

The Rhapsody



Arizona Biltmore
Phoenix, AZ

Note from TBΣAA EC

Almost a biennium ago, the Tau Beta Sigma Alumni Association was presented to the attendees at the National Convention and formed, under the supervision of the Board of Trustees and National Council. Looking back, this first biennium has flown by, with a ton of activity and transition from an idea by a steering committee to a full-time organization.

As with any idea, it takes time to grow into something that is a living, breathing organization. We have had many people serve diligently behind the scenes on the current and prior iterations of the executive council, and each person has my sincerest gratitude.

We have grown to over 250 members and it now is time to change our focus towards providing a way to continue your journey with Tau Beta Sigma at a commitment level tailored to your active lives.

Whether it is simply receiving these newsletters, reading the career articles and profiles, or being a member of ning and attending events at National Convention, our goal is to add value to the membership fee. Between now and Convention, you will begin to see the fruits of two years' labor, including the launch of multiple service initiatives (which is the focus of the

July Rhapsody). There are also opportunities to continue in service through committees, and it is the dedication and work of newsletter committee members Anne Gardner and Marcy Wilhelm that made the document you are reading possible. We have online networking opportunities, from professional sites such as LinkedIn and social networking via Ning. Most importantly, the executive committee envisions building something of which you are proud to be a member.

The next six months will be busy, and I look forward to the adventure. Be sure to come to National Convention, where we have developed an exclusive set of alumni activities and events—geared for you and your family. I want to see the lawn at the Biltmore filled with Alumni, ready to go into the next biennium a strong presence for the sorority.

As always, if there is something you want TBΣAA to be doing, feel free to contact the executive committee at tbsaa@tbsigma.org.

All my love,

Chris Vanacore
Chair, Executive Committee
TBΣAA

Contents

Resume Tips.....	2
Don't Miss Arizona's Splendor.....	2
Reasons to Be in Phoenix from July 21-25, 2009.....	3
Tau Beta Sigma Alumni Association Featured Speaker at National Convention.....	3
National Convention Schedule.....	4
Basic Marketing Skills to Bolster Your Career.....	5
Are you Goodsearching?.....	6

Alumni News

Please send announcements of weddings, promotions, children, musical accomplishments and other successes to tbsaa@tbsigma.org, attn: newsletter committee and we'll include it in the next edition. Photos are also welcome!



Affiliate News

Affiliates—what have you been up to lately? Do you have a project you want to share? An upcoming event you want to promote? Please send details to tbsaa@tbsigma.org, attn: newsletter committee and we'll include it in the next edition. Photos are always welcome!

Resume Tips

With the end of an academic year and, for many sisters, the end of a college career, many new alumni are putting the finishing touches on their job applications and cover letters. For some older alumni, it may be time to pull out the old resume and polish it up a bit, giving it a spit-shine clean.

So what can you do to make sure your resume is fit to print and ready to send to potential employers?

First, avoid common mistakes. Experts list some of the top resume mishaps as being such minor issues as having typos and grammatical errors, leaving it looking too busy visually, and listing incorrect contact information. Be sure to go through your resume with a fine-tooth comb to catch such mistakes, as well as update any terminology that may be out-of-date.

However, not all mistakes are minor. Be sure your resume contains specifics. In prior work experiences, list accomplishments rather than duties. Your resume should also be specific in its objective – show how you can fill the company's needs, as well as how the position can fill your needs. It should also be tailored to the job for which you are applying; avoid a "one-size-fits-all" resume.

In addition, do not limit your prior work experiences to just those related to the career field you want to enter, or to just positions for which you were paid. If, as an undergrad, you held a part-time job that was irrelevant to the field you wish to enter, you may want to list it anyway, as it may show beneficial skills you have developed outside of your field of study, such as time management skills. In addition, it may be beneficial to list unpaid work you did if it fills a time gap in your chronological listing of paid positions and demonstrates that you developed skills appropriate for the position for which you are applying.

Another common mistake is tied to the misconception that a resume should be a certain length, no longer and no shorter. Employers sift through resumes every year that are either too long or too short because applicants are adhering to such rules. Avoid using multiple pages when one will suffice, but don't feel confined to a solitary page if you need more. General guidelines advise a one-page resume for those with less than 10 years of experience, those who have held multiple positions but all with just a single employer, or those who are making a rather radical career change. Two pages are generally acceptable for those with more than 10 years of experience or whose field requires technical or engineering skills. More than two pages can work for those who have held senior-level or executive positions and who have a long record of accomplishments in these leadership positions, or for those in the academic or scientific communities, who may have long lists of publications, speeches, licenses, or patents, among other things. These are, however, only general guidelines; it is up to you to decide what information is vital to include, and what may be superfluous. Ultimately, you want to show your potential employer that you have the skills that make you an ideal candidate for the position.

