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Hard Work Really Does Pay Off

"Plan ahead to apply." – "Don't leave it to the last minute"
"Stay dedicated and involved" – Keep track of your accomplishments"
"Demonstrate leadership, hard work and initiative"
"Well worth the effort" – "Not only painless, but enjoyable"



These quotes are notable, achievable and valuable nuggets

of advice from past scholarship recipients to the 2011 scholarship applicants. As Lacy Barnickel, recipient of the 2010 Lester F. Richardson Memorial Scholarship aptly puts it, **"The process is a reflection of life: hard work really does pay off."** It truly does, and the Foundation recognizes that hard work and therefore pays it off by awarding scholarships to members who demonstrate and exemplify scholastic achievement, leadership and commitment to the ideals of Phi Chi Theta – characteristics of a business leader.

It takes hard work to excel in your studies, Phi Chi Theta and the workplace. As Phi Chi Theta's, each of us aspires to greatness and seeks out opportunities to stretch ourselves to take on the difficult challenges. Hard work is what got you into the school of your choice, got you through the pledge process and into Phi Chi Theta, and is a key drive in succeeding as a leader in the business world. Each of us seeks

the acknowledgment and reward that comes from putting in hard work – if it be personal satisfaction from attaining a goal, financial gain, recognition amongst your peers and seniors, or simply an affirmation of the impact of your work.

Recognizing and rewarding the hard work that you put into Phi Chi Theta, your studies, workplace, and community is such an important benefit in the member value proposition model, that each year we publish this special edition of **eEdNews**. In this issue, we'll share answers to some of the most frequently asked questions about the scholarship program and the application process. You'll also gain some insight, from past Evaluators, on what they look for when reviewing and evaluating the scholarship applications. You'll also have an opportunity to meet Peter Miller (Gamma Iota) and Dawn Gabriele (Beta Chi), two of our newest Board members and recognized leaders in their professions. We also recognize and honor our past scholarship recipients and look towards August when we will be awarding **four scholarships worth \$2,500.**

In December, Phi Chi Theta lost Dr. Kay Durden (Beta Chi), one of

its hardest working and dedicated members of the Fraternity. She was actively involved in Phi Chi Theta and the University of Tennessee family for over 50 years where she set high standards and expectations and always encouraged those around her to do their absolute best. In this issue, Kim Gary, Past National President and close friend of Kay, pays tribute to this PCT leader, mentor and friend. The Foundation is honored to announce that a memorial fund has been established in memory of Dr. Kay Durden for her many years of support and service; with the first scholarship to be awarded at the 2012 National Chapter Meeting.

Year-after year, the ability to award thousands of dollars in scholarships is made possible through tax-deductible contributions made to the Foundation by the generosity of its chapters, members, friends and family, and corporations. You, too, can make a difference by making a donation today to support one of the many scholarships that the Foundation offers, including the recently-established Dr. Kay Durden Memorial Scholarship fund. Every dollar counts

and it enables us to offer increased opportunities to award more scholarships and acknowledge the hard work that members of Phi Chi Theta put into their studies, work and community. Make your place today to donate by completing the donor form on page 19, or use your credit card to make a secure 100% tax-deductible online donation through [JustGive](#).

The continued success of the Phi Chi Theta Scholarship Program is made possible through your commitment to the ideals of Phi Chi Theta, and to putting in the time and effort required to complete and submit a scholarship application by May 1. Todd Scheff, recipient of the 2010 Naomi L. Satterfield Memorial Scholarship says it best -- **"Taking the time to apply is definitely worth it in the end."**

Greg Holden (Delta Sigma) is a Life Member of Phi Chi Theta and is President of the Phi Chi Theta Educational Foundation. Greg is an IT Program Manager for Booz Allen Hamilton in McLean, VA. He can be reached at holden.greg@bah.com

Scholarship FAQs

Over the years, aspiring scholarship applicants have asked some really good questions about the Scholarship Program, eligibility and application requirements, and insight into the expectations of a scholarship recipient. As you begin the scholarship application process, we have compiled a list of some of these frequently asked questions to share with you.

Q: How many scholarships will be awarded this year?

A: This summer, the Phi Chi Theta Scholarship Program will be awarding four scholarships valued at \$2,500 to members of Phi Chi Theta.

Q: When is the deadline for filing an application?

A: Application and required forwarded materials must be postmarked **NO LATER THAN May 1**.

Q: When will the scholarships be awarded, and how will I know if I am a recipient?

A: The scholarship recipients will be announced in August 2011.

Q: Who is eligible to apply for a scholarship?

A: All members of Phi Chi Theta in good standing are eligible to apply for the scholarships. To qualify for consideration, applicant must be:

- A national member of Phi Chi Theta in good standing. A member in good standing is an active dues' paying member (collegiate or alum) or Life Member of the organization.
- A student who has completed at least one semester or two quarters of college in the United States.
- A student who will be enrolled in and attending classes during the forthcoming academic year at an approved college or university in the United States, in pursuit of a degree (bachelor's, master's, or

doctoral) in the fields of Business and/or Economics.

Q: I am pursuing a MBA at a University that doesn't have a Phi Chi Theta chapter. Can I still apply for a scholarship?

A: Yes. Assuming you meet the qualifications stated above then you can apply.

Q: I will be returning to school part-time (not taking a full course load) and working fulltime. Can I still apply for a scholarship?

A: Yes. Assuming you meet the qualifications stated above, you can apply for the scholarship.

Q: In the Fall Semester, I will be doing a studies' abroad program through the University where I am enrolled. Can I still apply for a scholarship?

A: Yes. Assuming you meet the qualifications stated above, you can apply for the scholarship.

Q: I want to pursue a business-related professional certification (i.e., PMP, MSCE, CISSP, Six Sigma). Can I apply for a scholarship that can be put towards training for the certification?

A: No. At this time the Phi Chi Theta Scholarship Program does not include training for business-related professional certifications as an eligibility requirement. The Foundation and Fraternity are researching the possibility of including a certification scholarship program for alumni. There will be more news about this program in August 2011 after a planning and fundraising campaign.

