. He also likes to

follow what is happening all over the world.

Despite having only been in Santa Cruz for a short time, Mr. Workneh has enjoyed it immensely. He is particularly impressed by the beauty of the campus, realizing that few students get to experience school in such a wonderful environment. Mr. Workneh joined Delta Sigma Pi in order to find like-minded, motivated individuals like himself who want to push themselves to achieve in a multitude of manners. He understands that through Delta Sigma Pi, he immediately is part of a global network of brothers.

Mr. Workneh hopes to make himself a better-rounded person through Delta Sigma Pi, learning from both other members and the various events and activities. So far, Mr. Workneh has particularly enjoyed the trip to watch an NBA game in Oakland with fellow colony members. He looks forward to helping the colony become a chapter and see it grow over time. He hopes it will help shape motivated individuals who will go on to impact the world. In ten years, he hopes it will be bigger than it already is, with it being well known and respected on campus by professors and students alike.

Mr. Workneh chose to become an economics major because it can be helpful no matter what one does. He realizes that he can utilize it in both his personal and work life. Ten years from now, Mr. Workneh sees himself having completed his education after gaining some valuable work experience in the United States, and have moved back to Ethiopia. Once there he hopes to run his own business, which will in some way impact and improve development of his home country.

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SECTION VII.
MEMBER BIOGRAPHIES
PROFESSOR DAVID E. KAUN



Mr. David E. Kaun is a faculty professor at the University of California at Santa Cruz's Economic Department. Professor Kaun lectures many of economic classes taken by Economic students. Courses taught by Professor Kaun include: Intro to Microeconomic, Economic Performing Arts, Labor Wars, Political Economic Capitalism, and Money&Art 2 Passions. Professor Kaun's research focus is on the economics of art and culture, political economy of capitalism, labor and defense economics.

Mr. David Kaun was affiliated with the University of Pittsburgh and the Brookings Institution before coming to UCSC in 1966. His major research interests have been in the areas of the quality of work and higher education, the ideological basis underlying economic paradigms, military defense procurement and defense industry contractor behavior, and an analysis of the impact of conservative "think tanks" on public policy. His present interests are in the area of cultural (arts) economics. Professor Kaun received his Bachelors of Science in Economics from Arizona State University in 1955. In 1958, Mr. Kaun received his Masters Degree in Economics from Claremont Graduate School. Soon after, Mr. Kaun pursued his Doctorate in Economics. He received his Ph.D from Stanford University in 1963.

Mr. David Kaun has published a numerous amount of publications. These publications include:

- "Attitudes Toward Inequality: Racism and other Varieties of American Exceptionalism," *Journal of Socio-Economics*, forthcoming (2007).
- "Income and Happiness: earning and spending as sources of discontent," *Journal of Socio-Economics*, Vol. 34, 2005
- "What does economic freedom buy?," *Journal of Socio-Economics*, Vol. 31, 2002.
- "The Power of Babel," *Journal of Socio-Economics*, Vol. 28 Number 4, 1999.
- "Lying as Standard Operating Procedure: Deception in the Weapons Testing Process," *Journal of Socio-Economics*, Vol. 23, Number 3, 1994.
- "Why Writers Die Young," *Journal of Economic Psychology*, June 1991.
- *RU\$\$IA: A Novel*; Fithian Press, Santa Barbara, 1995.
- *Super Patriots in America: A Century of Growing Influence*; Hollowbrook Publishers, Durango Colorado, 1995.

In addition to Mr. Kaun's numerous publications, he has also received many awards and grants. From 1972-1973, Mr. Kaun received the Carnegie Commission Study on Higher Education Grant, and from 1986-1990, he also received the IGCC Grant for teaching and research on military spending. Recently, Professor Kaun accepted one of the 2010 Gail Rich Awards, which recognizes select individuals who inspire our diverse and culturally-rich community. Mr. Kaun is an active and really good clarinetist since the age of 9.

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SECTION VII.
MEMBER BIOGRAPHIES
JO ANN MCFARLAND



Mrs. Jo Ann McFarland is an employee of the University of California at Santa Cruz. She is currently the Department Manager for the Economics department. Mrs. McFarland oversees all department matters.

She has worked at the University of California at Santa Cruz for approximately 27 years and has been a department manager for 23 years. She is responsible for the oversight of the curriculum and program planning processes, budget responsibility, academic personnel, staff personnel, two graduate programs, a large undergraduate

program with four majors, and an internship program. During past years, she has also served on system wide committees of the University of California, including the Council of UC Staff Assemblies (CUCSA) and the UC Academic Business Officers Group (ABOG).

As a supervisor, it is Mrs. McFarland's responsibility to recognize, appreciate, and utilize the talents of the staff and students with whom she has the pleasure to interact with.

Recognizing and utilizing the talents of those she works with is one of her many strengths. Ensuring that people get to do the work that they do well creates a harmonious workplace with individuals who are motivated for the good of the work group. Many Economics majors are outgoing and dynamic individuals with strong leadership skills. Mrs. McFarland has been privileged to be able to get to know the students who are launching the Delta Sigma Pi fraternity and would be very pleased to be included as a sponsor of their organization.