As you put the finishing touches on your resume, you may also want to prepare it for any of the number of methods you may use for submitting it. In this day and age, you will likely not only be submitting a hard copy of your resume to potential employers. You may also be emailing it, or uploading it to a website.

It is recommended, as a result, that you keep four versions of your resume on hand. A printable version, to be sent as a hard copy, can contain bulleted lists, italicized text, or any number of other special formats to highlight details. A "scannable" copy should, however, contain no fancy designs or special formatting; limit your methods of highlighting your qualifications

So what can you do to make sure your resume is fit to print and ready to send to potential employers?

Continued on page 5

Don't Miss Arizona's Splendor

If you are going to come to Arizona for Convention, you cannot miss some of the great natural wonders of the world. It is a great vacation for the whole family, and the Tau Beta Sigma Alumni Association is working with a local company to provide tours that leave from the Biltmore and let you and your family, or just your family, take full advantage of all Arizona has to offer.

Full details on the trips can be found here: <https://www.southwestdiscovery.com/kappatau.pdf>

You cannot come to Phoenix and miss the Grand Canyon—one of the seven wonders of the world! There will be one trip pre-convention (July 20th) and one trip during convention.

This is one of many trips we have planned, with options for shopping, city tours, or the more adventuresome can go into the desert in a hummer. The Alumni Association will also provide a short guide to local sightseeing and restaurants at our table in the exhibits area.

We recognize many of you have to use vacation time to come to Convention, and hope providing these options will help maximize your enjoyment of the week!



Reasons to Be in Phoenix from July 21-25, 2009

As an alumni, you may wonder what value there is for you to attend the National Convention. Regardless if 2009 will be your first or tenth convention, the Tau Beta Sigma Alumni Association has developed a complete schedule catering to your interests.



As you will see throughout this newsletter, the Executive Committee has worked diligently to have enough programming that, in addition to the normal schedule of events, you have several options to select from each day of convention. This includes trips, speakers, workshops, roundtables and networking events.

In addition, each day of convention the Alumni Association will have a short, one-page update available at our table in the exhibit hall. We are also partnering with the Kappa Kappa Psi Alumni Association to host a hospitality suite for all alumni, which will be a central place for people to meet, relax, and grab a snack.

The hotel itself is worth the trip. Known throughout the world as the “Jewel of the Desert,” the Arizona Biltmore Resort & Spa is covered with lush gardens, glistening swimming pools, and Frank Lloyd Wright-influenced architecture. This resort has been a favorite of celebrities and U.S. presidents throughout its history.

Use the pool, play chess, walk the gardens, or lounge outside in the evening.



Most importantly, however, the Tau Beta Sigma Alumni Association is holding a business meeting on Saturday. The purpose of this is twofold:

- The Alumni Association will be electing two new members of the Executive Committee during the fall. Full details on this process will be sent to members in April, but we will allow candidates to speak to the membership at National Convention.
- The Executive Committee will present a strategic plan for the 2009-2011 biennium to the association membership there assembled. In this meeting, the membership will be able to provide feedback and influence the organization’s programming for the 2009-2011 biennium. ♪



Call for Volunteers

TBSAA would love to expand our offerings for members, but we need volunteers to do so. We have four standing committees that carry out the activities of the organization.

Expansion: Assist with the expansion and development of Affiliates

Membership: Assist in the recruitment of new members

Publications: Develops content for The Podium, News Notes & The Rhapsody

Service: Help create and complete service projects on behalf of the National Organization

If interested in serving on a committee, please contact tbsaa@tbsigma.org

Interested in joining a committee? Email TBSAA@tbsigma.org.

Tau Beta Sigma Alumni Association Featured Speaker at National Convention

The Executive Committee is pleased to announce that we are bringing in a corporate-quality speaker to National Convention specifically to present to our Alumni members. Dr. Susan Horowitz is a Motivational Speaker, innovative educator, a UN Advisor of Global Education/Pedagogy & the Arts, Award-Winning Author, Singer-Songwriter, and Media Host.