Q: When should I start filling out the application?

A: As past scholarship recipients will attest to, the sooner you start the application process the better off you will be. It is recommended to start **NO LATER THAN March 15.**

Q: How do I apply?

A: Please visit our [web site](#) to download the application, obtain specific information about the supplemental material that is part of the completed package, and the criteria for

selection.

Q: Can I apply online?

A: Yes. e-mail to: PCTEdScholarship@aol.com.

Q: Can I send the official transcript with the scholarship application?

A: No. You must request an official transcript from your Registrar's Office to be mailed directly to the Chair of the Scholarship Committee.

Please Note: Official Transcript **MUST** still be sent, via regular mail (USPS), from the University to the Phi Chi Theta Educational Foundation Scholarship Committee, 1886 South Poplar Street, Denver, CO 80224-2271.

Q: Can I send the letters of recommendation with my scholarship application?

A: No. The two (2) letters of recommendation must be sent to the Chair of the Scholarship Committee. Faculty member (required) and either a Phi Chi Theta Fraternity officer, or an employer's letters of recommendation.

Please Note: The letters may be sent by e-mail to PCTEdScholarship@aol.com or by regular mail. The letter from faculty member or employer is to be on letterhead.

Q: How do I know if the Scholarship Chair has received all of the required information?

A: After submitting the application, you may contact the Scholarship Chair at PCTEdScholarship@aol.com to ask if all of the required material has been submitted. Additionally, the Scholarship Chair will be in contact with the applicants to make certain that items have been received in a timely manner. That is one of the reasons why an applicant should start the process March 1. If the application comes in near the May 1 deadline, unfortunately there isn't time to inform the applicant of the missing piece.

Q: I've been named one of scholarship recipients. What do I get, and when do I get it?

A: First off, congratulations on this scholastic and Phi Chi Theta achievement. A check, made out to the University, in the amount of the scholarship award, along with a framed certificate to proudly display, and a congratulatory letter from the President of the Foundation will be sent to each recipient. The scholarship checks will be mailed in August after the official announcement. The checks should be cashed by the University within 6 months of award.

Q: I've already paid my tuition for the Fall Semester. What do I do with the check?

A: If you have already paid your tuition for the Fall Semester 2011, you have the option of applying the check to the Spring Semester 2012, or request a refund. Please consult with your University Registrar's Office for specifics on applying the check towards your tuition/fees.

Q: Now that I've received a scholarship, what kind of commitments and obligations do I have to Phi Chi Theta?

A: As the saying goes, "Once a Phi Chi Theta, Always a Phi Chi Theta." We hope that receiving a scholarship is a proud scholastic and Phi Chi Theta achievement for you. You are a role model to your fellow sisters and brothers in your chapter and at the National level. As a role model, we hope that you will encourage your fellow sisters and brothers to participate in the Phi Chi Theta Scholarship Program. We hope that you will also work with your chapter, alums, and local business community to sponsor a fundraiser and donate the proceeds to the Foundation. This will enable the Foundation to continue providing quality educational programs and scholarship opportunities to the next generation of Phi Chi Theta members. Engage your alumni in the 50/50 Campaign for the Chapters. Refer to page 7 of this electronic newsletter for more information on this campaign.

Q: I've noticed that past scholarship recipients get profiled in the Foundation's newsletter and other electronic mediums. What are the expectations for all of this media exposure?

A: As a scholarship recipient, you exemplify scholastic achievement, leadership and

commitment to the ideals of Phi Chi Theta. We may ask you to share your insight and advice with future applicants in the form of a video testimonial or writing a short article for our newsletter. A brief biographical sketch and photo will be published on our web site. You'll also be included in our future "Interview with a Scholarship Recipient" and "Where Are They Now" segments of [eEdNews](#). We will contact you, provide guidance on the type of content, and a due date for submission. Your participation is purely voluntary. As a role model, we hope that you will want to share your insight and knowledge with other members.

Q: If I didn't receive a scholarship this year, can I receive feedback about my application so that I can try again next year?

A: Yes. The Phi Chi Theta Scholarship Committee is more than happy to provide you with general observations and feedback received about your application from the Evaluators. We cannot provide you with actual scores, rankings, or tell you who provided specific feedback. You may contact the Scholarship Chair after August 15 to schedule a debriefing session.

Q: Can I apply again next year?

A: Yes. As long as you will be returning to school (undergraduate or graduate) during the next academic year, and you meet the other eligibility requirements stated above, you are qualified to apply.

Q: I received a scholarship in 2010, can I apply again this year?

A: Yes. As long as you will be returning to school (undergraduate or graduate) during the next academic year, and you meet the other eligibility requirements stated above, you are qualified to apply.

Q: I still have more questions about the scholarship program or the application process. Who do I contact?

A: We are here to help you. Please contact Mary Ellen Lewis, the Scholarship Chair at PCTEdScholarship@aol.com, or call 303-757-2535

A TRIBUTE TO Dr. Kay Durden – a PCT, Leader, Mentor and Friend

By Kim Gary, Phi Chi Theta Past National President



In December 2010, Phi Chi Theta lost an amazing woman, a dedicated member, a mentor, and a friend to many students, fellow members, and faculty. Dr. Kay Durden was actively involved in Phi Chi Theta and the University of Tennessee family for over 50 years. In 2008, she retired from the University of Tennessee at Martin. Kay was an animated teacher, advisor, mentor, and friend who set high standards and expectations and who always encouraged those around her to do their best. As a Phi Chi Theta, Kay joined the Beta Chi Chapter at UT Martin and after graduation, remained actively involved in the Martin Alumni Chapter. In addition, Kay served in many local and national positions, including National VP of Internal Affairs and National President.