Mrs. McFarland attended the Andover College of Business in Portland, Maine from 1968 - 1970. While at Andover College, Mrs. McFarland earned her Programmer Certification while on the Dean's list. In 1971-73, she attended Cabrillo College and focused on Natural Science and Language classes.

Outside of the Economic Department, Mrs. McFarland has contributed to the Santa Cruz community by being a Girl Scout Neighborhood Chairman and Girl Scout Leader for four years. In that capacity she has participated in organizing neighborhood service events and other activities, including beach clean-up, camping trips, holiday fairs etc; these were multi-troop events.

ALPHA LAMBDA PHI
SECTION VII.
MEMBER BIOGRAPHIES
PROFESSOR MARY FLANNERY



Mary Flannery is a lecturer of the University of California at Santa Cruz's Economics Department. She currently lectures many of the economic classes taken by Economics students.

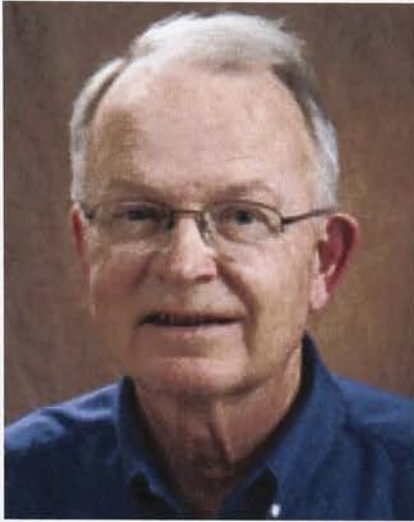
Since, Dr. Flannery's arrival as a lecturer in 1996, she has taught many courses. These courses include the Principles of Microeconomics, Principles of Macroeconomics, Business Strategy, Marketing, Economics of the Telecommunications Industry, Is There Truth in Numbers?, Intermediate Microeconomics, Econometrics, and Economics of Management of Technology and Innovation.

Not only does Professor Flannery teach many courses, but she is also one of the Field Study Supervisors. Her role as a Field Study Supervisor, allows her to meet with students and help define and execute an academic project to complement the field study that is submitted to her at the end of the quarter for evaluation. Professor Flannery also serves as a TA Trainer for the Economics Department. Mrs. Flannery provides training for the Economics Department teaching assistants through quarterly seminars and one on one mentoring new teaching assistants.

Professor Flannery received her Bachelors and Masters degree from the University of Notre Dame. She received her Bachelors of Arts in Economics and Modern Language cum laude in 1978 and her Masters in 1979. In 1996, Mrs. Flannery received her Ph.D. in Economics from the University of Maryland. Her fields of specialization are Industrial Organization and Economic Development. While pursuing her Ph.D., Professor Flannery received the College of Behavioral and Social Sciences Teaching Award in the Fall of 1987, and the Department of Economics Teaching Award in the Spring of 1988.

Aside from her role as a lecturer, Mrs. Flannery has been a mentor of Astia, a non-profit organization dedicated to supporting women entrepreneurs, since 2006. Recently, Mrs. Flannery has become a member of the Advisory Board for the Annual UCSC Business Plan Competition. Mrs. Flannery works with students, faculty and members of the Santa Cruz business community to plan and execute successfully UCSC's first business plan competition. Professor Flannery mentors individual teams on writing business plans.

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SECTION VII.
MEMBER BIOGRAPHIES
PROFESSOR ROBERT J. SHEPHERD



Robert J. Shepherd is a Senior Lecturer with the Security of Employment at the University of California, Santa Cruz and currently teaches graduate and undergraduate accounting courses.

Professor Shepherd graduated with a Bachelors of Science Degree along with a Masters of Accounting at the University of Southern California. He also attended the Los Angeles Sheriff's Academy and was Deputy Sheriff for six years.

Professional Experience that Professor Shepherd has gone through was Chief Public Accountant for Price Waterhouse Coopers, Manager of Financial Reporting at Republic Corporation, Chief of the Division of Accounting for the County of Santa Cruz, and the Director of Finance for the City of Santa Cruz.

Professor Shepherd has also been continuously involved in the community. From 1993-2006 he was Treasurer for Bruce McPherson and his several positions including Assembly, Senate, Lieutenant Governor, and Secretary of State. He also was a Public Member for both the City of Santa Cruz Measure G Bond Oversight Committee and the County of Santa Cruz Grand Jury Audit Committee.

Starting in 1972 Robert Shepherd began teaching undergraduate accounting courses at Cabrillo Community College in Santa Cruz , California. After ten years, Professor Shepherd began teaching at San Jose State University, California for graduate and undergraduate accounting courses. During his time there he was involved in the development and administration of the Masters of Science in the Accountancy program.

In 1982 Professor Shepherd started his long tenure at the University of California, Santa Cruz. In addition to teaching accounting courses, he was also exceptionally involved with the Economics Department and student organizations. He took the leadership role in creating the Business Management Economics Program which has become the largest major at the University.

Professor Shepherd has always been supportive and involved with student organizations. He is currently the Chairperson for the UCSC Career Center Academic Advisory Board and the Economics Department Undergraduate Teaching Assistants Award. Also, he is also Faculty Advisor for the University Economics Association, the UCSC Toastmaster Public Speaking Group and now for the Alpha Lambda Phi Colony at the University of California, Santa Cruz.