She is premiering a new talk at our convention centering on inspiration. We are proud to provide our members’ access to a high quality professional speaker and envision this speaker series becoming a significant value add to our members attending National Convention.

Dr. Sue’s empowering, entertaining talks draw on her in-depth background in education and the arts—including twenty-five years as a professor at Borough of Manhattan Community College (a branch of City University of New York), directing drama/music programs pre-K-12, and the internationally renowned Semester at Sea – a four month college semester/world voyage

Continued on page 5

Tau Beta Sigma Alumni Association National Convention Schedule

Alumni Events and Activities

Monday, July 20

- 7:00am - 7:00pm Grand Canyon Tour*
- 1:00pm - 5:00pm Guided City Tour*

Tuesday, July 21

- 7:00am - 11:00am Adventures in a Hummer*
- 8:00am - 6:00pm Sedona Tour*
- 11:00am - 12:00pm Tau Beta Sigma Committee Chair/
Advisor Session**
- 2:00pm - 2:30pm Opening Joint Session**
- 3:00pm - 5:00pm Tau Beta Sigma Separate Session**
- 7:30pm - 9:30pm National Intercollegiate Band Concert and
Reception**

Wednesday, July 22

- 8:30am - 12:30pm Guided City Tour*
- 8:00am - 6:00pm Sedona Tour*
- 11:00am - 12:00pm Conducting and Composing Forum**
- 1:30pm - 2:30pm Guest Performer Clinic**
- 4:00pm - 5:30pm Reading Band and Auxiliary Clinic**
- 7:30pm - 9:30pm Guest Performer Concert**

Thursday, July 23

- 10:00am - 11:00am Tau Beta Sigma Alumni Workshops
and Roundtables
- 11:00am - 12:00pm Tau Beta Sigma Ritual**
- 12:30pm - 5:30pm "Wright Day" in Scottsville Tour*
- 1:00pm - 5:00pm Guided City Tour*
- 6:00pm - ?? AZ Diamondbacks Game
(in cooperation with KKYAA)
- 6:00pm - 9:30pm "Evening in Classic Mexico" trip*

Friday, July 24

- 7:00am - 11:00am Adventures in a Hummer*
- 10:30am - 11:45am Tau Beta Sigma Alumni Workshops
and Roundtables
- 12:30pm - 5:00pm Early American and Antique
Capital of America*
- 1:00pm - 2:15pm Dr. Lori Ebert Educational Forum**
- 2:30pm - 3:15pm Networking Social
- 5:15pm - 7:00pm Dr. Sue Horowitz, Tau Beta Sigma
Alumni Association Featured Speaker
- 8:00pm - 10:00pm Family "Chill at the Pool"

Saturday, July 25

- 7:00am - 7:00pm Grand Canyon Tour*
- 10:00am - 12:00pm Tau Beta Sigma Alumni Forum
- 1:00pm - 2:30pm Tau Beta Sigma Alumni Workshops and
Roundtables
- 2:30pm - 5:00pm Final Tau Beta Sigma Separate Session**
- 5:30pm - 7:00pm Final Joint Session**
- 7:30pm - 9:30pm Banquet**

*Operated by Outside Company working with the Alumni Association

**Not exclusively an Alumni Event

Continued... "Tau Beta Sigma Alumni Association Featured Speaker at National Convention"



to ten countries. She offers seminars on dealing with differentiated learning and celebrating diversity in the classroom and workplace. She practices student-centered learning and advocates education through empathy, respect, and the arts – especially positive humor and songs. As a UN Advisor of Global Education, her projects include consulting with President Obama's Education Transition Committee.

Her popular talks include: "Success Strategies of the Stars -- That Work for You!: Effective Techniques for Leadership, Learning, and Living" inspired by celebrities such as Lucille Ball and Carol Burnett, whom Dr. Sue interviewed for her book *Queens of Comedy*; "Laugh At, Live With, And Love Yourself: Positive Humor, Stress, and Health"; and "Communica-

tion Power -- Manage Anger, Communicate Effectively, Cope with Criticism, Turn Failure into Success!"

An accomplished singer-songwriter, Dr. Sue often includes original, inspirational songs such as "Dare to Believe", which she performed for the induction ceremony of Phi Theta Kappa, the international honor society for two-year colleges.

Dr. Sue hosts the talk show: *Creative Conversations* www.creativeconversations.com, and is the award-winning Author of Books: *Read with Me* (Children's Book of the Month Club) *I Am Loved* (Poetry), *Musicals* (Sponsorship: New York Foundation for the Arts), *Plays* (top prize national children's play contest), *Screenplays* (Cine Golden Eagle), and *Songs* (recordings, performances).