In 1992, I had the privilege of meeting Kay at the Phi Chi Theta National Chapter Meeting in Atlanta, Georgia, where I was elected Central-Western Regional Director. From the minute I met Kay, I thought she was a neat and wonderful lady. We quickly became friends and I instantly realized she would always be one of my supporters. At this National Meeting, Kay was elected National Vice President of Internal Affairs, which meant she would be the direct liaison to all the Regional Directors. Each time I ran into a road block or had something to celebrate, I would call Kay. She was always there with a smile on her face and words of every Phi Chi Theta member encouragement for me and who sought her out.

In 1995, Kay was elected Theta at the National Chapter served in that position until Phi Chi Theta for FIVE years dedication Kay had for her of the most dedicated have ever known.



National President of Phi Chi Meeting in Dallas, Texas, and 2000. Being National President of definitely shows you the beloved fraternity! She was one members to Phi Chi Theta that I

During her last year as National President, Kay was diagnosed with breast cancer. She fought breast cancer (or "the beast," as she called it) with total class. Kay never let cancer get her down and, in fact, she relied on her amazing sense of humor to wage her battle against cancer. If you were talking to Kay and she forgot something, she would always blame it on her "chemo brain." She never let the cancer get in her way of work, Phi Chi Theta or her family. At the 2000 National Chapter in Nashville, TN, Kay was honored with a travel gift certificate from her Phi Chi Theta brothers and sisters to honor her for her dedication to our fraternity and for her courageous battle with cancer. Additionally, she was awarded the Naomi L. Satterfield Alumni Achievement Award.

In 2000, I became National President and was honored to continue working with Kay in her position as Immediate Past National President. Kay was always there for me and was a mentor during my tenure as National President and again during my time as Past National President. My most challenging year as a National Officer was during my term as Immediate Past National President. Even though Kay was no longer serving on a national level, she was always a phone call away. She never turned me away when I needed advice and was always there with words of encouragement to tell me what a great job I was doing as a National Officer.



Although Kay was no longer serving on the national level, she remained extremely active in many capacities. She graciously served for four years as the Chairperson of the By-Laws Committee. Unfortunately, I received an email from Kay just prior to the National Chapter Meeting in Orlando, Florida, in August of 2010. Kay told me that she wasn't feeling well and would not be attending the meeting, but to give everyone her love and to please send photos. Even while Kay was sick, she had Phi Chi Theta on her mind and worried about us. This was the first National Chapter Meeting that Kay had missed in many years. In October of 2010, we learned, with much sadness, that Kay had been diagnosed with stomach cancer.

As I look back at all my Phi Chi Theta scrapbooks, I think of all the GREAT times I had with Phi Chi Theta and especially with Kay. She was a wonderful, kind, and loving friend who will be missed dearly. Kay was not only a Phi Chi Theta Sister, but she was a true friend to me and I am extremely honored to have served on the Phi Chi Theta board with her for 14 years.



Kay, Thank you for all your love, compassion and support of me and our Phi Chi Theta family. Your guidance and care will never be forgotten. You will be missed by all of your Phi Chi Theta brothers and sisters and by everyone whose life you have touched. God Bless you Kay!

Kim Gary (Alpha Nu) is a Life Member of Phi Chi Theta and has been involved in Phi Chi Theta at the local, regional, and national level for almost 20 years; including serving as National President (2000-2002). Kim is a Senior Agency Field Specialist with State Farm in Dallas, TX. She can be reached at kimgary@gmail.com

Dr. Kay Durden Memorial Scholarship Fund Established

The Phi Chi Theta Educational Foundation is honored to announce that a memorial fund has been established in memory of Dr. Kay Durden for her many years of support and service as a leader, teacher, mentor, and friend to many students, members, and faculty in Phi Chi Theta Fraternity and the University of Tennessee community. The Board is pleased to be able to honor this remarkable woman, who has made significant contributions and impact on the thousands of members, alums, students, and business professional's that she has touched over the years.



The Foundation is raising funds now so that we can begin awarding scholarships from this memorial fund at the 2012 National Chapter Meeting. Make your pledge today to donate to the Dr. Kay Durden Memorial Scholarship Fund by completing the donor form on page 19, or use your credit card to make a secure 100% tax-deductible online donation through [JustGive](http://JustGive.org).

Kay has touched the lives of so many people, and she will be dearly missed. Your contribution to the Dr. Kay Durden Memorial Fund will ensure that her spirit and the dedication and impact that Kay made to Phi Chi Theta and its members will never be forgotten.



50/50 Campaign for the Chapters

During the Fall 2010 Semester, the Educational Foundation, in conjunction with local chapters, launched the inaugural **50/50 Campaign for the Chapters**. With the collegiate chapters in mind, the 50/50 campaign connects chapters with their alums in order to raise funds that can be used by the Foundation and the local Chapter to support scholastic and educational programming.

Since this program began in September, almost \$400 has been raised – where 50% of that will go right back to the local chapters to support their scholastic and educational programming. Donations have been received from alums who have graduated in the past 5 years from:

Alpha Nu (University of North Texas),
Beta Theta (Sam Houston State University)
Gamma Iota (University of Colorado Denver)
Delta Sigma (James Madison University)
Delta Xi (Central Michigan University)

This campaign has proven to be beneficial by reconnecting recent alums with their alma mater chapter and getting up-to-date information that can be used to keep all members of PCT connected to our vast national alumni network. Due the success of this campaign, the Foundation has extended the campaign indefinitely. There are several options available to you for making a donation to support the **50/50 Campaign for the Chapters**.

- Credit Card Donations using your American Express, Discover, MasterCard or Visa can be made through Justgive.org. Please [click here](#), or go to the following web site: <https://www.justgive.org/basket?acton=donate@ein=31-1672618> to make your secure 100% tax-deductible donation online at JustGive.
- Check or Money Orders should be made payable to Phi Chi Theta Educational Foundation and mailed to **1508 East Beltline Road, Suite 104, Carrollton, TX 75006**.

- Installment Plans are also available. Please contact us at 2010CallingCampaign@phichitheta.org to discuss payment options.
- **IMPORTANT:** Please be sure to specify 50/50 (**Name of Chapter-University**) so your donation counts towards your alma mater and/or designated active collegiate Chapter.

Thank you again to everyone's involvement in the 50/50 Campaign for the Chapters. The success of this campaign is due to the encouragement and time that each chapter gives to the Foundation, and each donor's commitment to supporting the outstanding educational and professional programming to our chapters and its members.

Whitney Davison (Upsilon, 2008) is a Life Member of Phi Chi Theta, and serves on the Board of Trustees for the PCT Educational Foundation. She can be reached at whitneydavison@mac.com

Contributors

Special thanks to the following members who contributed to this issue of eEdNews

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Kim Gary (Alpha Nu)
Kristin Gazzo (Gamma Iota)
Greg Holden (Delta Sigma)
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Danity Little (Alpha Mu)
Amanda Meyrick (Zeta Delta)
Peter Miller (Gamma Iota)
Andrew Noh (Zeta Beta)
Bill Schutte (Epsilon Gamma)
Fran Spencer (Delta)
Randy Terrell (Gamma Iota)

Have news to share from your Chapter?
 Want to write an article? Email your article to FoundationInfo@phichitheta.org

Interview with New Trustees

Frances Spencer

One of the Foundation's goals is that Phi Chi Theta collegiate members, alumni, friends and families know that all functions of the Foundation are performed by its various Trustees, who are serving as volunteers to accomplish the mission of the Foundation: Bringing scholarship and educational opportunities to the members of Phi Chi Theta.

In the last edition of the [eEdNews](#), you met Andrew Noh, one of the newest Trustees, a new Phi Chi Theta alumni, who was a recent graduate. This eEDNews will feature interviews for two new Trustees who represent the fields of academia and healthcare, Peter Miller and Dawn Gabriele. Both of these individuals gave generously of their time as speakers at the biennial meeting held in Orlando, Florida in August 2010.



Peter Miller

(Gamma Iota – Advisor, Honorary Member)

A cancer survivor, a successful Iron Man competitor, author of "Unstoppable Attitude," and advisor to Gamma Iota Chapter of Phi Chi Theta at the University of Colorado Denver – Peter Miller is "all of the above." With a diverse background ranging from the pharmaceutical and biotechnology industries to teaching as a marketing instructor in the College of Business at the University of Colorado Denver, Peter brings a full range of experience to the coaching, mentoring and teaching attitudes which he instills in his students. His presentation at the biennial Foundation luncheon entitled "Unstoppable Attitude" was both inspirational and personal.

Interview with Peter Miller

Fran Spencer: You have competed in the Iron Man. Which do you feel is mentally more difficult – preparing for or executing the tasks in the Iron Man? What was your overall Iron Man experience?

Peter: Preparing for the Iron Man was mentally more challenging than the actual event. The actual event, for me, was a celebration of accomplishing my training goals. Part of that preparation was challenging myself consistently over a year, while the event lasted for twelve hours. Also, the mental challenge was continually "placing myself at the finish line" for one year, even though I had never seen it physically. It is analogous to graduation. You put in several years of self-challenging goals in acquiring knowledge and skills. Graduation is the celebration of accomplishing those goals.

Fran: You have been in education for many years. What changes have you see over those years which you feel have been most beneficial to students?

Peter: In the academic setting, I feel as though I have just started. (It has been 4 years as an Adjunct Professor and I have just completed my 5th full-time year). This is a tough question. The change I would like to see is more of an experiential learning style that brings academia closer to "real world" life. This kind of reminds me of an interview question I recently received for a local television news piece of college students. The question I was asked to comment on was how I was addressing the Gen Ys regarding their future difficulties in obtaining their ideal careers, homes, etc. in light of the debt and economy we have now and knowing they may never be known as the greatest generation. My response was

amazement that such a negative question was asked and I said, "WWII will forever be known as the greatest generation until a new generation earns the title. Hopefully, "greatness" will not be measured by war. Every generation, including the Gen Ys, have the potential of becoming the "greatest generation" and my role as a coach and mentor is to encourage them to do so." (I was dropped from the interview...too positive, I guess!)

Fran: People have a variety of career choices available to them. How would you compare "working in a classroom setting vs. being part of a Fortune 500 corporation?"

Peter: I think my success with students is that I think and treat each class of students as a corporate marketing and sales team. I am there to coach and motivate them to achieve their best. Every class is a motivational and training opportunity for my "teams."

Fran: You have published a book and probably many professional articles during your career. What did you feel when you first saw your work in print?

Peter: I was a little hesitant when I first saw my book, "Unstoppable Attitude." I am really a private person and the book has more personal information than I would normally even provide to friends. But the intent was to provide a positive outlook for cancer patients and their families, and then when I received so many positive comments from people who wanted to achieve any kind of goal, I was much more comfortable with it. My recent article that was accepted in a medical journal has been the most exciting for me. In my Organizational Leadership doctoral program, I have been specializing in patient education to increase patient compliance. The abstract, "Andragogy: The Missing Gap in Osteoporosis Patient Compliance" was accepted for the January-March 2010 issue of the *Journal of Clinical Densitometry*. I was very proud to see it published in the journal and I was proud to be invited to the poster presentation of it at the

Joint meeting of the National Osteoporosis Foundation and the International Society of Clinical Densitometry in San Antonio, last March. I was also proud to be the only contributor without a MD or PhD degree (I had set my goal high and achieved it!)

Fran: You are a cancer survivor, an author, an Iron Man – what's next on your list to accomplish?

Peter: My EdD Doctorate program is taking much of my goal energy, along with being the best coach and mentor I can be for my students. I also have my cycling goals. My doctoral program is leading me to a different avenue in helping patients and physicians and nurses achieve their medical goals through improvement of education methods to enhance compliance (hence outcomes).

Fran: What influence do you feel your family has been on your life choices?

Peter: Family is everything. Mrs. Miller is the true educator of the family and provided the encouragement and coaching for me to leave industry and continue coaching for my classes! She also has an "Unstoppable Attitude" and is always seeking big challenges and goals!