TV/Radio Appearances include: E! Entertainment, NBC Must See TV, Good Day New York, MTV, Joe Franklin Show, etc. Clients include: Fortune 500 Corporations, Cruises (Cunard, Royal Caribbean), Colleges, and Associations, and Hospitals. Education: B.A. University of Chicago, Yale Drama School, M.A. Hunter College, Ph.D. Graduate Center, CUNY. Her mission is to entertain, educate, and empower her audience. ☺

Basic Marketing Skills to Bolster Your Career

C. Vanacore

Marketing 101 is a relatively easy course in any undergraduate program, rife with buzzwords and ethereal concepts that leave most people with one takeaway: marketing is lots of pretty pictures and fluff. Although books could be written on how this statement is wholly untrue, there are several key takeaways from basic marketing you can use to bolster your career.

Whether on the job market, looking for tenure, or seeking promotion, you are in constant competition against hundreds of individuals just like you. In the job world, you are a product that, if marketed well, can stand out from others and develop successfully. This article will focus on three key marketing concepts and

how you can apply them to your own professional development.

1. Target Market. *Definition: "A group of individuals whom collectively, are intended recipients of an advertiser's message."*¹ Considering you are the product, identify the people at work who are critical to your success and growth. The easy target is your boss or bosses. Observe your work culture, however, and you can usually identify other key players. Are there people in other departments whom your manager seems to trust? Do you see anyone who has had a similar career path to the one you desire? These are people you should consider making mentors and advi-

Continued on page 6

TBSAA

TAU BETA SIGMA ALUMNI ASSOCIATION EXECUTIVE COMMITTEE

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Continued... "Resume Tips"

to bulleted lists. A plain-text document should be as bare-bones as possible when it comes to design and formatting; you should be able to easily copy and paste it into online forms. Finally, an email version should be similar to the plain-text copy, with formatting modified as necessary to meet the length-of-line restrictions presented in email.

Whether you're a recent graduate searching for your first job, or an alumnus who has had your degree for years and simply want a career change, knowing what employers are looking for in your resume today can help make a difference between getting that call for an interview or having your application tossed in a little blue recycling bin – or sent to a little gray one with one swift mouse click. ☺

Marcy Wilhelm
Publications Committee



Continued... "Basic Marketing Skills to Bolster Your Career"

sors. Cultivating 4 or 5 relationships through either formal mentoring or informal lunches helps give you credibility, leads to insights into internal politics and often creates a positive influencer on your direct manager.

2. Value Added Features. When choosing between two different products, be it types of coffee or your new cell phone, a selection is made based on certain attributes you find desirable. The same reasoning can be used for why someone is selected for a job, promotion or project. Regardless of your job, think about what you do to add value, what would make someone come to you for something rather than someone else. Do you always provide quick responses to other people's needs? Do you take on extra concerts or ensembles without compensation? Understand both the small ways you add value and the larger impacts you make. Maintain a list of these features in a notebook, including specific examples. When it comes time to look for a job or have an annual review, you can easily identify five specific things that make you valuable with multiple examples.



3. Differentiation. Definition: "Developing unique product differences with the intent to influence demand."² Sneakers all serve the same purpose and have the same general components. If I told you that Nike, New Balance, Saucony, and Brooks were all identical, however, you would disagree. Individuals associate brands with different attributes and images. In the same way, there are countless individuals who can replace you in your job, both at your company and outside. This is especially salient during economic downturn, where people are facing layoffs. The value you add uniquely both sets you apart for promotion, helps you keep your job, and may impact performance bonuses. How you differentiate yourself takes some self-evaluation. What skills do you possess that no one else has? Think from the standpoint of your boss—are you consistently the first to volunteer for new tasks, do you serve on committees, are you always the person in on time. A lot of your differences complement your value added features and represent core per-

sonal values. Values are usually articulated as one-word adjectives such as: dedication, persistence, drive, consistency, dependability.

Once you select one or two core values, it is time to brand yourself. This is the hardest task, and yet the most fundamental. The key to branding is consistent communication—you need to strive for 100% of your communications with your "target market" being consistent with the brand values. For example, if you want to be perceived as dependable, make sure you always get assigned tasks done. Over time, people see a pattern of behavior and build a perception. Most of your less savvy peers will not focus on what they are displaying with their work, and a lack of consistency means they have no control over the perceptions of developed by their stakeholders. By branding yourself and focusing on which values you display, you control how other perceive you and ensure you are seen differently from peers.