I have been experiencing an interesting "turn around" with my children. They are very inspiring, particularly in my athletic and education events. Recently, my daughter called and asked what I was doing on that Saturday morning. I responded with a less-than-enthusiastic "I am trying to write a paper for School and it is a nice day outside!" Her response was "Just buckle down, focus and get it done." That really sounded familiar and I am sure they were, a while back, my words!

Fran: If you had a fantasy that could be fulfilled, what would it be?

Peter: I think I am living it!

Fran: As a new Trustee for the Foundation, you bring fresh insight to its programs. What do you feel is the most important goal for the Foundation for the future?

Peter: Always remember who we are here for.

Fran: What is the most important single thing that collegiates should remember as they go through their college years to utilize in the years after graduation?

Peter: Set your goals and set them high. Stay "laser" focused on crossing your finish lines.

Fran: Your speech at the biennial was very sincere and motivational – who or what motivates you?

Peter: My Phi Chi Theta students truly inspire me! Without them even saying the words, they continually challenge me to provide them the best coaching and motivating knowledge through the most ethical and responsible leadership.

Fran: Is there anything you would like to add that I did not ask?

Peter: Fran, I think you covered it!

Frances Spencer, SCSM/SCMD (Delta) is a lifelong member of PCT, active in the Chicago Alumni Chapter, and serves as Secretary for the Phi Chi Theta Educational Foundation. She is a Principal at the Pendulum Partners in Chicago, IL. She can be reached at franspencer39@gmail.com

Interview with Dawn Gabriele



Dawn Gabriele

(Beta Chi)

Dawn Gabriele is a senior-level healthcare professional, serving as Vice President, Health Plans and Employer Services for Mirixa Corporation. She was also the

founder of the University of Tennessee at Martin Aspiring Women's Scholarship Endowment, which mentors women transitioning from the University setting to a career setting. At the biennial meeting she spoke on "Securing Your Future." Her presentation was informative and well received.

Fran: The majority of your professional experience has been related to some degree with the health care industry. With all of the anticipated changes through health care legislation, would you recommend this industry as a profession for those coming out of college at this time?

Dawn: Yes, according to the Bureau of Labor Statistics, the Healthcare industry is one of the largest industries which provide 14.3 million jobs and more importantly is ranked 10 of the 20 fastest growing sectors. In my opinion, this industry will continue to be a growing segment with

opportunity, due to the aging baby boomer population. Healthcare jobs require having a passion and a genuine interest in improving patients' lives. In order to succeed in the changing environment, you have to push yourself to grow and constantly stay informed on the changes due to the reform.

Fran: Although your educational background is in marketing and business development, how did you come to be so active in the healthcare industry?

Dawn: My career in healthcare has allowed me to utilize my marketing background to develop some of the first Hispanic marketing campaigns for Pfizer to help sell pharmaceuticals. My previous positions with Pfizer and my current one with Mirixa focuses on developing new business segments. It is imperative to stay abreast of the latest industry changes and more importantly their impact. Early in your career, it is important to establish and select an industry that you would be excited to be a part of. I often ask myself the question: "What is the greatest number of people I can touch, in a positive manner?" Providing as much value as you can to your company and clients is also very important,

and I have applied this to all my positions in healthcare.

Fran: Currently you are employed by a privately-owned company after many years with a larger corporate entity, Pfizer. What do you feel are the advantages and/or disadvantages of each type of company?

Dawn: Small companies and large companies both have their "Pros and Cons." In my opinion, large companies can provide many different types of career paths and options, without the need to change companies. This allows one to build such things as seniority, and job experiences in an easier manner. All of this does come with the downside of bureaucratic processes and a high degree of politics.

Small companies provide a way to really make a "mark" within an organization. In my opinion, smaller companies are able to respond quicker to market and/or industry changes. Internal processes are easier to navigate in smaller organization; however, all of this comes with a downside of fewer internal resources.

Fran: What part of the college-life experience is most important to the students today and why?

Dawn: With the amount of talent on the market, any type of job experience relevant to a student's major, prior to graduating, is critical. Internships, part-time positions and summer jobs are very important to demonstrate "hands-on knowledge and skills."

Fran: As a new Trustee for the Foundation, what do you feel can be your most significant future contribution to the Foundation?

Dawn: I have been quite passionate about addressing the gap between the college setting and the career setting that one faces when they enter the workforce for the first time. Focusing on such items as the importance of networking and developing interview skills are very important. These are areas that I wished someone would have informed me more about when I graduated. So, I would like to assist others in this area to make it an easier transition. My primary responsibility will be to support the Regional Directors in the

upcoming 2011 Regional Conferences by developing an educational session that will be rolled out across the regions.

Fran: It is obvious from your résumé that you have held many high-level, responsible positions while remaining focused on both the immediate and long-range goals of the specific program. How have you maintained a healthy balance during such challenges between your personal and professional life?

Dawn: That is a good question and one that I struggle with – Life Balance. I read an article once that noted that there is no such thing as "Life Balance." Each day is one in which you prioritize your personal life and your professional life. Some days, your professional life will get more of your time than your personal life and vice versa. For me, the key has been to recognize that it is cyclical and to maximize my time in each one depending on the day.

Fran: With an aging population, a lot of emphasis has been given to the development of wellness programs for this specific population group. However, not everyone is a senior citizen. What advice would you give to younger members with regard to developing and maintaining good health habits?

Dawn: I really appreciate this question. Right now, obesity is an epidemic in the US with the percentage of adults classified as obese hitting 34%, according to the CDC. Obesity is a preventable condition through diet and exercise. Employers are very concerned about the rising costs of healthcare; therefore, reducing your health risks would decrease your employer's healthcare costs.

Exercising is one of the best things that you can do for you and your health. In healthcare, I feel that I need to "Walk the Talk," so each day, I begin my day at 5:45 a.m. with a 3-mile run followed by 30 minutes of weight training. Mentally, I am much more alert and productive. It wasn't until I started my career in healthcare that I exercised regularly. I wished someone would have shared this with me when I was younger about the benefits as well as how "good" it makes you feel.

Fran: Over the years, you have developed market analysis tools for several metropolitan areas. Which specific area, did you find to be most interesting and why?

Dawn: During my healthcare career, it has allowed me to analyze and study major metropolitan markets across the US. The healthcare trends in the markets do vary a lot, and I always enjoy working in Tennessee and North Carolina.

In assessing the different markets, North Carolina is one of the most innovative healthcare markets, in my opinion. The different segments within healthcare are very “forward thinking” and that particular market really implements healthcare practices in a comprehensive manner. I think they have one of the best well-run Medicaid programs in the US and other states should take note.

Tennessee is also an interesting state as I conducted an analysis when I was completing my Master’s Degree on TennCare. Some of my findings were published with a professor from UT Memphis. I had a personal affinity for Tennessee since I went to college there and began my career in Knoxville. One of my most rewarding professional experiences was working with a large employer in East Tennessee. We partnered on Diabetes initiative whereby we were able to reduce their overall healthcare costs and more importantly improve their employees’ understanding of diabetes. The outcomes of this initiative were submitted to a well-respected organization for which the employer received national recognition. It was very exciting and professionally rewarding to see the positive impact on the employees’ understanding of diabetes and the reduction in the employer’s health care costs.

Fran: You were very instrumental in the formation of the UTM (University of Tennessee-Martin) Aspiring Women’s Scholarship Endowment. What led you to take on this challenge?

Dawn: At that time I was a single career woman, and working my way up the corporate ladder and landing a marketing position with Pfizer in New York City. You get to a point in your career where you feel like you have finally made it, but it wasn’t what I expected. I felt empty. My Mom has been

my mentor throughout my life. When I told her how I felt, we sat down at the kitchen table to brainstorm ways I could give back and add meaning to the work I had done throughout my career. Together we came up with the Aspiring Women Scholarship, establishing the vision and mission of the program over the course of the conversation. To date, over 18 women have been awarded a scholarship. I would also like to acknowledge the UT Women’s Council, as they are now providing the educational component of teaching the interviewing skills and importance of good financial management.

Fran: Which of your family members do you feel has had the most influence on your life over the years?

Dawn: My grandparents were not “ordinary” people but truly “extraordinary.” From them I learned the value of hard work and persistence as well as the importance of “Paying it Forward.” They were excellent role models and always made time to help others. The other person in my life that was very influential is my mother. She had a tremendous positive impact on me by always providing good advice. I was fortunate to be able to spend a lot of time together and for the mentoring that she provided throughout my life. She was such a good “sounding board.” I think that it is important to surround yourself with people in life that can mentor you and are a positive influence.

Fran: If you could change anything about your past or current life, what would you change?

Dawn: In life, people often speak about the importance of working together with others to achieve a goal. If I look back on life, it wasn’t until I started to involve others that I was able to achieve some of my goals. Unfortunately, I spent years trying to achieve things in my life that did not get accomplished. When I included others in the equation, it propelled the whole process. In a couple of areas of my life, I regret that I spent years ‘spinning my wheels’ on some goals and if I would have included others, they would have been completed much sooner. The moral of the

story is to find key people who have a strong interest in what you are trying to accomplish and involve them in the process.

Fran: Is there anything I have not asked that you would like to add to this interview?

Dawn: I am very excited about serving on the Board of Trustees for the Phi Chi Theta Educational Foundation. Interestingly, there is an alignment in the goals of Phi Chi Theta as well as the scholarship endowment that I established several years ago. So, I look forward to leveraging the experiences and implementing educational programs relevant to college students so the transition to the workforce is easier.

**The Foundation welcomes these new Trustees
 and will make good use of their various talents
 in realizing the goals of the Foundation.**

Frances Spencer, SCSM/SCMD (Delta) is a life-long member of PCT, active in the Chicago Alumni Chapter, and serves as Secretary for the Phi Chi Theta Educational Foundation. She is a Principal at the Pendulum Partners in Chicago, IL. She can be reached at franspencer39@gmail.com

Meet the Rest of the Board



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Fran Spencer (Delta)
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Scholarship Program:
PCTEdscholarship@aol.com

Foundation Web Site:
<http://www.phichitheta.org/?page=edu.foundation>

Make Your Scholarship Application "Pop"

Tips from the PCT Scholarship Evaluation Team

It has been a real pleasure to serve as Scholarship Chair and I want to take this opportunity to introduce the team that evaluated the 2010 scholarship applications:

Lindsay Barnes – NY Beta, New York Univ.

Mary Ellen Lewis – Chair, Colorado Alpha, University of Denver

Danity Little – Alpha Mu, Univ. of Maryland

David (Bo) Lockwood – Gamma Iota, University of Colorado Denver

Amanda Meyrick – Zeta Delta, Drexel Univ.

Andrew Noh – Zeta Beta, Univ. of Michigan

Bill Schutte – Epsilon Gamma, Western Michigan University

I recently asked the Evaluation Team to share with you what they look for when evaluating your scholarship application. What is it that makes the application "pop" and sets your application apart from the others?



Danity Little (Alpha Mu)

*Independent Consultant,
American Systems*

Involvement: I compare and contrast their time involved in Phi Chi Theta activities as they relate to increasing and maintaining membership. I look to see how motivated they are and their leadership capabilities. I look to see if they work in addition to going to school. I check out their interpersonal relationships with other fraternities. I see if they have contact with their advisor and/or dean. I am aware of their continued participation in Phi Chi Theta during the year.

Course Load: I don't pay as much attention to their grade point average as I do the courses they take and how many do they take per semester. So to me, they should emphasize their course load and how they manage their time to do Phi Chi Theta work.

Specificity: Avoid generalities and be specific on the essay on how and what you gained through your experience in Phi Chi Theta that will help

you in the business world.