One caveat: make sure the values you pick you can attain. If you attempt to communicate timeliness, but tend to get into work 5 minutes late, you are giving a mixed message. This can lead to negative associations and potentially negative differentiation.

Remember that in any career you are a product that your employer buys, invests in, and eventually either decides to keep or replace. Treating your career with the care that major firms take with their products can be one more tool in your arsenal and an advantage over peers. ~

Disclaimer: This article is independently written based on the author's experiences and is not an expression of the opinions of TBSAA. It is meant to provide overall commentary on the professional working environment and offers insight based on experiences of the author and other working professionals. This article should not be construed as legal or professional advice. Should you require such advice, please contact the appropriate professional.

¹ <http://marketing.about.com/od/marketingglossary/g/targmktdef.htm>

² <http://marketing.about.com/od/marketingglossary/g/proddiffdef.htm>

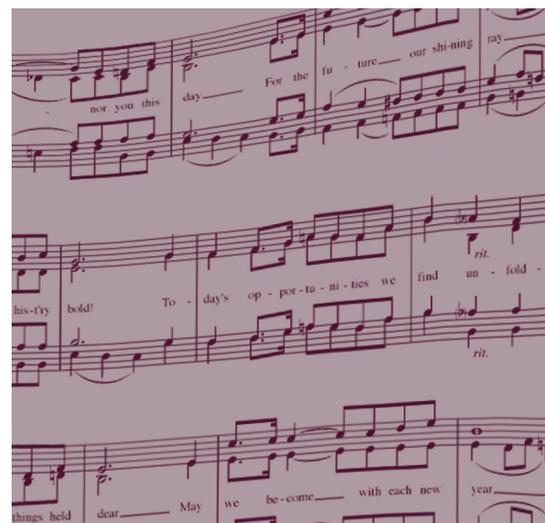
Are you Goodsearching?

What if Tau Beta Sigma earned a penny every time you searched the Internet? Or how about if a percentage of every purchase you made online went to support our cause? Well, now it can!

GoodSearch.com is a new Yahoo-powered search engine that donates half its advertising revenue, about a penny per search, to the charities its users designate. Use it just as you would any search engine, get quality search results from Yahoo, and watch the donations add up!

GoodShop.com is a new online shopping mall which donates up to 37 percent of each purchase to your favorite cause! Hundreds of great stores including Amazon, Target, Gap, Best Buy, ebay, Macy's and Barnes & Noble have teamed up with GoodShop and every time you place an order, you'll be supporting the future of the Sorority.

Just go to www.goodsearch.com and be sure to enter Tau Beta Sigma as the charity you want to support. And, be sure to spread the word! ~



Affiliate Profile- Atlanta Alumni Association

Official Name:	Atlanta Alumni Association
Number of Members:	41
TBSigma:	20-25
KKPsi:	10-15
TBSAA:	10-15, 1 Friend
Schools Represented:	Albany State Arkansas Pine Bluff Central State Clark Atlanta Florida A&M Hampton Howard Jackson State Morehouse Morris Brown Norfolk State North Carolina A&T North Carolina Central South Carolina State Troy Tuskegee Valdosta
Meetings:	1st Saturday of Month No meetings September or October (Homecomings & School events)
Social Events:	Founder's Day Dinner w/ Local Chapters Movie Night w/ KKPsi
Service Projects:	Golden Baton Scholarship Initiative (GBSI) – Open to Junior and Senior High School students planning to play in a college band. The association provides tours to college bands, assistance with financial aide, college essays and applications, time management, leadership and public speaking. There is a cumulative Annual Gala which includes a recital and recipients receive \$150 book scholarships.
Unique to group:	Depth of age and school chapters. Work well together.
Recruiting New Members:	New Member Orientation at local chapters
Fundraiser:	Honda Battle of the Bands
Networking Opportunities:	Phi Mu Alpha – Greek Music Weekend Social before Battle of the Bands
Website:	www.geocities.com/atlalumni191946

Next Edition:

As TBSAA starts a focus on programming, we will begin publishing The Rhapsody on a quarterly basis. The next edition is a focus on Service, so please share any projects/functions/activities you or your affiliate are doing!

As always, let the publications team know if you have any article ideas, recommendations, or stories via TBSAA@tbsigma.org.