Experience: I look for any part-time/volunteer jobs to gain experience in their field.

Goal Oriented: I also look for timeliness or if they have set goals for themselves to achieve in the future. Again be specific.

Tips: Neatness and clarity in writing is important to me. Show enthusiasm in being a Phi Chi Theta. Stress your leadership capabilities and how Phi Chi Theta continues to hone them for you. Indicate your desire to continue with Phi Chi Theta involvement after you graduate.

The WOW for me on an application is when the applicant works, goes to college and maintains a decent GPA, and still does volunteer work in the community. To me, they have passed the time management test.



Andrew Noh (Zeta Beta)

*Associate, Bain & Company
Recipient of the 2007
Anna E. Hall Memorial Scholarship*

Involvement: When reviewing an application, I am specifically looking for candidates who demonstrate specific examples of initiative. I am interested in seeing how the candidate goes above and beyond the typical duties of a member of Phi Chi theta to add value to the organization.

How does the candidate take an existing role and expand upon it? For example, one candidate last year had taken an existing alumni relations role and expanded upon it by hosting Phi Chi Theta events in various cities where alumni were based.

Course Load: In addition, I like to see candidates who can balance multiple priorities. Is she/he taking academically rigorous classes, while holding a leadership position in Phi Chi Theta and spending a significant amount of time each week volunteering? That is very specific, but it is

always impressive to see a candidate who serves their holistic community, not just Phi Chi Theta.

Tips: When applying, candidates should strive to give specific examples. Beyond hearing about the titles, committees, positions or awards, the “wow factor” in an application is always the specific examples. It brings credibility to each claim a candidate makes about herself/himself, and it helps me understand what she/he has really accomplished.



Bill Schutte (Epsilon Gamma)

Materials Analyst at Citrix Systems

Involvement: I was looking to see that candidates had a good balance of activities and could multi-task, much like they will do in the post-collegiate world. Do they have a good GPA? Do they have a part-time job or any internships? I think a great applicant will have a good mix of the above, which makes for a well-rounded person.

I also looked for examples of going “above and beyond.” Was the applicant just a general member of his/her chapter? Or, did he/she help sponsor a fundraising event that brought in several hundred dollars for a worthwhile charity? It’s definitely good to balance the ordinary with the extraordinary.

Tips: Applicants should really focus on proper spelling and grammar on their applications, as improper word usage and poor sentence structure detracts from the great parts of their applications.

Applicants should also provide examples that can be easily explained. Assume that someone, not from your chapter, is reviewing your application and determining your merits. If your chapter has an event that everyone in the area/campus knows about, assume that the person reading your essay doesn’t know about it and explain it to them. Then we can understand how important what you did was.



Amanda Meyrick (Zeta Delta)

Staff Engineer/Estimator for
Merck and Company

Involvement: When reviewing the applicants, what I looked for was honesty, sincerity and sense of true self. When I read your answers, I wanted to really understand the true person behind the words, to get a real sense of you and what you bring to the table. I really was looking for a true, Phi Chi Theta member who was involved in her/his local chapter by being more than just a number.

Tips: The tips on what you should strive for are really simple:

1. **PAY ATTENTION TO THE INSTRUCTIONS.** I had to read and understand the instructions just like you. I remember a few applicants losing points just for simple errors from not following instructions. Those points could have made a significant difference.
2. **PREPARE EARLY.** Talk to your fellow Phi Chi Theta members who have applied in the past or reach out to other members. They can help you get a better understanding of how your application can be above the rest. Handing in application earlier will also give you a bit of breathing room for later.
3. **GET INVOLVED.** It is no secret that being a member is more than just having your name on a list. The key is to make the most of your time, and you will be rewarded. In this case, being more involved in your local chapter can give you an edge in your scholarship application.
4. **BE DESCRIPTIVE.** The more information, the better. It’s not the amount of words, but the strength in the words. I may not know you personally, so this is your change to tell me who you are and why you deserve the scholarship above the other candidates.



Mary Ellen Lewis (Colorado Alpha)

Retired, Univ. of Colorado Denver
PCT Ed Foundation Treasurer,
Scholarship Chair

Involvement: I really want to make certain that you are truly a Phi Chi Theta member and that you are involved in the day-to-day operation of the fraternity. It is not necessary that you are an officer, but if you are not, are you a committed committee person or chair? Explain in detail your responsibilities in your officer or committee assignment so we understand your level of commitment.

Tips: Letters of Recommendation sent at the last minute are not always as impressive as those sent early in the application process. There is a special sheet to give to the person making the recommendation. It is always positive if I know that the person writing the recommendation has received that sheet. Letters of recommendation should reflect the individual's knowledge of the applicant and should not be a form letter. For example, a letter that says "I have had the applicant in my Behavioral Psychology class and find her/him to be a good student" does not express the writer's real knowledge of the individual seeking the recommendation.

I am very interested in how the essay flows and its content. I also look at the number and type of courses the student is taking. I am always aware that I will not see many business classes in the freshman and sophomore years. However, since I worked in a College of Business, I am aware of the courses required in those years.

It can also take up to two weeks for a transcript sent from the University to the committee, so you do not want to leave that for the last-minute either.



Apply for the 2011 Scholarship

The Phi Chi Theta Educational Foundation and the Phi Chi Theta Fraternity will be awarding four scholarships, worth a total of \$2,500, to members of Phi Chi Theta who exemplify the qualities of leadership, scholastic achievement and commitment to Phi Chi Theta. The scholarship recipients will be announced in August 2011.

Microsoft Word and Adobe Acrobat PDF versions of the scholarship application can be found on the Phi Chi Theta Educational Foundation's Website at:

http://www.phichitheta.org/?page=edu_apply

Send the completed application, business/professional picture (separate from application) and letters of recommendation by e-mail to PCTEDScholarship@aol.com. Letters of recommendation are to be sent by sender on official letterhead. All completed paperwork must be received **NO LATER THAN MAY 1, 2011**.

If you prefer, applications and letters of recommendation can still be sent via regular mail (USPS). Transcripts must be sent by regular mail (USPS), directly from the University Registrar's office to the scholarship committee – 1886 South Poplar Street, Denver, CO 80224

Mary Ellen Lewis (Colorado Alpha) is a Life Member of Phi Chi Theta and is an active member of the Denver Alumni Chapter. She is retired from the University Colorado Denver. In addition to her role on the Foundation she also serves as the Phi Chi Theta National Vice President of Expansion. She can be reached at PCTEdscholarship@aol.com

Coming in the April/May Issue of eEdNews

Class of 2011 Honor Roll of Graduates
Where Are They Now
2011 Regional Conferences
Peter Miller's "Unstoppable Attitude"
Founders' Day

Recognizing Scholastic Achievement

Since awarding our first scholarship in 2003, the Phi Chi Theta Educational Foundation has awarded 32 scholarships worth over \$22,000 to members who exemplify scholastic achievement, leadership and commitment to the ideals of Phi Chi Theta.

2003

Nicole Loncorich, Gamma Iota, University of Colorado at Denver (Trustees' Scholarship)

2004

Stacey Beckstrom, Alpha Mu Chapter, University of Maryland (Naomi L. Satterfield Memorial Scholarship)

Victoria Malan, Delta Chi Chapter, California State University at Chico (Trustees' Scholarship)

Helen Tran, Beta Theta Chapter, Sam Houston State University (Anna E. Hall/Helen D. Snow Scholarship)

2005

Kelly Ann Duncan, Beta Chi – University of Tennessee at Martin (Naomi L. Satterfield Memorial Scholarship)

2006

Sara Swanson, Alpha Upsilon – Bradley University (Naomi L. Satterfield Memorial Scholarship)

Rachel Nedelman, Alpha Iota – Pennsylvania State University (Naomi L. Satterfield Memorial Scholarship)

Rachel Payne, Beta Chi – University of Tennessee at Martin (Trustees' Scholarship)

Max Snitkovsky, Epsilon – University of Pittsburgh (Lester F. Richardson Memorial Scholarship)

Stephanie Zvonkovich, Alpha Iota – Pennsylvania State University (Anna E. Hall Memorial Scholarship)

Elise Marie Kidd, Zeta Gamma – Univ. of Illinois, Urbana-Champaign (Helen D. Snow Memorial Scholarship)

2007

Elise Marie Kidd, Zeta Gamma – Univ. of Illinois, Urbana-Champaign (Naomi L. Satterfield Memorial Scholarship)

Andrew Noh, Zeta Beta – Univ. of Michigan (Anna E. Hall Memorial Scholarship)

Amy McMahan, Zeta Beta – Univ. of Michigan (Helen D. Snow Memorial Scholarship)

Clare Abdalla, Alpha Iota – Pennsylvania State University (Trustees' Scholarship)

2008

Megan Myers, Zeta Gamma – Univ. of Illinois, Urbana-Champaign (Naomi L. Satterfield Memorial Scholarship)

Lauren M. Chuday, Alpha Iota – Pennsylvania State University (Irene M. Meyer Memorial Scholarship)

Heather Elaine Grossner, Beta Chi – University of Tennessee at Martin (Trustees' Scholarship in Honor of Dr. Kay Durden)

Sarah Koman, Alpha Mu – University of Maryland (Lester F. Richardson Memorial Scholarship)

Katherine Griffin, Beta Nu/Dallas Alumni (Anna E. Hall Memorial Scholarship)

Jacqueline E. Recchia, Epsilon Phi – Michigan State University (Helen D. Snow Memorial Scholarship)

2009

Melissa Bolin, *Gamma Iota* – Univ. of Colorado Denver (Naomi L. Satterfield Memorial Scholarship)

Melissa Hall, *Epsilon* – Univ. of Pittsburgh (Irene M. Meyer Memorial Scholarship)

Lindsay Solomon, *Alpha Iota* – Pennsylvania State Univ. (Trustees' Scholarship in Honor of Phi Chi Theta's 85th Anniversary)

Johnny Crane, *Zeta Epsilon* – Grand Valley State Univ. (Anna E. Hall Memorial Scholarship)

2010

Todd S. Scheff, *Zeta Beta* – Univ. of Michigan (Naomi L. Satterfield Memorial Scholarship)

Alexander Nestorov, *Zeta Beta* – Univ. of Michigan (Irene M. Meyer Memorial Scholarship)

Cristina Talucci, *Zeta Eta* – Indiana University Bloomington (Trustees' Scholarship in Honor of Sandra Finley)

Lacey D. Barnickel, *Alpha Mu* – Univ. of Maryland (Lester F. Richardson Memorial Scholarship)

Sara Mitchell, *Beta Chi* – Univ. of Tennessee Martin (Anna E. Hall Memorial Scholarship)

Barbara Menico, *Zeta Delta* – Drexel University (Helen D. Snow Memorial Scholarship)



Top Row: Barbara Menico (2010), Jacquie Recchia (2008), Victoria Malan (2004), Lacey Barnickel (2010), Stephanie Zvonkovich (2006), Sarah Mitchell (2010), Cristina Talucci (2010)

2nd Row: Andrew Noh (2007), Katie Griffin (2008), Sarah Swanson (2006), Todd Scheff (2010), Amy McMahon (2007), Alex Nestorov (2010), Melissa Bolin (2009)

3rd Row: Lindsay Solomon (2009), Rachel Nedelman (2006), Clare Abdalla (2007), Rachel Payne (2006), Melissa Hall (2009), Melissa Myers (2008), Max Snitkovsky (2006), Sarah Koman (2008)

4th Row: Johnny Crane (2009), Heather Grossner (2008), Stacey Beckstrom (2004), Elise Kidd (2006, 2007), Lauren Chuday (2008), Lisa Htang (2009), Helen Tran (2004)

Not Pictured: Nicole Loncorich (2003), Kelly Ann Duncan (2005)



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THANK YOU!